

How the COVID crisis will shape what the future of healthcare looks and feels like

The second in a series of weekly perspectives from physicians on the challenges of fighting Covid-19

Contributors:
Suzanne Martinez
Creative Director;
Barry Silverman
Strategy Director;
Steven Lee
Analytics Director

This week we delve into understanding, from a physician's perspective, what the future should be like as a result of the Covid-19 crisis. We've chosen to survey physicians about what areas they feel will change the most as well as what areas should be prioritized so health systems can incorporate these priorities into their planning for the future, not just for times of crisis but in day-to-day care management.

As we move forward into a new normal in healthcare, we believe these learnings can be applied to any brand looking to enact positive transformation and demonstrate lessons learned from the most significant chapter in healthcare's recent history.

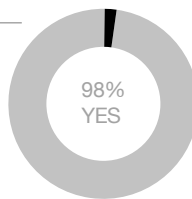
We understand that these are challenging times for all brand leaders, and so please know we're here to help you navigate. We hope that these findings can lead to new thinking and responses that help us all get to a safe and speedy resolution.

Pre COVID-19, the world of healthcare was already in the midst of significant change due to value-based care, the rise of disruptive competition and the desire for usable innovation from consumers as well as others from across the ecosystem. We asked physicians what changes would be most important and substantial post COVID-19 to help organizations prioritize and plan transformation that meets the needs of the future.

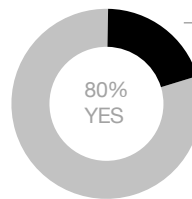
Data points

Physicians are confident and optimistic that in the future, the healthcare system will improve to better handle healthcare crisis

Q1
Will COVID-19 impact the way hospital systems manage their care in the future?

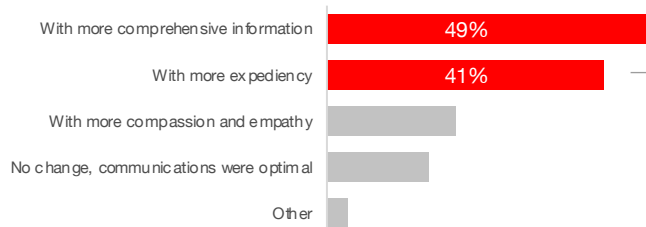


Q2
In the future, will hospital systems be better equipped to handle a healthcare crisis?



Physicians believe that, beyond changing how health systems handle future crises, COVID-19 will play a role in transforming every day / general care.

Physicians want health systems to communicate comprehensive information with expediency in the future



Q3
Given the learnings from the COVID-19 crisis, how might you suggest health systems change the way they communicate with patients and caretakers in the future?

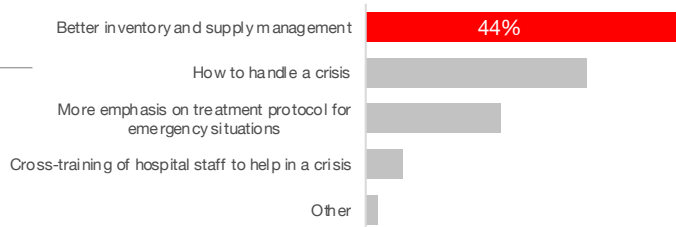
Not surprisingly, when it comes to improving communications physicians underscore the importance of getting timely and comprehensive information to those on the front lines.

The learning here is that when it comes to communication, the "how it's delivered" is just as important as the content itself.

In the future, health systems need to prioritize optimizing and updating communication channels & systems, so that they can insure seamless and efficient delivery of accurate information across entire organizations.

Data points

Physicians believe inventory and supply management were the greatest lessons learnt from COVID-19 crisis



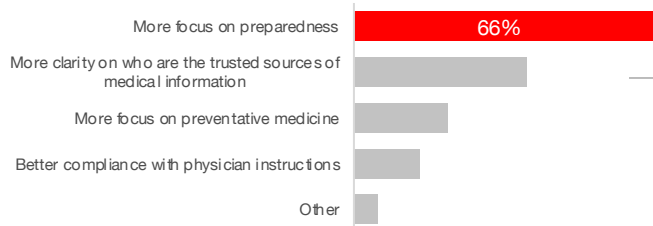
Q4
What will be the greatest lesson health systems should learn from the COVID-19 Crisis?

Interestingly, physicians place the greatest value on lessons learned around supply chain management over those related to crisis management.

Properly equipping physicians is not only a fundamental requirement for everyday care, but also an essential area that requires proactive planning in order to prepare for a future crisis.

Preparedness will be the main focus for improvements over others such as prevention, information and instruction.

Majority of the physicians think there will be more focus on preparedness as a result of COVID-19



Q5
How will the world of healthcare be different in the future as a result of COVID-19?

This focus on preparedness provides an opportunity to create transformation beyond the tangibles of inventory and supply management to include intangibles – such as confidence and certainty.

The implication for health systems is that moving forward, they should consider prioritizing activities that help to address the emotional side of preparedness amongst their physicians.

Key takeaways

01.

Preparedness means more than supplies

When we think about supplies and inventory we think about white boxes and closets full of equipment. Historically, it's not as sexy as innovation or cool science, which typically grabs headlines in healthcare. COVID-19 has taught us to pay more attention to the supply chain and the people who are on the front lines using it. At the end of the day, care can't happen without gloves, equipment, tests and medicine. But it's also taught us that the tools necessary to do the job of care go beyond physical supplies.

02.

Health systems must focus on putting systems and operations in place that give physicians both the physical as well as the emotional tools they need to do their job to the best of their abilities. For example, it means ensuring that they have enough PPE and gloves, but it also means ensuring that they have the correct information to feel safe, secure and supported. Information, guidance and communication are only half of the picture, they also need to feel certain that what they've got is timely, comprehensive and credible.

Moving into a post-COVID world, all health companies will be looking to apply learnings from the crisis to transform and improve how they conduct business. One of the biggest lessons, but perhaps toughest to solve because it is complex, is transforming the feeling of preparedness that ultimately comes from much more than supplies or equipment alone.

In today's interconnected healthcare ecosystem, any product, service or offering has the potential to become mission-critical.

The imperative for all healthcare brands is to be prepared for that moment by clarifying their role and offering to every stakeholder. We hope these findings can lead to new thinking and responses that help us all get to a new place that is better equipped not only to handle a future crisis but also the healthcare needs of today.