

2020 Predictions for Healthcare Consumer Engagement



01

RATE OF TRANSFORMATION

The sluggish pace of change in healthcare engagement will finally come to an end, and innovation will pick up considerable speed.

KEEP IN MIND:



02

TECHNOLOGY AND DIGITAL HEALTH

Advances in engagement technology will fulfill the escalating needs of participatory medicine and the connected consumer.

KEEP IN MIND:

500%



recent growth in the healthcare consumer IoT (Internet of Things) market

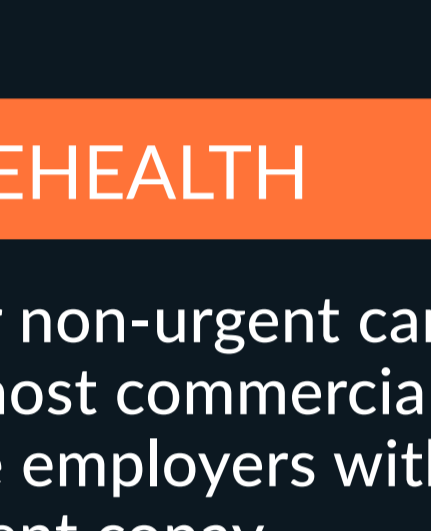
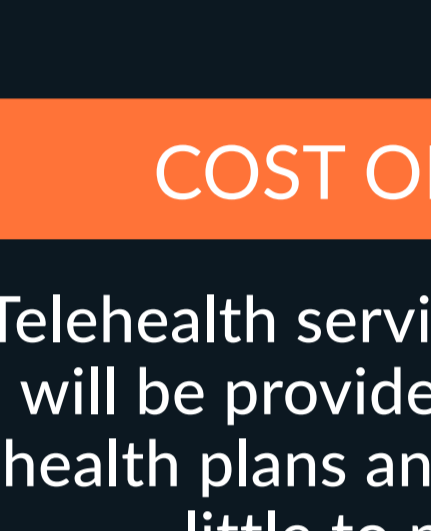


03

TELEHEALTH ADOPTION

2020 will be the year telehealth becomes a normal part of the modern healthcare consumer's life.

KEEP IN MIND:



04

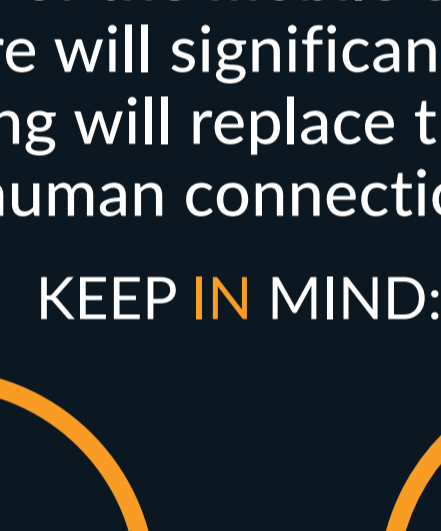
COST OF TELEHEALTH

Telehealth services for non-urgent care will be provided by most commercial health plans and large employers with little to no patient copay.

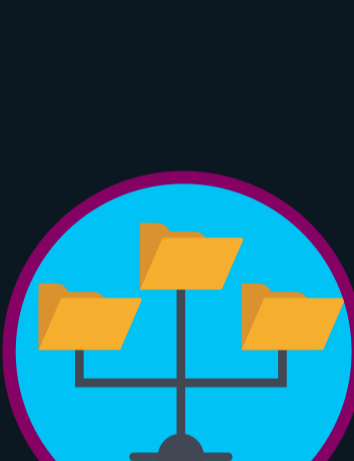
KEEP IN MIND:

\$32 Billion

amount of unwarranted ED costs each year in the U.S.



of adults who visited the ED did so because they couldn't get care from a primary care physician at the time

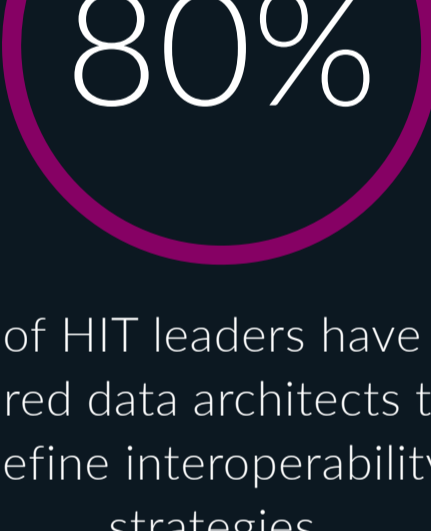


05

COMMUNICATION PREFERENCES

The use of the mobile channel in healthcare will significantly expand, but nothing will replace the need for human connection.

