

EXECUTIVE BRIEF • 5-6 MIN

Consumer Perspectives on Patient Experience 2021

Jason A. Wolf, PhD, CPXP

Introduction to the Survey & Report

A follow-up to The Beryl Institute's 2018 study, [Consumer Perspectives on Patient Experience 2021](#) reveals the qualities healthcare consumers look for in a healthcare experience remains much the same, even during a global pandemic. The data also provides a clear call to action. In order for healthcare providers to remain viable and competitive long-term, they must reinforce their efforts to deliver an exceptional experience and focus on being genuinely patient/consumer-centered.

"Experience is not something consumers take for granted; it is indeed something that drives their choice in where they seek care."

While patients' overall healthcare preferences have remained mostly consistent, the impact of COVID-19 is causing us to rethink every aspect of healthcare delivery, sparking a rapid rise in stress in the healthcare workforce and exposing broader systemic issues of disparities and racism. The message is clear: We must do better at listening, communicating and partnering with patients and their loved ones—and with our healthcare workforce—if we want to ensure our success. This is not a nice-to-do; this is something we must do, as it is essential to achieving improved experience, quality outcomes, brand loyalty and a stronger bottom line in an increasingly competitive industry.

2021 REPORT DATA BACKGROUND & DEMOGRAPHICS SNAPSHOT

2000
participants



50%
from the United States

50%
from Canada, Australia, the UK
or the Philippines

51%
female

49%
male



Key Takeaways from the 2021 Report

- 1 **Experience is important to consumers and it should be a priority for all providers.** Over 95% say having a good experience is “very important” or “extremely important,” making this an essential strategic priority.
- 2 **Impact on personal health and well-being and a desire for good outcomes are the leading reasons consumers believe a good patient experience is important.** More than 95% of consumers see their healthcare experience as grounded in a focus on their health outcomes and overall well-being.
- 3 **Consumers want to be seen as humans first.** Nine out of ten consumers place great importance on being listened to and communicated with in a way they can understand, and they gauge the quality of their experiences based on those practices.
- 4 **Consumers have a wholistic view of experience that has implications for how providers approach experience improvement.** Consumers see experience as encompassing safety, quality, outcomes, service, engagement, cost and the actions of the care team itself. To improve consumer perception of experience requires collaboration and coordination across the entire care continuum.
- 5 **Consumers are placing significantly less importance on the physical place in which they receive care.** While the environment is important in any care experience, it is clear in the current pandemic people are placing much less significance on the physical space in which they receive care, consistent with the increasing acceptance of virtual health visits and new ways of receiving care by patients and care partners.

SELECT CONSUMERS INSIGHTS

- 75%** of consumers see safety as an important part of experience (Up 7 pts from 2018)
- 50%** of consumers will tell family, friends or others about their experience, whether good or bad
- 61%** of consumers see experience as extremely significant to the healthcare decisions they make now & in the future (Up 6 pts from 2018)
- 26%** of consumers who have a negative experience will not go back

TOP 10 ELEMENTS CONSUMERS VIEW AS IMPORTANT TO A GOOD EXPERIENCE

Question: When you think about having a good patient/family experience, how important are each of the following to you?

(Extremely + Very Important)

Experience Elements	2018	2020
Communicate clearly in a way you can understand	95%	95%
Listen to you	95%	94%
Provide a clear plan of care and why they are doing it	93%	93%
Ask questions and try to understand your needs and preferences	92%	93%
Treat you with courtesy and respect	95%	92%
A healthcare environment that is clean and comfortable	94%	92%
Give you confidence in their abilities	94%	92%
Take your pain seriously	93%	92%
A discharge/checkout process in which your treatment plan and/or next steps in care are clearly explained	92%	89%
An understandable and easy process for transitioning your health information between care providers (e.g., surgeon to primary care doctor, doctor to pharmacist, etc.)	90%	89%

PEOPLE-RELATED EXPERIENCE ELEMENTS ARE OF GREATEST IMPORTANCE TO CONSUMERS

Question: When you think about having a good patient/family experience, how important are each of the following to you?

(Extremely + Very Important)



Strategic Considerations for Healthcare Provider Organizations

To seize on the opportunity, providers should consider the following:

- **Build processes to ensure consumers feel listened to and communicated with effectively.** Seek to understand what truly matters to the consumer and act on the priorities they identify.
- **Commit to and ensure an integrated approach to experience.** Acknowledge and reinforce that quality, safety and service efforts are not distinct efforts. Collaboration and coordination are essential to success.
- **Equip and empower everyone in your organization to deliver a consistently exceptional experience.** Establish clear expectations for how employees and providers will engage, partner and communicate with patients and families and one another—and then arm them with skills and/or training they need.
- **Remember that the continuum of care expands far beyond facility walls.** Providers should offer a smooth, cohesive and well-coordinated path for consumers as they access and navigate virtual and physical care touchpoints.
- **Connect experience to outcomes, brand loyalty and the bottom line.** Ensure employees and providers understand that experience influences patient perception, which influences retention and how patients talk about your organization in the community, which influences your reputation—which ultimately influences the healthcare decisions people in your community will make, including where they receive care.

“The population in general is getting more sophisticated in their healthcare engagement and are no longer passive passengers on a care journey. They are now, like in many other aspects of life, engaged participants in an interactive experience of care that, if done well, can lead to greater outcomes overall.”

Download the full 2021 Consumer Perspectives Report



ARE YOU LOOKING TO IMPROVE EXPERIENCE AT YOUR ORGANIZATION?

The Beryl Institute is a global community of over 55,000 healthcare professionals and experience champions committed to transforming the human experience in healthcare. As a pioneer and leader of the experience movement and patient experience profession for more than a decade, the Institute offers unparalleled access to unbiased research and proven practices, networking and professional development opportunities and a safe, neutral space to exchange ideas and learn from others.

ADDITIONAL RESOURCES RELATED TO THE 2021 CONSUMER PERSPECTIVES REPORT

<i>A Global Inquiry on Excellence in the Diagnostic Journey: The Power of Human Experience in Healthcare</i>	10 MIN
<i>To Care is Human: The Factors Influencing Human Experience in Healthcare Today</i>	15 MIN
<i>Human Experience 2030: A Vision for the Future of Healthcare</i>	15 MIN
<i>PX Pulse – Quarterly Tracking Survey</i>	5 MIN

We invite you to join us.
theberylinstitute.org