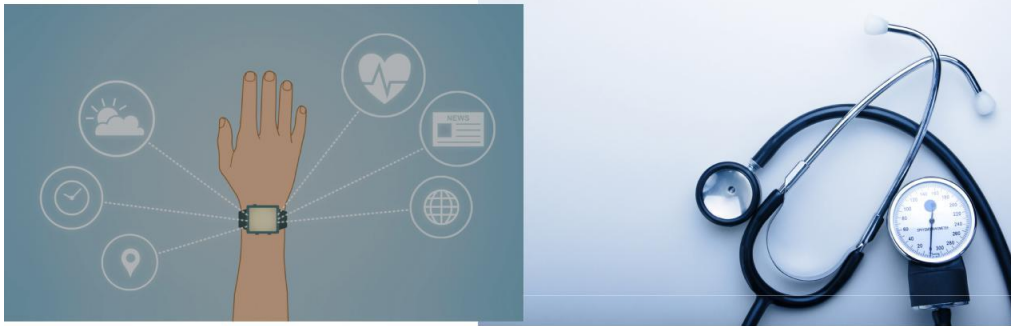

4 Things that make our Healthcare Landscape to Change



Health is a priority. No doubts about that. Fact, that people on this planet are getting more and more urges the healthcare landscape to create and adapt on enhancing the quality of patient care keeping low costs. Nowadays, you are linked from [hospital administrator](#) to hospital systems, hospital networks and so on. It is like a spider net - when you get in - it is hard to get out.

A lot of institutions are now looking for ways how they can be able to improve the healthcare landscape, and they want to reach a new level of accuracy, proficiency, and patient care, and patient safety. And here comes the problem - today's healthcare industry has a lot of uncertainties what to expect and what will happen in the future. It is said that pharmacy is an aspect that will play a major role in the healthcare industry.



[Landscape in the healthcare system](#) is making a recalibration. Individuals are not just a persons who are spending money in the hospitals. People get more involved in medical decision-making. Designing and making new strategies, players in this industry should keep in mind that consumers will be more involved in these processes. And want them or not - greater consumer involvement will lead to better service and happier citizens.

Healthcare views through a different eyeglass - SHIFT #1

A lot of new entrants in the healthcare industry views it through a different eyeglass. Starting from different payment models, these new entrants with their new views on a healthcare as a whole ride the new wave of innovation. We can find things like "Clinical delivery", "[population health management](#)" and so on. Of course, health, wellness and data are not forgotten. Support patient engagement is what these new innovations and paths are keeping. Helping patients to manage their care in the hospital, health, and giving them the information, support and skills. Being in charge of your treatment - sounds interesting, right? Let's wait and see how this concept develops within the next years....or maybe even months.

Turning to the customer - SHIFT #2

Healthcare is not a drive-through. Nowadays, hospitals have become like a fast food "come and go". Without a more personal communication and relationship building, doctors and patients interact in a cold way. But this is not how it suppose do be, according to new entrants in the healthcare industry. And here comes also the financial aspect. Financial risk is shifting from payers and groups to individuals, who now need to pay a bigger share of healthcare costs. These costs come in forms like joint insurance and improved premiums. And these individuals are more interested and active, navigating and taking part in the healthcare system. Get the best value from what you spend is the main goal.

However, it will be up to different organizations to re-built and re-orient their landscapes. Greater communication and transparency with patients should be the number one goal. Knowing what consumers want and are expecting will help providers to improve their services, deliver greater products and earn trust in their customer (patient) eyes.



So, the future for the patients looks bright, if we can trust these words what organizations are saying and working on.

Implementing Marketing strategies - SHIFT #3

Consumer options may increase, when it comes to the healthcare. Organizations and different companies are working on to deliver more choices for individuals. As a result, consumers



are expecting more from their healthcare services. So "marketing thinking" could be implemented more, in order to understand consumer attitudes and behaviors. Traditional healthcare system focused on how to get the job done. Future healthcare system could focus on more personal and designed services for each individual. So it will be not that much about "get the job done". It will be more about "how this job will be done".

Consumer segmentation can lay the foundation for marketing and outreach strategies, as well as care management processes.

To help this concept, a lot of health centers are already giving surveys to their customers to understand the level of their engagement with the healthcare system.

Fewer people in Hospitals - SHIFT #4

Living in the times when the technology is developing rapidly day by day is frightening. Why? You never know which industry it will affect. In this case, when we talk about the healthcare industry, the technology could lead to fewer people in the hospitals. Individuals will receive answers whenever they are - so faster and more simplified communication could be implemented. Managers have already been hired to monitor patients that are considered to be high cost and make sure they maintain a healthy lifestyle so that they won't end up in hospitals. Another thing - individuals could just stay home and get instructions from their doctor, using a phone call or a mobile app.



Well, we can say that on the second component, mobile applications, people are working and interesting more, how to implement these things as soon as possible. But one question already comes in many people minds - how old people will adapt and use these mobile apps? It would be strange that implementing these new paths could damage healthcare reputation even more. Everything will be readily available, thus, people won't see the need of booking for an appointment with their doctor, take time off from work and then go to the hospital.

What about the nurses, doctors, and support staff? This means that some of them might lack jobs or few people will want to be doctors or nurses.

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