Speaker 1: Welcome to our first video podcast, eight key steps for a successful patient journey analysis. In this podcast, Lou Brooks, Vice President of Commercial Analytics at Optum will talk about the steps for a successful patient journey analysis and ultimately what that can mean for your organization, and also help guide you in making the patient the focus of your business activities, and help redefine the way you engage customers in the healthcare marketplace.

Speaker 1: Now let's join Lou Brooks.

Lou Brooks: Patient journey analytics is a broad category of analysis designed to better understand the process of consumer or patient consumption of healthcare and the benefit that they derive from the interaction. A variety of data sources and analytic techniques can be leveraged to complete the analysis and they can be as simple or as complicated as your organization can handle.

Lou Brooks: When we at Optum think about patient journey analytics and what it takes to be successful at implementing the process, we can boil it down to eight key steps. Identify, engage, plan, develop the journey map, and incorporate the voice of the customer, implement in small steps, embed within your culture, and monitor and modify. Can you still gain value from patient journey analytics without following all eight steps? Certainly. But to maximize the value, it's essential that you patient journey analytics process encompasses all these steps.