Speaker 1: Step eight in patient journey analysis is monitor and modify. Once you've concluded your analysis, you're only halfway there. The other piece is turning your results into actionable intelligence. This step is critical in getting the most from your analysis. Let's join Lou as he talks about how a feedback loop of monitoring results and modifying process can help your organization thrive.

Lou: Understanding the patient journey is but the first part of the overall process to truly changing your business to focus on the ultimate consumer of healthcare, that patient. Too many times we see very rigorous analyses get packed up in a nice binder and sit on a shelf in someone's office. If you're going to invest the money and time to complete the patient journey analysis, then you should be making plans to monitor performance against what you learned. Every patient journey we have conducted for clients has resulted in some type of actionable intelligence, whether it be to modify targeting, change positioning, implement an educational program, develop a VBC or other type of contracting arrangement, or alter the patient intake process during a healthcare encounter.

Lou: What many clients fail to do is evaluate the impact of these changes in strategy bring to the table and ultimately as a result miss out on the benefit of the analysis. This isn't as a result of a lack of interest or desire, it's typically a function of time and changing priorities. It's more that the organization focuses on a patient journey analysis as a deliverable rather than as a portion of a broader strategic decision making construct. We would suggest that organizations need to look at patient journey analyses and impacting patient engagement as a continuously evolving analytic process, not a one and done. That is build into every patient journey a period of monitoring to enable one to examine the impact of implemented changes on the patient journey and be prepared to modify the approach based on continuous feedback.

Lou: This would include developing the appropriate data infrastructure and tracking mechanisms to assess the impact your changes have had in the market. Note that this will likely require the same level of data that went into the original analysis. For example, if your analysis identified product utilization by line of therapy and patient characteristics, you need to ensure that that same data is available for tracking analytics. If a portion of your journey analysis was based upon patient customer satisfaction survey results, you'll need to ensure you resurvey patients to assess the impact your changes have had no your baseline characteristics. This type of scientific analytic implementation will take some time to implement and will result in some culture shock as well as a rethinking of your existing data and analytic environments.

Lou: It's not for the faint of heart, but the benefits of continuous monitoring and modification will position your organization to better handle market challenges and capitalize on market opportunities.