

## HEALTH CARE IN A POST-PANDEMIC WORLD:

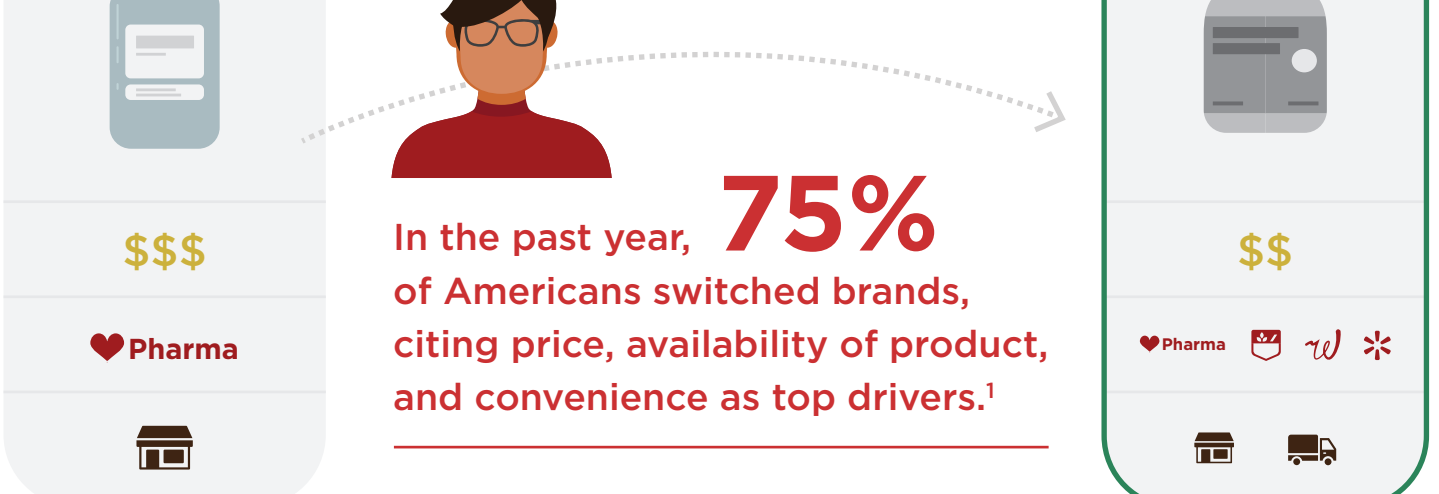
# CHAPTER 3

## When Health Care is Everywhere, How Do You Create Your Value Story?

Well before COVID-19, consumerism in health care had arrived. The rise of urgent care, retail health care clinics, online health and wellness resources, plus an abundance of health-related products and services, have proliferated over the last decade. Consumers have choices and brands across all sectors of the health care ecosystem are stepping up to tell their value story.

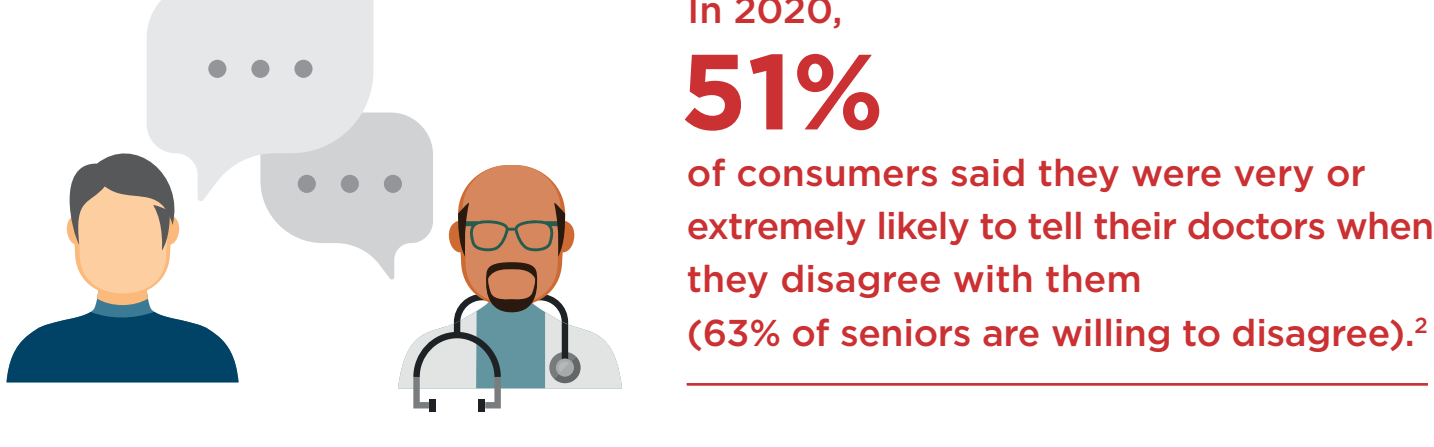
### What happens when consumers are increasingly engaged in their health care?

