



Strategic Implications of Health Information Liquidity

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Strategic Implications of Health Information Liquidity

Strategic Implications for Healthcare Players

Goals and Objectives

Where to Position

How to Operate

Capabilities

Management Systems

Strategic Implications of Health Information Liquidity

Critical Questions

Which Parties Will Have What Decision Rights and What Economic Roles, Risks, and Responsibilities?

What New Markets and Businesses Will Emerge?

How Will New Players Position, Existing Players Reposition and Respond?

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Exploration Approaches

System Scenarios

Agent-based Modeling

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Consumer Experience

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- People making choices
- Choices based on interplay of information, personality, and social context

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- Segments of people making choices in different ways

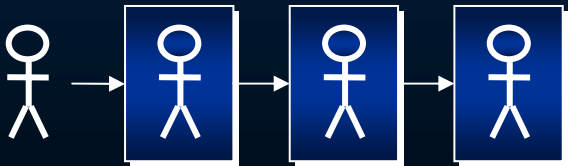
Understanding Consumer Experience



- People making choices
- Choices based on interplay of information, personality, and social context



- Segments of people making choices in different ways



- People who learn and change segments
- Behavioral segments that persist as people move on

More Decision Rights Being Pushed onto Consumers

- What problems to address
- What input to gather
- What treatments to use
- What risks to accept
- Who to access and engage
- When to act

WHILE UNDER . . .

- Personal financial constraints
- Time pressure and, often, life threatening issues

Women with a Child Talking About Healthcare



Man with Chronic Condition Talking About Healthcare



Consumer Healthcare Behavior Realities

Emotional Realities

- Strongly negative experience
- Stressful
- Confusing
- Lacking knowledge
- Sense of risk and hidden uncertainty

