



PATIENT FOR LIFE

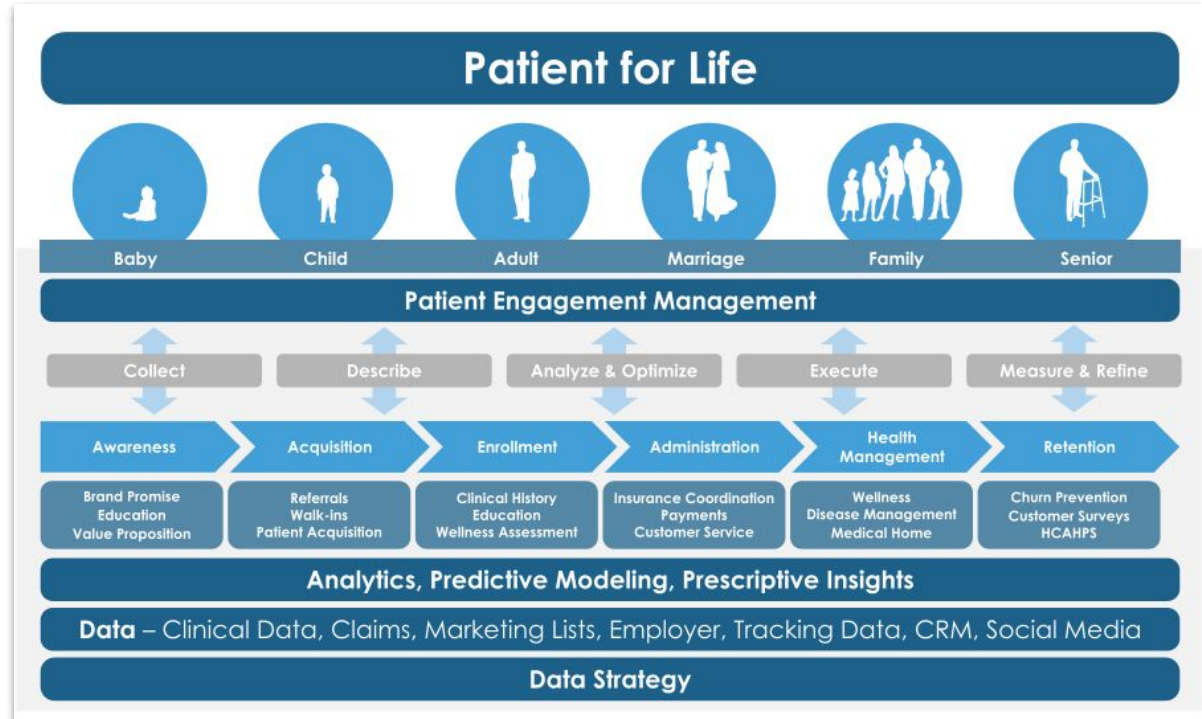
Leveraging the Power of Data and Analytics to Develop Trust and Lifelong Relationships with Patients



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The **Patient for Life** experience framework lays out the answer and describes the complete patient journey needed to fulfill the promise of the Patient for Life. When treated well, patients develop a deep, loyal, and trusted relationship with their doctors that can last over their lifetimes. To strengthen and solidify these relationships, it is important to **anticipate**, **educate**, and **fulfill**, which defines the various touchpoints and functional interactions between the doctor and their patients.



At the foundation of Patient for Life is data strategy and analytics. This data strategy enables practice managers, patient engagement managers, physicians, and others to use internal and external data sources to attract new patients, keep them engaged, and improve their outcomes. With a Patient for Life data strategy in place, hospitals and physician practices can use data and analytics to improve communications and build relationships through:



AWARENESS

Build knowledge of the practice through communication, community visibility, education, health value demonstration, and other brand building exercises.



ACQUISITION

Conduct patient acquisition through walk-ins, clinical referrals, patient referrals, and marketing funnel activity.