They are willing to experiment and try new brands.



And, with the rise of virtual care, consumers are shopping for doctor appointments, too.

They are also more emboldened to take issue with doctors' orders.



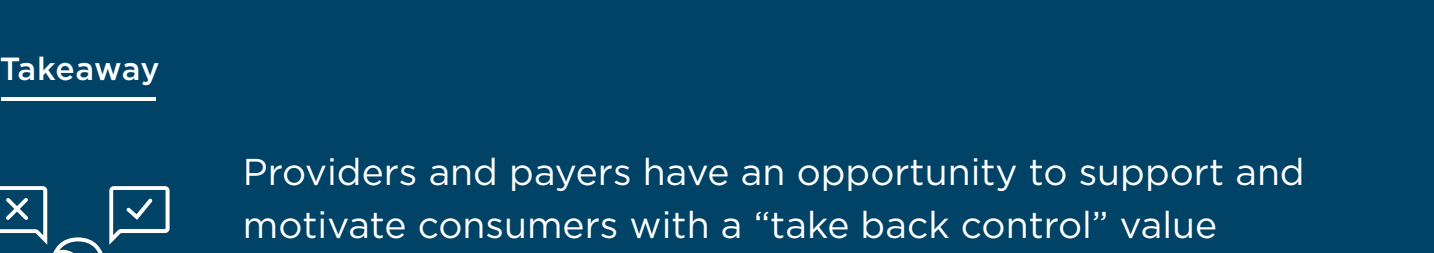
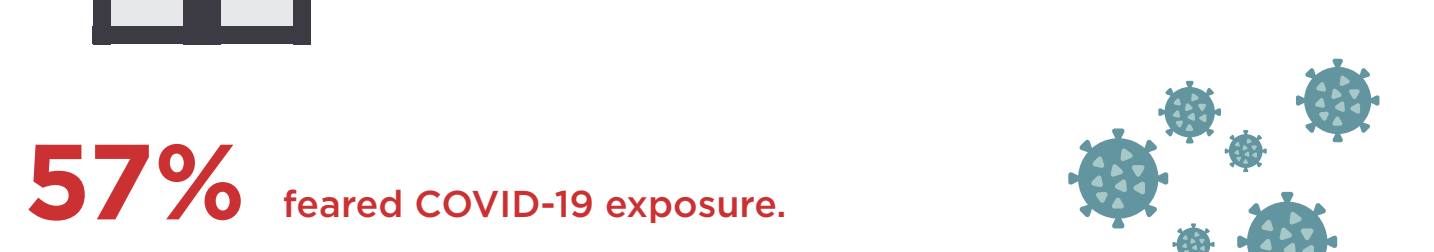
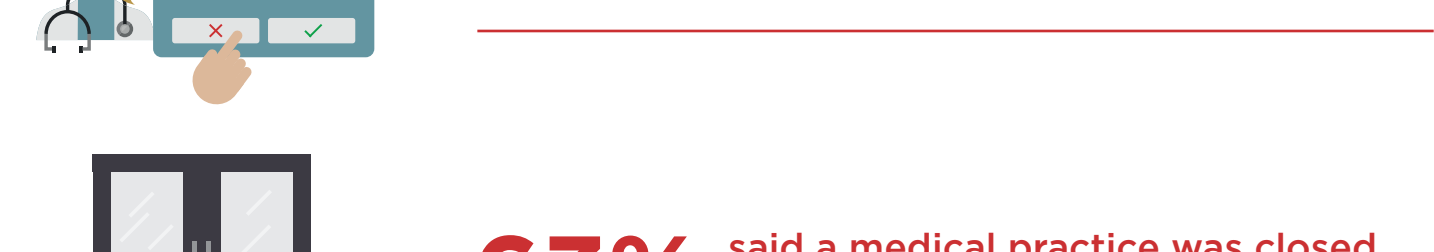
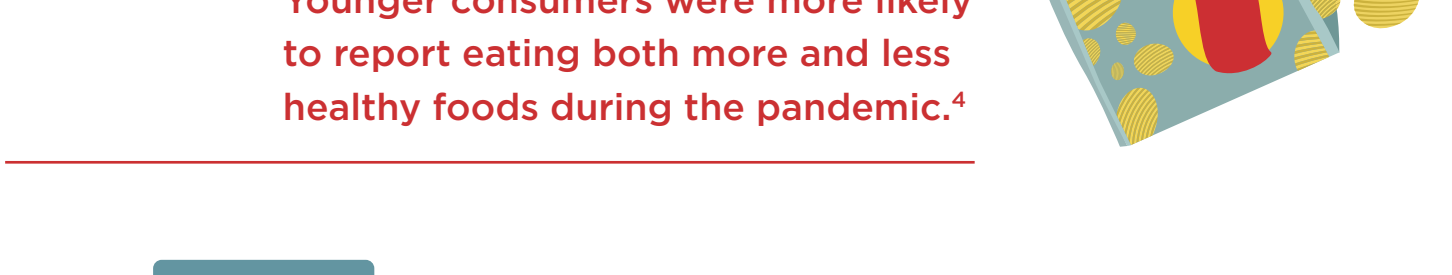
#### Takeaway