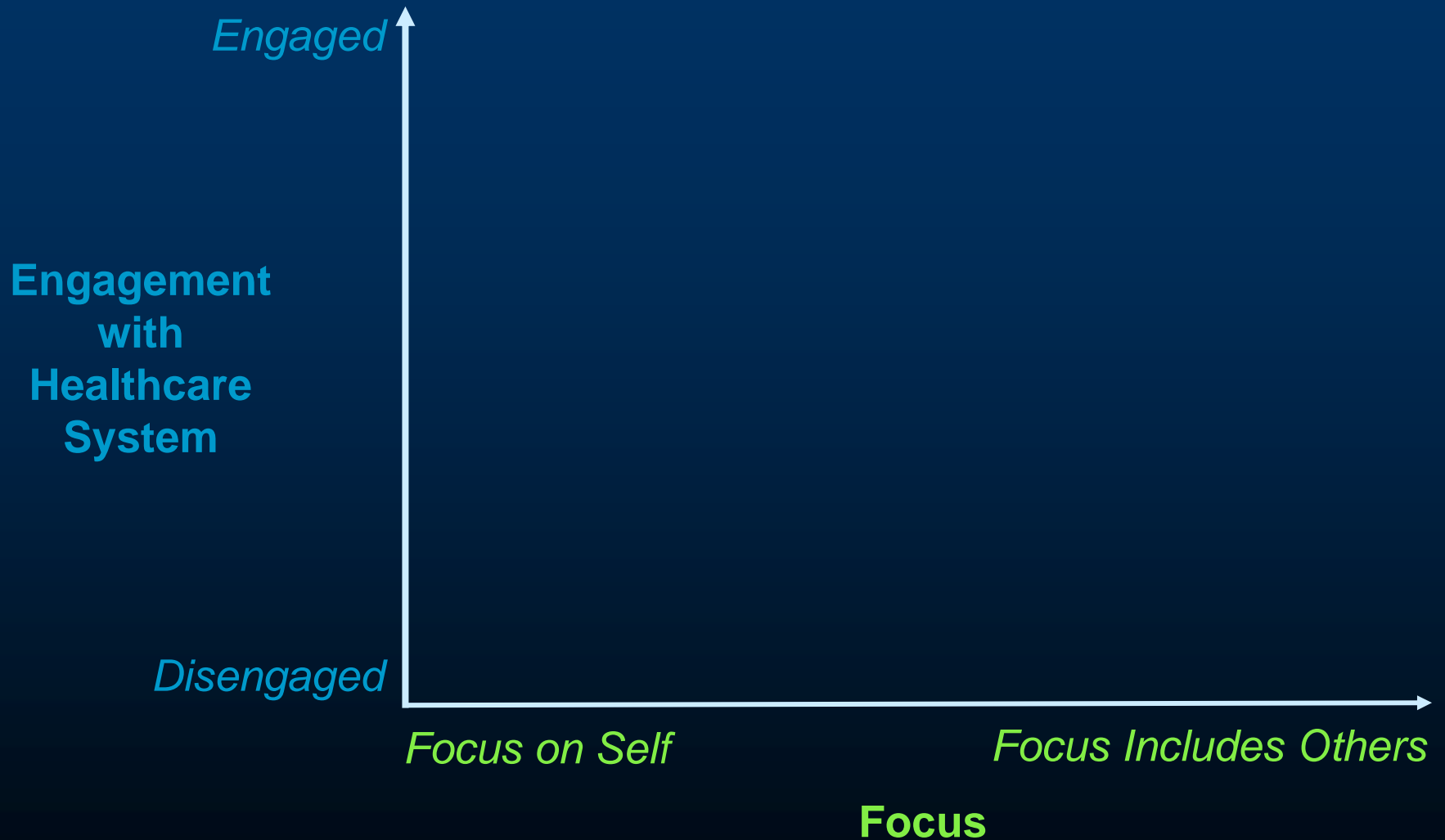
Behavioral Realities

- Seek disengagement
- Learn when necessary
- Prone to stick with what works
