CARENET®
opening new paths to health

The Uberization of Healthcare

A Look Under the Hood

At Carenet, we're inspired by groundbreaking companies like Uber that are driving exponential performance gains in their categories. By deconstructing the company's innovative approach, we're able to see how Uber's customer-centric business model can apply to healthcare.

What is "Uberization?"
uː.bə.raɪˈzeɪ.ʃən

- To change the market for a service by introducing a different way of buying or using it, especially using mobile technology.

- To subject (an industry) to a business model in which services are offered on demand through direct contact between a customer and a supplier, usually via mobile technology.

What does this mean for healthcare?

Applying Uberization to healthcare means replacing an inefficient, outworn model with one that marries digital tools and technologies with personal human connections to provide healthcare consumers with a more efficient, empowering and satisfying experience.

Reimagine the healthcare experience

81%

of consumers **are dissatisfied with** their **healthcare** experience.

It's critical for our industry **to rethink** the way **healthcare** is delivered, much like Uber reimagined the taxi industry.

More Than Just an App

Uber's four key components

By looking under the hood, we can see more clearly the mechanics driving Uber's game-changing approach.Many people think of Uber as just an app. What they fail to realize is that Uber is not just a technology—it's an ecosystem that works together to deliver a consumer-centric experience.

The Uber platform features four key components:

1 TALENT
Drivers

2 OPERATIONAL EXCELLENCE
Systems

3 TECHNOLOGY
App

4 SOLUTIONS
Vehicles

Orchestrating all of these pieces is really the secret behind Uber's success. Technology alone didn't make it the multibillion-dollar company it is today.

What did we learn from this?

We took a similar approach

and designed an ecosystem inspired by the customer and focused on outcomes

Like Uber, Carenet took a similar approach when designing our customer-first, outcome-focused healthcare ecosystem. To consistently deliver an individualized, integrated experience to millions of healthcare consumers, our platform combines:

1

TALENT
Internal Healthcare Experts, External Partner Network

Our team of talented, compassionate registered nurses and engagement specialists have deep clinical expertise and consumer engagement experience. We expand our capabilities by partnering with complementary companies whose niche expertise enables us to optimize our solution portfolio and results.

2

TECHNOLOGY
Customer Experience Management (CEM) System

Carenet's purpose-built CEM system facilitates data-inspired, intelligent communication that results in meaningful interactions and outcomes.

3

OPERATIONAL EXCELLENCE
Processes

With nearly 30 years of operational expertise, we're able to deliver on our promises with consistency and at enterprise scale.

4

SOLUTIONS
Clinical Activation; Strategic Engagement; Advocacy and Navigation

Our solutions work synergistically to create a level of engagement and quality improvement that has a substantial positive impact on our clients' bottom line and their member/patients' wellbeing. We leverage our deep understanding of the consumer—their needs, wants, expectations, pain points—to challenge current thinking and conventions, ultimately creating new solutions that improve the quality and value of care.

The Four C's of Uberization

Uber radically disrupted the taxi industry by putting riders in the driver's seat and empowering them to take greater control of their experience. The company devised a success formula that masterfully hits on the needs and desires of today's connected consumer.

Control

Shifted control to consumers for when, where and how they got transportation.

Convenience

Enabled the consumer to engage on their terms.

Customer Experience

Ensured an improved customer experience.

Connection

Created a direct connection between the driver and the rider.

Imagine how this formula could apply to healthcare

It begins with the right questions

What tools and services can we provide that give members/patients greater control over their healthcare experience?

What barriers need to be removed to enhance a member/patient's end-to-end journey, whether it's a straightforward wellness exam or a complicated surgical procedure?

How can we strengthen the payer-provider-patient/member relationship and create a seamless experience?

Both are key factors when it comes to member/patient satisfaction, loyalty and advocacy, especially now that healthcare consumers wield more purchasing power, decision-making responsibility and influence in today's ratings-dominated culture.

These are the type of questions we ask ourselves every day at Carenet in our mission to elevate outcomes for members/patients, payers and providers.

Breaking the Mold

The potential for improvement is vast, and many progressivehealthcare organizations are diving deep into each of these realms and designing innovative solutions that cater to the demands of today's modern healthcare consumer.

Those that succeed at differentiating their customer experience will truly have a competitive edge. Of course, Uber and similar disruptors face far less regulatory oversight than we do in healthcare, however, there is much we can learn from those who are willing to break the mold.

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