TheAcademy + cedar

The Academy-Cedar Consumer Co-Lab

The Consumer Co-Lab Overview

Consumer expectations have long surpassed what the healthcare industry has prepared for. Becoming truly "consumer-first" is an urgent, strategic imperative for the nation's Leading Health Systems, and the Consumer Co-Lab is designed to be the vehicle for action.

- Exclusive invitation to bi-annual meetings at illustrative venues
- Recommended titles: Chief Experience, Chief Digital, Chief Consumer, Chief Transformation, SVPs/VPs across consumer/digital strategy
- Engagement with out-of-industry luminaries

Save the dates for the Inaugural Co-Lab Meeting: October 17-19, The St. Regis Aspen, Colorado

The Consumer Strategic Framework

- Shifting consumer demands have created a pocket of untapped opportunity for health systems at the cutting edge of care delivery & digital transformation.
- In an environment rich with disruption, getting the consumer strategy right is a long-term solve.
- Consumerism must be the overarching framework for a health system's strategic plan

Illustrative session examples		
The Consumer Growth Imperative: the last actionable lever to win market share: the CEO perspective	*The rise of the Chief Digital Officer is ushering in a new era of digital transformation as the key to success for the consumer journey*	*Architecting provocative digital innovation models that catalyze partnerships, placing health systems at the center of the ecosystem of transformative digital health companies*
Pete McCanna	**Denise Basow**	**Sara Vaezy**
CEO Baylor Scott and White	Chief Digital Officer Ochsner Health	Chief Digital Officer Providence

The Imperative to Know What Consumers Want – Even Before They Do

- While the healthcare industry is reacting to consumer expectations, the rest of the market is setting the terms for what consumers will expect a decade from now.
- Health system leaders need more than a space for discussion. The Co-Lab is a vehicle for action.
- A homeroom for the nation's leading, consumer-obsessed health systems to learn from visionary thinkers who know healthcare well enough to know where the industry has fallen short.

Illustrative session examples	
The urgency of moving from attracting the consumer of today to activating the consumer of the future	*What health systems have historically misunderstood about consumer demands*
Sangita Woerner	**Kevan Mabbutt**
SVP Marketing and Guest Experience Alaska Airlines	Former Global Head of Insight and Experience at Disney and former Chief Consumer Officer Intermountain Healthcare

We Know The Biggest Healthcare Challenges May Require Non-Healthcare Solutions

- Out-of-industry luminaries have built the playbook on earning consumer loyalty:

Illustrative session examples	
Making big bets on investments needed to transform consumer experience & guarantee long-term loyalty **Kevin Johnson** CEO Starbucks	*Sifting through the noise & zeroing in on opportunities to build the consumer-centric layer over antiquated systems* **Terry Jones** Founder Kayak
Conquering uncharted territory in seamless personalization **Daniel Ek** CEO Spotify	*Why the pre-COVID definition of consumerism is gone* **Allison Ausband** **Hank Capps** Chief Consumer Experience Officer — Delta Chief Information & Digital Officer — Wellstar Health System

Shortening the Runway from Strategy to Execution

- Leveraging The Academy network as a brain-trust to collectivize knowledge & share best practices with the explicit intention of transforming teaching points to action

- Non-traditional workshop formats that raise the bar of experiential learning:
  - Live polling
  - In-the-moment benchmarking
  - Peer-to-peer feedback on consumer journey maps, websites, apps
  - Workshopping around consumer expectations of digital engagement in healthcare & forecasting future trends

The Consumer Co-Lab is a partnership between The Academy, Cedar, and Leading Health Systems. Cedar is the Co-Lab's exclusive industry co-host, bringing expertise and thought leadership to the group.