- Dependents a key engagement driver

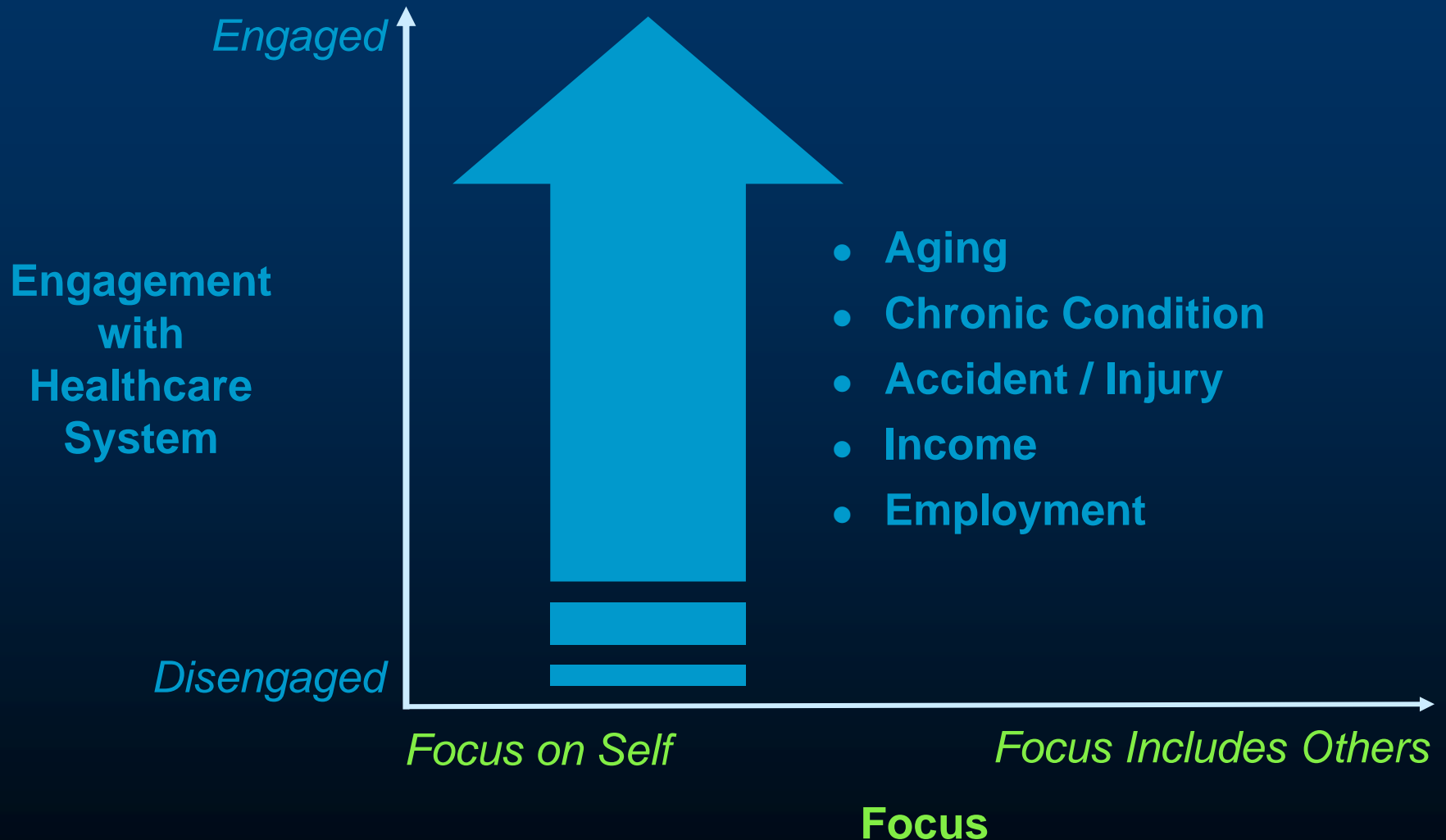
Health Information Liquidity offers a dual opportunity:

