Patient Experience India Story
“Pain is like a memory. You’re locking in this information, long-term, hard-wired in.”

Source: Vania Apkarian, PhD, Northwestern University's Feinberg School of Medicine, Brain 2016
Pain avoidance takes precedence over pleasure seeking

Customers actively seek to avoid products, teams and organizations that create pain (real as well as perceived)
Sludge makes life difficult to navigate and can be frustrating

Friction and misguided intentions

Make beneficial action difficult

Encourage harmful behaviour

Long and confusing fine print

Misleading messages that put psychological pressure

Large amounts of complex paperwork

Underestimating cost of add-ons

Information overload
Sludge – an example makes life difficult to navigate and can be frustrating

Are “smart technologies,” simply replacing old steps with new ones?

Is physical effort being replaced with cognitive complexity leading to “errand paralysis”?
1. Effort is real pain

2. Effort is more than physical exertion and time spent

3. Effort has cognitive costs and is emotional

4. Reducing Effort drives profitable customer behaviour

5. Measuring Effort in totality requires non-conscious insights
The Journey

- Appointments and Admissions
- Examination and Diagnosis
- Treatment and Care
- Billing
- Discharge
AIM

Exceptional patient and family experience of in-patient hospital care (safe, effective, patient centred, timely, efficient, equitable)

Primary Detractors

Friction

Perceived Lack of Fairness

Perceived Lack of Control

Secondary Detractors

Complex processes

Confusing signages and directions

Lack of support from staff

Inadequate facilities for patient family members

Inadequate clarity on diagnosis

Confusing and unclear bills

Rushed consultations with doctors

Perceived lack of involvement in deciding the treatment

Lack of clarity on treatment and care options
The Patient Journey

48% Find the admission process as extremely complex

44% Believe the billing and bills are complex and confusing

52% Face long wait times for doctor consultations

53% Find the discharge process cumbersome

45% Felt unempowered in the treatment of their family member patient

Significant improvements have been perceived by the patients in the way hospitals now deal with them.

The journey is however perceived as one of high cognitive stress even when clinical outcomes are well met.

Having the staff compensate for the complexity of processes creates person dependency, bottlenecks and stress for the staff themselves.

The complexity and friction in the end-to-end journey make for a stressful experience.
PERCEIVED EFFORT

-1.1

HAPPLY EASY  DIFFICULT  VERY DIFFICULT  PAINFULL

Healthcare
Insurance
Banking
Patients family members will not recommended a hospital because of "End-of-Journey" stressful experience.
Respondents Desire

- Faster and simpler admissions process
- Simpler and transparent billing process
- Single point and empathetic discharge process
- Ease and convenience for family members
- Proactive post discharge engagement effort from the hospital
Key Questions To Ask...
Behaviour shift to seek

Barriers to behaviour

Motivators

Word-of-mouth

Friction

Engagement at journey peaks
Solving Complex Human Engagement Challenges

To know more write in to dipti@terragni.in