



Top 4 trailblazing CX trends every healthcare leader must know

Now is the time for healthcare organizations to re-evaluate and reset their patient and member experiences in a CX landscape forever changed by crisis.



TREND 1

DIGITAL-FIRST IS TABLESTAKES

The pandemic accelerated consumer demands for telehealth, virtual/home exercise, online self-service portals and messaging.

58%

of healthcare leaders said offering **digital tools** and information to enable consumer engagement were high priorities, but only **14%** have those capabilities in place.

Source: Vision Critical



TREND 2

EMBRACE OUTSOURCED INNOVATION

Top healthcare organizations are outsourcing CX to unlock new innovations, reduce operating costs, and increase efficiencies.

86.4%

FCR achieved in 7 days

250

agents moved to work-at-home in 3 days

Source: TTEC



TREND 3

PARTNER FOR OPTIMAL CX

Develop smarter partner relationships to gain access to advanced tech, keep data safe, and enhance patient interactions.

Nearly 60%

of consumers say they would **"absolutely"** or **"very likely"** switch providers if offered faster appointments, online booking, and video appointments.

Source: The Consumerization of Healthcare report by Adobe and Econsultancy



TREND 4

DOUBLE-DOWN ON DATA & SECURITY

Enhancing digital channels requires a robust set of policies and processes for managing and protecting patient data to foster greater member loyalty.

Only 2%

of CFOs are considering reductions or deferrals of cybersecurity or privacy investments

Source: PwC



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