- **Cooperative opportunity:** help consumers embrace decision rights
- **Competitive opportunity:** engage consumers better than others

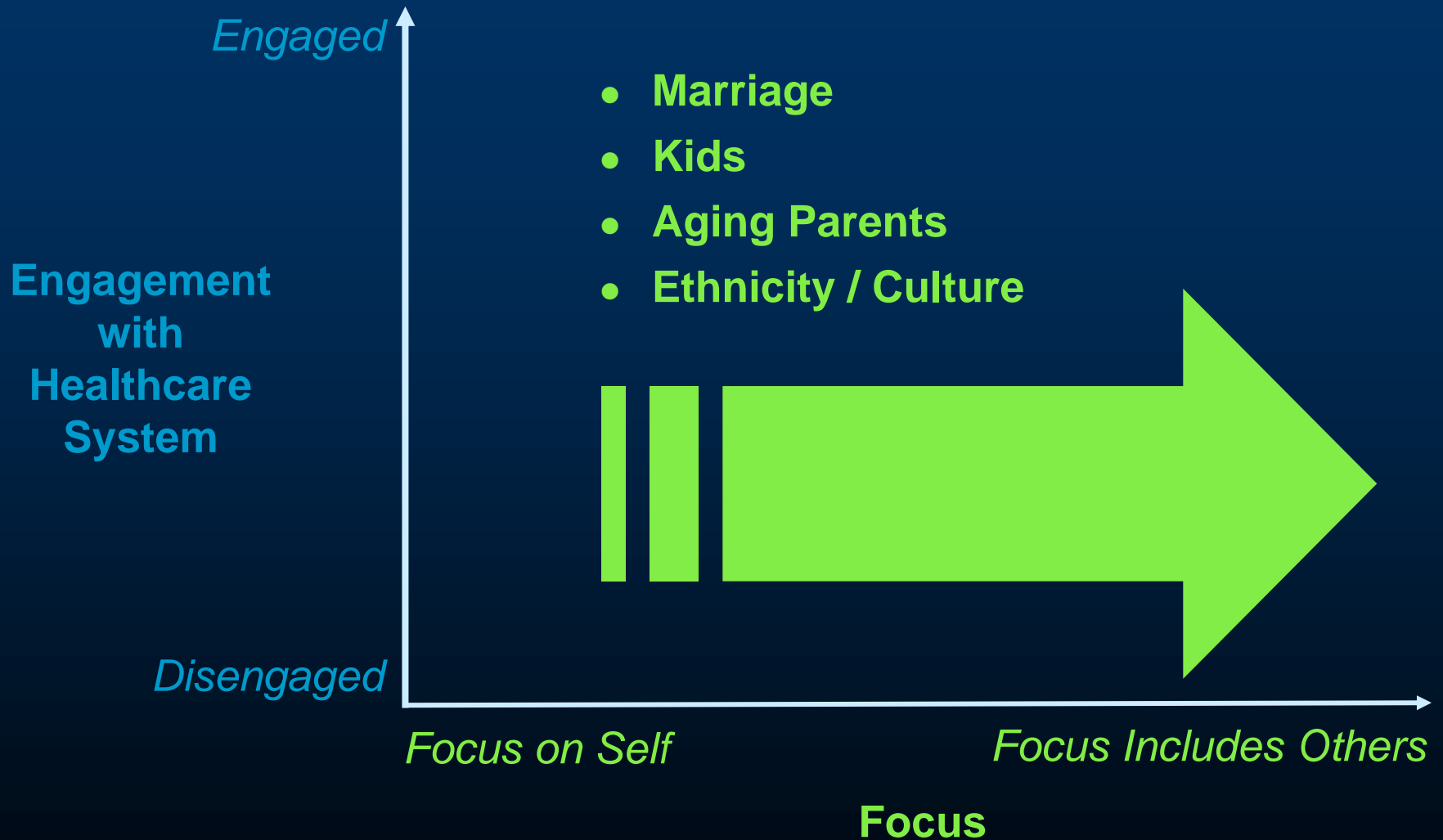
Dimensions to Consumer Healthcare Behavior