KEEP IN MIND:

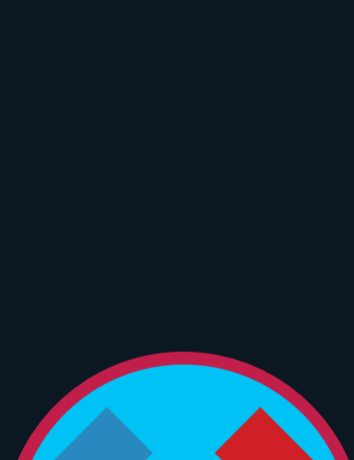


06

SYSTEMS INTEGRATION

The need for real-time data updates will force interoperability across healthcare—and have a considerable effect on engagement.

KEEP IN MIND:



07

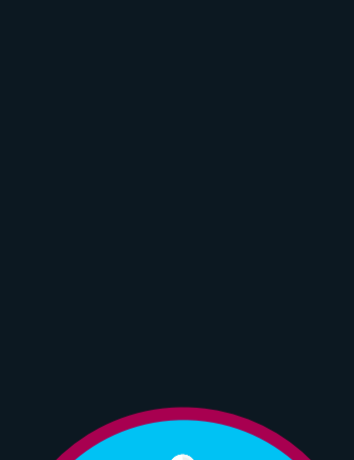
OUTREACH EFFECTIVENESS

Personalization will be driven by the kings of modern engagement—data and AI.

KEEP IN MIND:

25K petabytes

of healthcare data is already available for personalization and predictive analytics

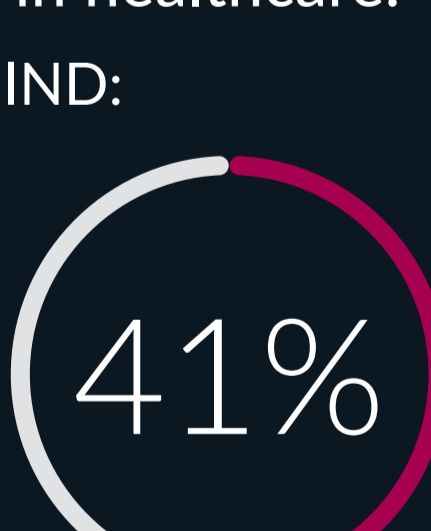


08

ENGAGEMENT CONTRACTING

The shift toward partner performance alignment and low-risk innovation will accelerate.

KEEP IN MIND:

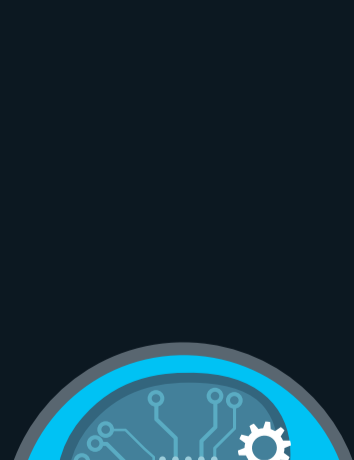


09

ENGAGEMENT STAFFING MODELS

Hybrid resource models and the gig economy will emerge as a mainstream option in healthcare.

KEEP IN MIND:



10

ENTERPRISE-WIDE ENGAGEMENT

Enterprise-wide engagement strategy will take priority over siloed initiatives.

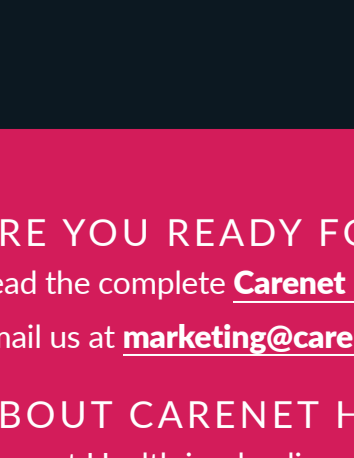
KEEP IN MIND:



As the number of communication channels and specific outreach programs increases



so does member fatigue

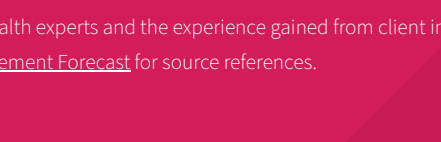


11

ARTIFICIAL INTELLIGENCE

AI will demand (and get) a seat at the healthcare engagement table.

KEEP IN MIND:



annual growth rate of the AI healthcare market

ARE YOU READY FOR WHAT'S NEXT?

Read the complete [Carenet Health 2020 Healthcare Consumer Engagement Forecast](#) for more information. For advice from our experts, email us at marketing@carenethealthcare.com, call 800.809.7000 or visit carenethealth.com to learn more.

ABOUT CARENET HEALTH

Carenet Health is a leading provider of healthcare engagement, clinical support, telehealth and advocacy solutions. Our engagement specialists, care coordinators and registered nurses support more than 65 million healthcare consumers on behalf of 250+ of the nation's premier health plans, providers, health systems and Fortune 500 organizations. Our mission is to drive market-leading consumer engagement outcomes through our proprietary Intelligent Engagement™ model—an approach made up of 22 finely tuned elements that strategically align for exceptional results.

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