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How will you accelerate change for the impatient consumer?

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SPEAKERS

Kelly Hawk

Principal @
EY Health Consulting

Rachit Khare

Senior Manager @
EY Design Studio

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INTRO

How can we redesign health services to better meet consumer needs?

The thought leadership talk focused on the challenges faced by impatient consumers in the healthcare sector, particularly in the context of mental health services. Key speakers, Kelly Hawk and Rachit Khare, explored the disconnect between consumer expectations and current healthcare delivery, emphasizing the need for human-centered design to create trust and improve service accessibility.

This Playbook will delve into the insights shared during the session on how to effectively navigate the complexities of the healthcare system, leverage technology for better patient outcomes, and implement human-centered design principles to create a more patient-focused healthcare experience. Key takeaways will include strategies for enhancing mental health care access, understanding consumer behaviors, and utilizing digital tools to meet evolving patient needs

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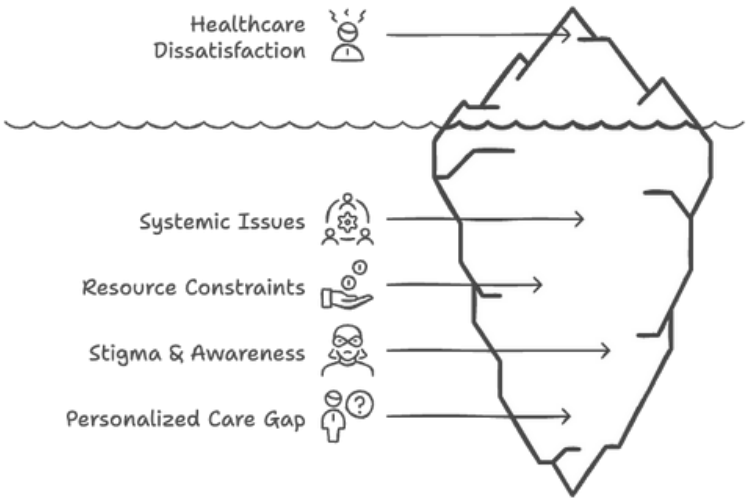
1. Understanding the Impatient Consumer in Healthcare

The healthcare industry is increasingly confronted by empowered consumers demanding more personalized and efficient services. This shift necessitates a re-evaluation of service delivery models to prioritize consumer needs and preferences. The talk highlighted a significant gap in mental health care, where nearly half of the surveyed individuals rated their care as inadequate. This dissatisfaction underscores the urgency to redesign healthcare experiences to align with consumer expectations and enhance overall patient satisfaction.

> *"Our system is built for crisis management, not for the early days of helping individuals figure out what's going on." — Kelly Hawk, Principal, EY Health Consulting*



Takeaways

- Service models that center on accessibility and personalization can be more effective in meeting the expectations of today's healthcare consumers.
- Embedding feedback mechanisms into the care journey can help organizations stay responsive to changing patient needs.
- Clear, relatable educational materials can support better understanding of mental health care options and encourage timely engagement.

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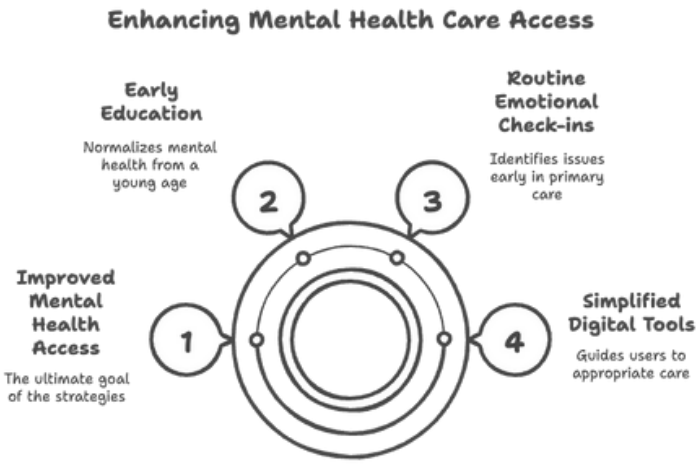
2. Redefining Mental Health Awareness and Access

There is a need to address mental health far earlier in the care journey while also simplifying the path to support. Many individuals struggle to define what mental health even means, unsure if their symptoms "qualify" for care or where to start looking. This confusion is reflected in the data: 33% of consumers believe they can manage their issues alone, 17% doubt professional help would be effective, 20% don't know where to find support, and 18% find mental health information difficult to understand. The speakers emphasized that meaningful change requires both early education to normalize mental health and more intuitive systems to guide people to the right care at the right time.

> *What if we can start from way early in the school to teach the children that you're only human… demystify it? It's not mental health. It's just part of our life." — Rachit Khare, Senior Manager, EY Design Studio*



Takeaways

- Introducing mental health education earlier in life can help normalize care-seeking and reduce long-term stigma.
- Embedding routine emotional check-ins within primary care can support earlier identification and intervention.
- Simple, digital tools that clarify symptoms and care pathways can ease confusion and encourage timely access to support.

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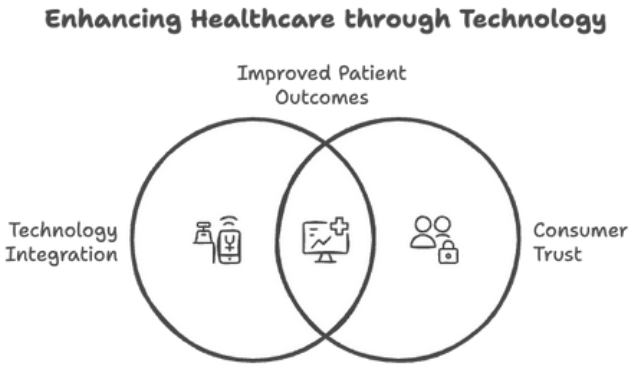
3. Leveraging Technology for Improved Patient Outcomes

The integration of technology into healthcare practices offers promising solutions for addressing consumer impatience, improving access, and enabling earlier intervention. During the session, it was noted that 59% of consumers feel comfortable using digital technologies that analyze health data, identify mental health risks, and enable real-time support. Participants discussed tools such as AI-powered triage, remote screening, and personalized provider-matching as pathways to faster, more precise care. However, they also emphasized that for these tools to succeed, they must be trusted, transparent, and clearly communicated. Behavioral health data carries heightened sensitivity, and without clarity on how data is used and protected, consumers may resist even the most helpful technologies.

> *Fifty-nine percent feel comfortable using digital technologies that use health data to identify mental health risks, send that data to a healthcare professional, and enable real-time and remote support." — Rachit Khare, Senior Manager, EY Design Studio*



Takeaways

- Build AI-powered triage tools that help consumers understand their symptoms and connect to the appropriate level of care.
- Use data-driven matching to align patients with providers based on needs, preferences, and cultural context.
- Prioritize transparent, user-friendly data privacy practices to earn and maintain consumer trust.

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CONCLUSION

The insights from this event underscore the urgency for healthcare systems to adapt to the needs of impatient consumers. By reimagining service delivery through the lens of consumer expectations, leveraging technology, and enhancing mental health care accessibility, healthcare providers can significantly improve patient satisfaction and outcomes. As Kelly Hawk highlighted, aligning healthcare services with consumer demands is crucial for future success.

Evaluate your organization's approach to patient engagement and consider implementing digital tools to enhance care delivery. Engage with community stakeholders to expand support networks and improve mental health care access. Explore the full discussion to gain deeper insights into transforming healthcare for the modern consumer.

Join the HLTH community to access the full session recording: https://community.hlth.com/

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