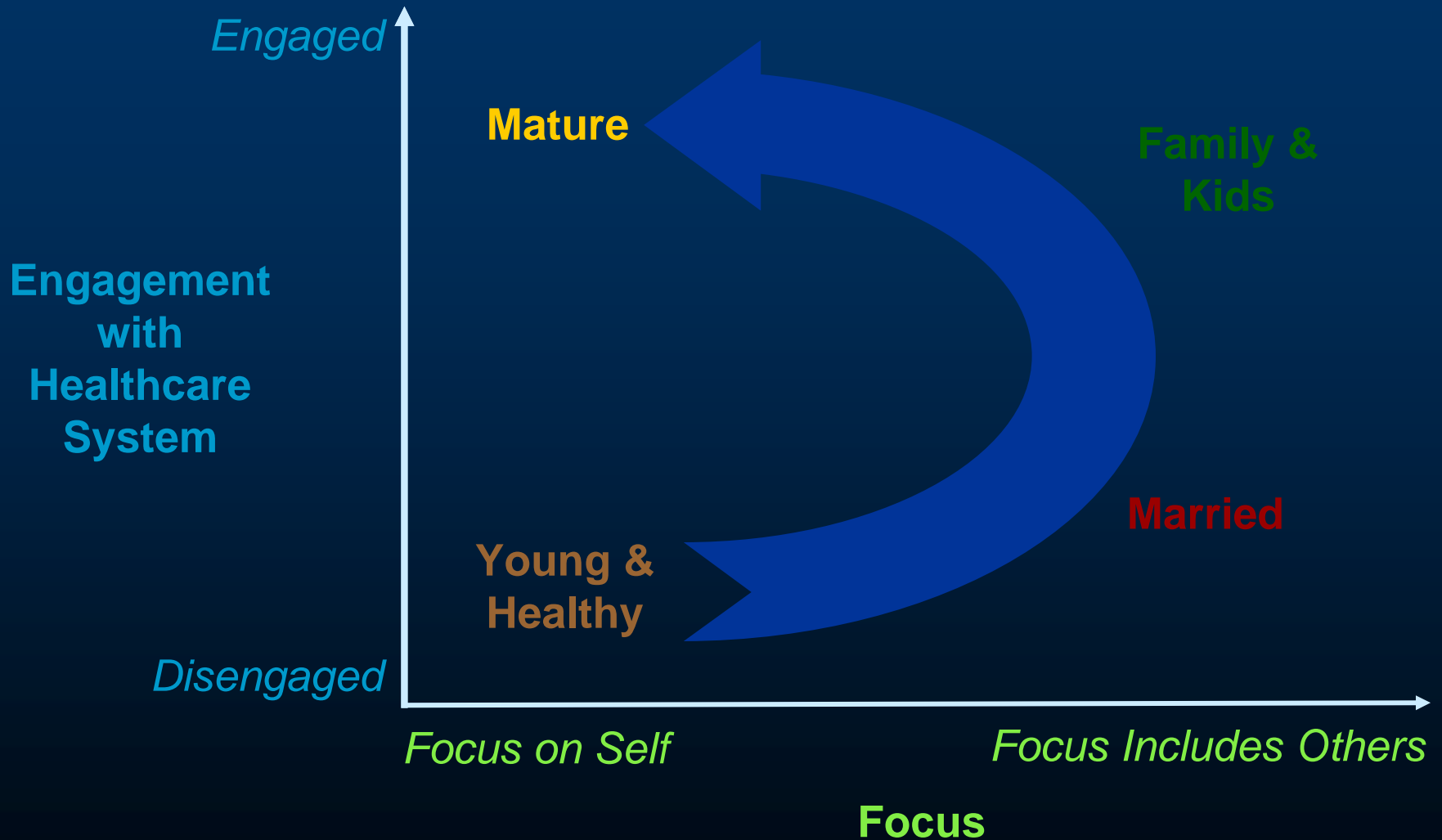
Drivers of Engagement



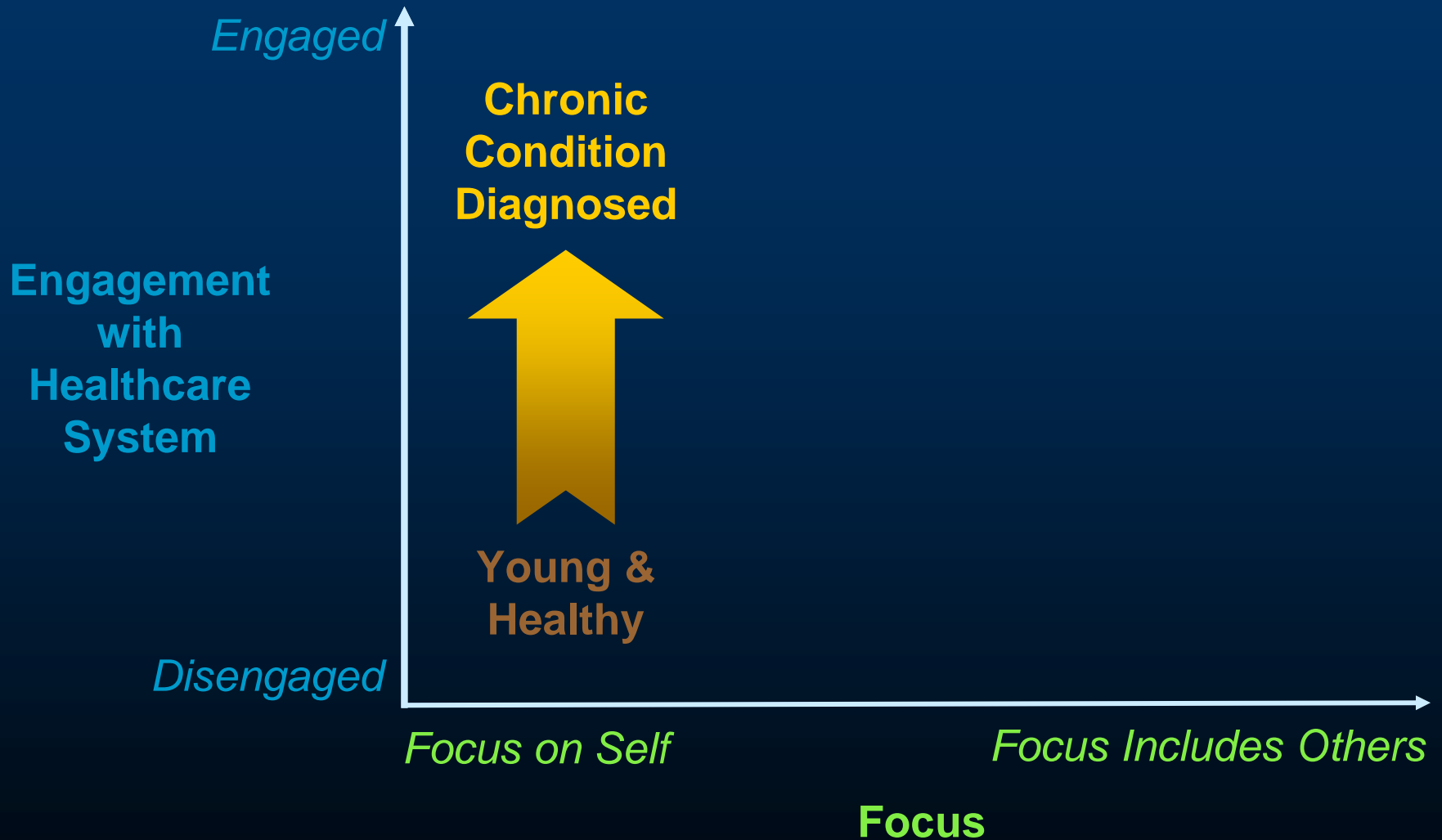
Drivers of Focus



Average Consumer Lifecycle



Averages Can Be Deceiving

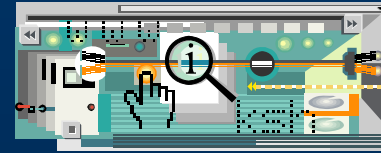


Consumer Touch Points Are Sources of Advantage



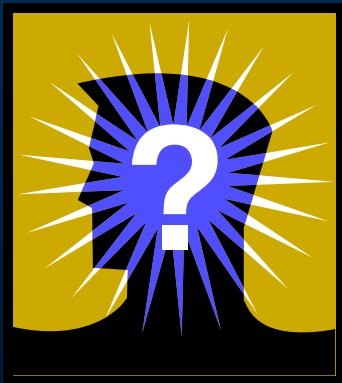
At Doctor's Office

- Physicians
- Physician receptionist
- Nurse



On-line

- Portals
- News desks
- Reference guides
- Blogs
- Search Engines



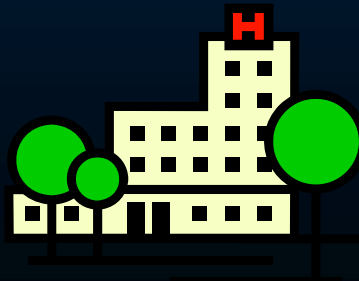
At the Workplace

- HR group
- Union advisors
- Industry groups



At Home

- Friends / relatives
- Religious groups
- Community centers



In Hospital

- ED receptionists
- Outpatient settings
- Business offices
- Nurses
- Doctors



In Media

- Newspaper
- Journals
- TV
- Radio
- Movies

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Implications from the Consumer Perspective

- Think about both cooperative sector goals and competitive company goals
- Operate at the consumer segment level
- Prioritize segments, can not be equal investment against all segments
- Consumer marketing a new core competence
- More and faster market intelligence skills needed
- Greater need to develop and integrate networks of formal and informal touch points
- Increased focus on tracking consumer activity and not just consumer costs