



**RENOWN HEALTH
REINVENTS THE
CONSUMER EXPERIENCE**
VIDEO TRANSCRIPT

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Renown Health is a health system based in Reno, Nevada that has come together with a variety of services and committed to creatively and innovatively serving the members who live in their market. Renown Health has courageously said, “Let’s reinvent our senior experience.” And what they wanted to do was know more details about the types of consumers that live in their market and might be engaged in both the health system and the managed Medicare program.

The approach that Renown Health and Hometown Health undertook in looking at how do they more deeply engage their consumers consisted of saying, “Let’s know a little bit more about the lives of our customers and how digitally engaged they are, how do they go to healthcare services, how do they use them and what do they want from healthcare services in the context of how they live their lives.”

Understanding the customers by unique customer personas really allowed the Renown Health and the Hometown Health teams to start more deeply considering and inventing what kind of optimal experiences would be most important in the strategic satisfaction of the people in their community. The Renown Health and Hometown Health are claiming a victory, as they should. Within a three-month period, they were able to find, reach and engage seniors. So, they had a seven percent increase in their Medicare managed-care enrollment, and a thirteen percent increase in their total enrollment.

This engagement has a great opportunity for changing how we engage with patients in the future. First, having a senior launched experienced design with cross-functional teams and deep analytics. The second one is making sure that there’s a customer data warehouse with many variables. And the third one is actually having a multi-channel approach to take in both the personal, the digital and then the traditional ways of outreaching to the customer.