Now more than ever, providers need to add value to the patient experience, like listening attentively to patient needs, providing clear communications, and seeking ways to connect on more personalized levels.

### With health top of mind, are consumers adopting healthier habits post-COVID?

Not really. Due to high levels of uncertainty and worry, many consumers' dietary habits slipped during the height of the pandemic:



#### Takeaway



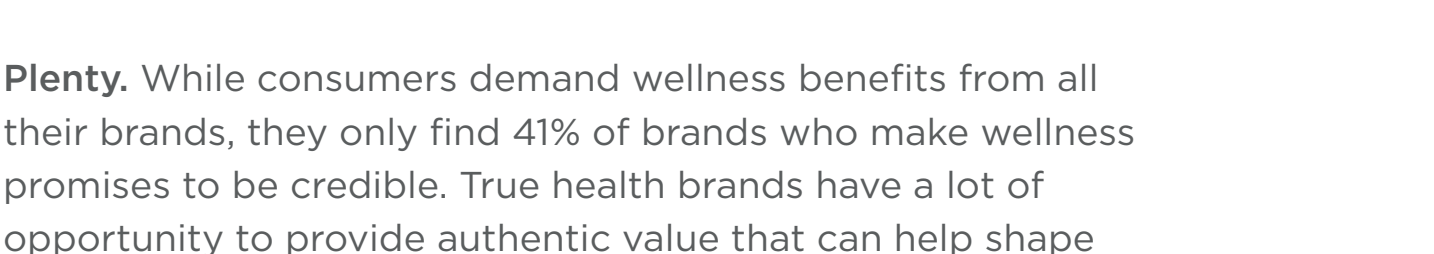
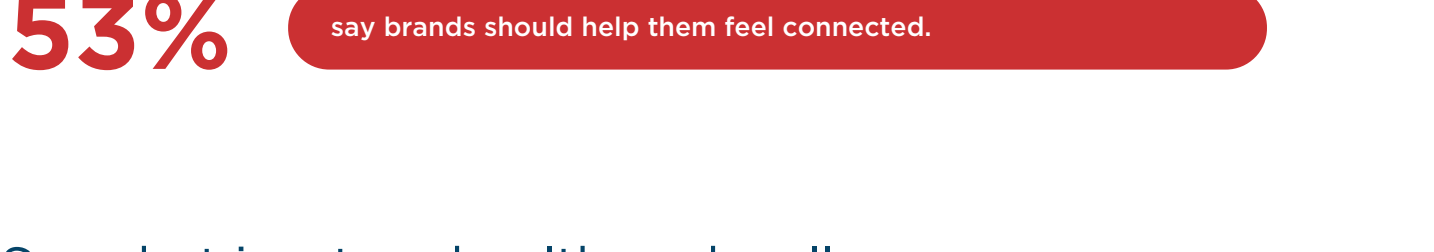
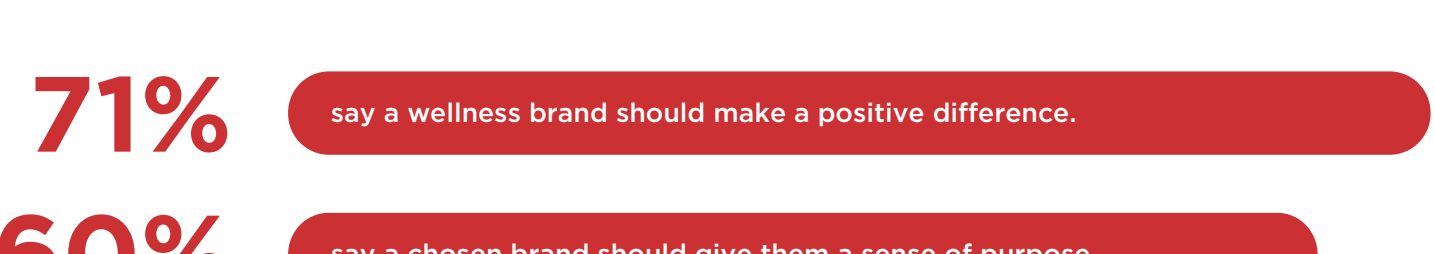
Providers and payers have an opportunity to support and motivate consumers with a "take back control" value strategy. Offering consistent and personalized advice on how to get back on track with healthier habits and regular screenings is key.

### When "every" brand can be a wellness brand, how do health care brands stand out?

Today, consumers expect every brand to contribute to their wellness. Wellness is no longer the territory of brands who are legitimately providing health products and services:<sup>6</sup>



Furthermore, consumers increasingly feel that they cannot truly "be well" if they don't feel connected socially, or if they don't contribute to making the world a better place:



