

# Beyond the Digital Front Door

The Hotel Concierge and 4 Mobility Tenets  
for Superior Patient Experience Design.

“ The digital front door isn’t just unlocked; it’s opening wide, and healthcare organizations that want to remain competitive need to figure out how to make it an entrance to a wholly connected patient journey. ”

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# Courtesy ✨ Immediacy Utility ✨ Consistency

As the front door to healthcare organizations becomes increasingly digital, these rules for engagement are fast becoming the keys to unlocking patient loyalty.

# Consumers are demanding greater control of their healthcare experiences—

As healthcare digital innovators, we are witness to a fundamental shift in consumer experience expectations.

With rising costs, increased quality of care expectations, and access to an expanding array of choices in care, consumers are demanding greater control of their healthcare experiences—and their loyalty to any specific system or organization is tenuous.

Patients are coming to expect high-value interactions to be delivered before, during, and after the engagement—requiring that we make an incredibly complex, physical-and-digital moment of interchange look and feel effortless.



# Being with consumers in the **micro-moment**

The **micro-moment** is a synchronous, personalized moment of interplay where needs are met, decisions are made, and loyalties are earned at the precise moment the consumer requires service—is the current and future direction of digital patient engagement.

## 1.

How do modern healthcare systems address this fundamental shift from digital unilateralism to experience-based nuance and delivering value in the micro-moment?

## 2.

What are the ideal archetypes that can be studied for counsel and inspiration?

# 1.

**Effective experience design to address micro-moments through mobility requires a commitment to similar principles.**

Executing on these principles—and doing so in a way that appears effortless—requires an understanding of the new realities that are influencing this market-changing shift in consumer desires.

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# 2.

**The hotel concierge represents an ideal archetype from whom to derive inspiration.**

The art of a concierge lies in an innate ability to think small while performing large tasks, an instinctive capability to anticipate and account for small needs, and to ensure that simple requests are handled with speed, discretion, and good taste.

The concierge is human-centered, discerning, and fanatically focused on delivering the utility in the moment.

Focus must be on these  
**four tenets of mobile  
user experience design**  
to effectively address  
micro-moments:

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**Fluidity**

○○○○○  
**Intention**

↖↖↖↖  
**Contextual**

◇◇◇◇  
**Anticipation**

# Fluidity

**Mobile engagement has made a patient's experience transitory.**

The micro-moment consumer experience is necessarily transitory—it travels with the user from engagement to engagement. This requires instant service accessibility for consumers—such as wayfinding for navigation—quickly and with precision.

The success or failure of micro-moment engagement strategies are defined in the execution of transitions from medium to medium, dialogue to dialogue, and context to context.



# Intention

**Connect the dots between context and intent.**

Location-aware firmware capabilities of smart devices and IoT smart objects are uniquely equipped to provide digital innovators with rudimentary contextual knowledge of the micro-moment experience, but these often only provide superficial clues. Connecting the dots between context and intent requires an integrated understanding of the patient.

This integration requires an understanding of a patient's historical care engagements with portable visibility into their care profile that can travel with them from engagement to engagement across the care spectrum.

# Contextual

## **Contextual implications of time and location.**

Utility is the new instrument of value between brand and consumer. Similar to the concierge, digital innovation leaders must work to remove barriers and instead offer efficiencies to provide consumers more of what they value most.

Coupling deeper patient profiling with the contextual implications of time and location allows for deeper engagement with users with precision and good taste within the micro-moment.

# Anticipation

**Evolve from accessibility  
to anticipation.**

Establishing success in the mobile micro-moment requires an evolution from simple accessibility to more complex anticipation. Accessibility requires an understanding of connectivity and content. Anticipation requires a preemptive and predictive understanding of consumer desires and context.

Anticipating patient transitions—with consideration of context and knowledge of consumer—is where the battle for loyalty will be won.

# Strategies with exclusive focus on digital front door services are ultimately fundamentally incomplete.

Consumer expectations for holistically-integrated experiences across the spectrum of care are forcing digital healthcare innovators to develop strategies to personalize these experiences in this newly emergent, and patient-driven, reality.

Healthcare digital innovators must devise, develop, and execute strategies from the fundamental premise that experience is not a product of technology, but a product of emotion.

Technologies and products can be  
commoditized, but experiences cannot,  
especially in the micro-moment.

**Experience is  
not a product of  
technology, but a  
product of emotion.**

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