



WEBINAR

The Patient as a Consumer: How to Create Experiences Patients Actually Value (Summer Series webinar #3)

Date: **Tuesday, July 12, 2022**

Time: **12:00 p.m. – 1:00 p.m. CT**

Speaker:

David Duncan, PhD, Managing Director, Innosight

Cost: \$200 for the summer series (per hospital, no charge for additional lines)

Target Audience

Chief Medical Officer, Chief Nursing Officer, COOs, nursing staff, human resource professionals, compliance officers, organizational leaders, and anyone else interested in the topic.

Course Curriculum

Consumers everywhere are becoming increasingly influential, empowered, and demanding. The maxim “The consumer is boss” has become only more urgent as the digital revolution, social media, expanding choices, and 24/7 connectivity have empowered consumers and heightened their expectations. Healthcare is not immune to this trend, as healthcare systems, big tech companies, and new entrants compete to provide better experiences for patients and caregivers alike. During this presentation, David Duncan will share techniques from his new book, *The Secret Lives of Customers* that people working in healthcare can use to take a consumer lens on the people they serve. This includes techniques for gaining new insight into their most important challenges and aspirations related to their health, and for

finding innovative ways to help those consumers will value, including ways to make their healthcare experience even better.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Understand relevance of consumer insights for healthcare.
- Learn techniques you can use to better understand your "customers".
- Identify ways you could apply these in your daily work.

Speaker Bio

David Duncan is a managing director at Innosight, where he works with leaders to create customer-centric teams, strategies, and organizations.

David is a featured speaker and author on customer-centricity, innovation, and growth. He is the coauthor of two previous books, including the Wall Street Journal best seller *Competing Against Luck: The Story of Innovation and Customer Choice*, written with the late Harvard Business School professor Clayton Christensen. A leading authority on the theory and application of jobs to be done, David has extensive experience conducting market investigations around the world.

Prior to Innosight, he worked as a consultant at McKinsey & Company and earned a PhD in physics from Harvard. He lives with his family in East Greenwich, RI.

This speaker has no real or perceived conflicts of interest that relate to this presentation.