#### So, what is a true health and wellness organization to do?

Plenty. While consumers demand wellness benefits from all their brands, they only find 41% of brands who make wellness promises to be credible. True health brands have a lot of opportunity to provide authentic value that can help shape lives. Given the high demand, offering tangible health benefits and ongoing support will resonate with double impact. Think helpful reminders, unique tips and suggestions and unexpected outreach to motivate and inspire.

#### Takeaway



While wellness signals abound, health care brands can actively stand out by providing the most tangible examples of health and well-being. That is, deliver on your core health care offering, and engage consumers on a social and emotional level. Demonstrate your role in making the world a better, more purpose-driven place, and connect that value to keeping your customers well.

#### PERSPECTIVES BY TIERNEY

Connect with Tierney today to learn more about how your brand can empower consumers to navigate the health care landscape. Visit [hellotierney.com](https://hellotierney.com).



To reach us directly, contact:

**Tracey Santilli / [tsantilli@tierneyagency.com](mailto:tsantilli@tierneyagency.com)**

Sources:

<sup>1</sup> McKinsey, August 2020 survey.

<sup>2</sup> Deloitte Insights, August 2020 survey.

<sup>3</sup> FMCG Gurus, Global Report, 2021.

<sup>4</sup> Food Business News, June 2020.

<sup>5</sup> AMA, "Delivering Care. Why 41% of patients have skipped care during COVID-19 pandemic," 2021.

<sup>6</sup> Ogilvy Wellness Gap study, 2020.

<sup>7</sup> Ogilvy Wellness Gap study, 2020.