



Top 3 Themes Driving Healthcare Consumerism

Recent federal and state regulations are making it simpler for patients to act as consumers, enabling them to shop for their desired personalized healthcare experience.

In particular, payers face added pressure to improve the member experience and make access to care more equitable, as reflected in the most recent update to Medicare Advantage STAR Ratings.



Collectively, these trends and regulations fall into three groups that facilitate the concept of healthcare consumerism.

Shoppability

Providing consumers with the convenience of receiving care where, when, and how they prefer.

Recent surveys indicate that an overwhelming number of consumers aren't satisfied with their access to care.

This trend presents an incredible opportunity for the healthcare industry. We can expand access points and prioritize a more convenient consumer experience to effectively boost satisfaction levels among consumers. This can lead to a healthcare system that better serves the needs of families and provides them with the care they deserve.



of consumers consider convenience a crucial factor, with more than half rating it as highly important. [Ⓞ]

Regulations:

- Information Blocking Rule
- Interoperability and Patient Access Rule
- California Data Exchange Framework
- Advancing Interoperability and Improving Prior Authorization Processes
- Health Data, Technology and Interoperability



of consumers currently rate their access to care as good, very good, or excellent. [Ⓞ]

Transparency

Clearly showing consumers what a service will cost and how much of that cost insurance will cover, coupled with ready access to health records.



Nearly 2 out of 5 consumers are delaying care due to high costs. [Ⓞ]

The rate at which consumers are delaying medical care due to high costs has never been higher. One way to reverse this trend - and avoid the negative consequences of delayed care - is to show patients up front what their care will cost and how they can pay for it.



of consumers say provider access to their digital health history/record is very or somewhat important factor when choosing a primary care provider. [Ⓞ]

of people want their primary care provider to know about their medical history, genetics, and inherited lifestyle habits. [Ⓞ]

Transparency is about more than prices, though. It also means ensuring that consumers' medical records are readily available to the providers they see, should they opt to share it.

Regulations:

- Patient Right to Know Drug Prices Act
- Price Transparency Requirements for Hospitals to Make Standard Charges Public
- Transparency in Coverage
- No Surprises Act
- Removal of Safe Harbor Protection for Rebates Involving Prescription Pharmaceuticals

Usability

Allowing consumers to easily and seamlessly experience shoppability and transparency.

It's no secret that consumers strongly prefer technology that's intuitive and easy to use. This is especially important for healthcare, where consumers may be called upon to use medical devices or other digital health tools to manage a chronic condition they'll have for the rest of their lives.



of Americans want to use technology to manage their healthcare experience. [Ⓞ]

Regulations:

- Accountable Care Organization Realizing Equity, Access, and Community Health (ACO REACH) model
- Coronavirus Aid, Relief, and Economic Security (CARES) Act
- Medicare Parcs C and D Stars Ratings



3 out of 4 consumers find technology helpful for completing tasks such as getting test results, asking medical questions, or paying bills. [Ⓞ]

Dive deeper into each regulation and learn how health systems can take advantage of the regulatory push for shoppable healthcare.

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