

Where governance meets experience: Healthcare into 2022 and beyond

In June 2022, Econsultancy surveyed 247 healthcare executives in the UK, Netherlands and Sweden who are responsible for their organisation's marketing data and technology. The research explored the shape of 'business as usual' into 2022 and beyond and revealed where the opportunities lie to provide a more holistic, effective and personalised healthcare experience. The following infographic summarises critical findings across all countries.

▶ No room for compromise

Data governance is a critical component of healthcare data and while a majority of respondents think their organisation is effective in complying with rules and regulations governing handling of confidential patient data, there is some cause for concern as 1 out 5 think that their organisation is 'ineffective'.

17%
Ineffective

84%
Effective



▶ Digital is here to stay

Like many sectors, global healthcare was impacted by lockdowns and social distancing, which boosted reliance on telehealth and remote services, supplied digitally over the last 18 months.

68%



agree they experienced an increase in existing customers using digital channels.
[highlight existing customers]

64%



agree they experienced an increase in new customers using digital channels.
[highlight new customers]

▶ Need of the hour

Healthcare executives understand that acting on consumer data to offer personalised experiences is the need of the hour. With upcoming changes in cookie regulations, they are looking to first-party data to fuel for this personalisation and believe they are already leading the way in some areas.

In your opinion, how do you rate your organisation's capabilities across the following areas? [top three]. % strong or lead the way:

54%

Customer experience

52%

Personalising offers and messaging

50%

Marketing efficiency

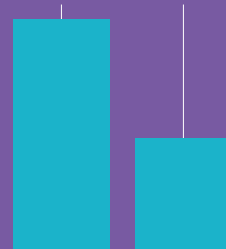
▶ CDP improving CX

Healthcare companies that implement advanced customer experiences (CX) are more likely to be using a Customer Data Platform (CDP). Compared to 2021, they are also more likely to agree that centralising data helped them overcome organisational challenges.

% organisations likely to use CDP

82%

40%



Very advanced in using data to improve CX

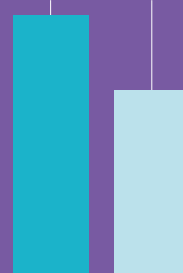
Not very advanced in using data to improve CX

2022

67%

2021

50%



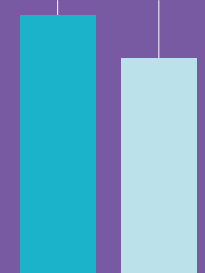
agree that CDP increased organisation efficiency

2022

61%

2021

52%



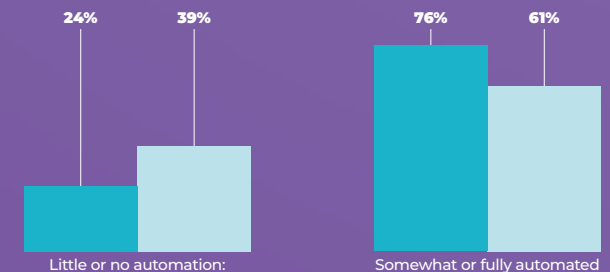
agree that CDP facilitated better customer insights and decision-making

▶ Customer Data Platform (CDP) maturity

Which of the following best describes your organisation's ability to drive marketing activity from customer data?

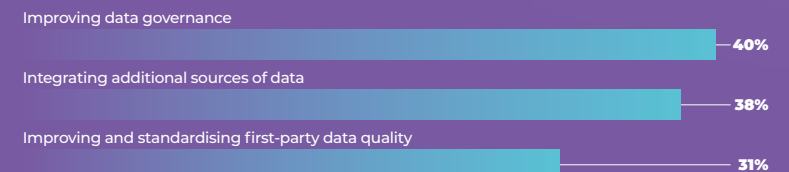
CDP user

Non-CDP user



▶ Customer data priorities

CDP users most important customer data priorities in the year ahead:



▶ The CDP business case

Across the research, those respondents with CDPs appeared to be performing markedly better than their non-CDP using counterparts.

Significantly outperformed sector



PLEASE NOTE: CDP users and CDP non-users are based on the question 'Does your organisation use or plan to use a CDP? CDP users are those who selected 'Yes' (115 respondents) and CDP non-users are those who selected 'Do not use/Planning to use' (103 respondents).