

At **emids**, we understand this complex time in healthcare because we see it from all sides. We work with providers, payers and health tech firms. We've witnessed the convergence of payers and providers firsthand and have a unique perspective of what the future may be. We understand the challenges our clients are up against in evolving to a consumer-focused, digital-first approach.

THE POWER OF SIMPLICITY

35% of Amazon's sales are generated through its recommendation engine.
— [Martech Advisor](#)



iPhone, Apple Watch, Amazon are fueling consumers' expectation & demand for speed and convenience.

The consumer wants simple processes, to be guided seamlessly through their health journey.

81% own a smartphone, compared to 35% in 2011.
— [Pew Research Center](#)

55% will pay more for a simpler experience.
— [Forbes](#)

64% are more likely to recommend a brand because it provides a simpler experience.
— [Siegel+Gale Simplicity Index](#)

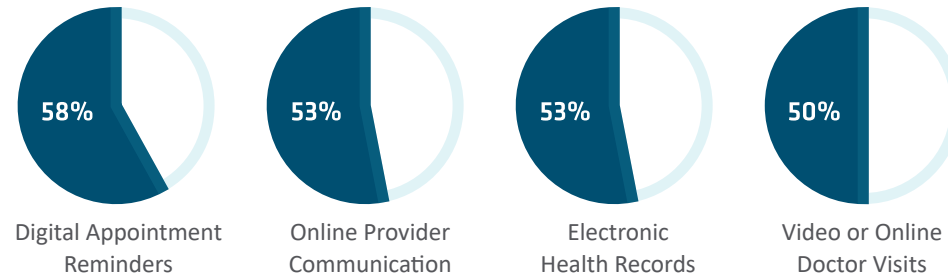


MAKING DIGITAL DOABLE

It's about evolving to meet the demands and expectations of the modern consumer with the scalable intention necessary to simplify healthcare's unique complexities.

Consumers Want Digital Solutions

Consumers are interested in PCPs leveraging digital more



% who said they most preferred getting digital tools from their PCP (among consumers wanting tools)
— [McKinsey](#)

The Elements of Simple

How to succeed in a digital-first world with human-led solutions to navigate our industry's unique complexities.



STRATEGY

Tip: Being a digital organization is the first step to developing a solid digital strategy.



DESIGN

Tip: As you continue to adopt a consumer-centric mindset, it's imperative you seek strategies for improving the patient experience.



EXPERIENCE

Tip: Use a holistic approach, looking at emotional, physical and socio-economic factors to understand the person vs. the patient and providing needed resources and a support team.



DATA

Tip: Before you conduct a deep dive on data, cement your business goals and determine how the use of data will add value and help achieve your desired outcomes.



CONVERGENCE

Tip: Be willing to work outside the box with a consumer-centric approach to best position your organization to succeed.

63%

of American adults want to improve their health but feel "there is too much conflicting information" about how to do so.

— [Cleveland Clinic](#)



A JOURNEY OF A THOUSAND MILES BEGINS WITH A SINGLE STEP



THINK DIFFERENTLY:

Old ways don't result in new outcomes.



PLAN DIFFERENTLY:

Start small and consider a test-and-learn approach.



ACT DIFFERENTLY:

Harness technology's power and leverage data-driven insights.

At **emids** we're on a mission to help make digital doable. This starts with an intentional approach to break down the barriers and complexities that have left healthcare playing catch up.

To guide you on your digital transformation journey, we've developed [The Elements of Simple](#): a how-to guide to succeed in a digital-first world with human-led solutions to navigate our industry's unique complexities. Download today to get started.