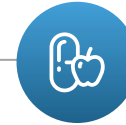
ENROLLMENT

Onboard patients by acquiring clinical health history, determining gaps in care, developing applicable disease management plans, conducting wellness assessments, and providing health education.



ADMINISTRATION

Service the patient through transactions including insurance, payments, and customer/patient service issues.



HEALTH MANAGEMENT

Perform patient care through wellness, health maintenance, injury care, and disease management.



RETENTION

Retain patients through patient satisfaction survey programs and quality remediation.

Data & Analytics for Healthcare ROI

A Patient for Life data strategy can help practices deliver more value to their patients, improve operations, and drive clear ROI.

-  Patient Acquisition
-  Patient Retention and Leakage
-  Revenue Cycle Management (RCM)
-  Base Financial and Operational Reporting
-  Utilization Management
-  Physician Capacity, Utilization and Profitability
-  Payor and Regulatory Reporting
-  Supply Chain
-  Fraud, Waste, and Abuse
-  Patient Satisfaction, Safety, and Quality

In summary, Patient for Life is the best of both worlds – doctor personal patient time backed up by an engagement model that enhances, strengthens, and builds the doctor-patient relationship. If implemented, it will result in better patient satisfaction, better healthcare outcomes, greater healthcare efficiency, and true bonding and trust on the part of the patient to the doctor and their healthcare delivery teams. If the doctor and their practices execute this framework well, it will build upon the deep and personal relationship that patients feel for their doctors. Patients and their families will be loyal to their doctor and nurse caregivers and will remain in these relationships for virtually their entire lives.

Interested in learning more about how the power of data and analytics can help you create patients for life? Contact us to learn about our introductory Healthcare Data and Analytics Workshops.



2nd Watch's Healthcare Data and Analytics Consultants Can Help You Leverage Data and Analytics to Build Patients for Life

HEALTHCARE DATA AND ANALYTICS STRATEGY

2nd Watch's consultants work with your teams and those that will benefit from analytics to understand your clinical and business goals and design a data and analytics strategy to ensure success throughout your healthcare organization. This strategy will serve as the phased blueprint as we build your new data and analytics environment.

HEALTHCARE DATA MANAGEMENT

Based upon the data strategy, 2nd Watch's data management consultants work with you to build a data warehouse solution that ensures your team has access to clean, reliable, and consolidated data to achieve your healthcare clinical, operational, and business goals.

HEALTHCARE BUSINESS INTELLIGENCE DASHBOARDS

2nd Watch's analytics consulting builds solutions that transform your data into actionable intelligence including clinical, financial, and operational dashboards and automated reporting.

HEALTHCARE ADVANCED ANALYTICS AND DATA SCIENCE SOLUTIONS

Our data science consulting teams include business-savvy healthcare data scientists and data science analysts who focus on the various critical healthcare use cases and implement a data science solution focused on actionable results and ROI.

Jim Anfield

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Jim is a principal and healthcare practice leader at 2nd Watch focusing on helping his clients grow revenue, reduce cost, and deliver supreme customer experience by leveraging enterprise data and analytics. Previously, he worked at several healthcare startups located out of MATTER Chicago in senior business and technology roles (CTO/CFO) with both payor and provider end customers. Before, Jim was part of KPMG's CIO Advisory practice consulting to large health and life science companies. Prior, Jim was Senior Director, Health Information Technology at Health Care Service Corporation (HCSC) which is the parent company of Blue Cross Blue Shield of Illinois, Montana, New Mexico, Oklahoma, and Texas. Previous experience includes leadership roles in finance, strategy, and M&A for several F500 companies including United Airlines, International Mineral and Chemical Corporation, Westinghouse, ITW, and Dun & Bradstreet.

Jim holds a master's degree in computer science from Northern Illinois University, an MBA in finance from DePaul University, and an undergraduate degree in general engineering from the University of Illinois at Urbana-Champaign.