

DIGITAL FOR PEOPLE

# Health & Wellness Digital Playbook

*How to make your digital transformation matter  
when it matters most.*

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# Health & Wellness

Disruption is a tough pill to swallow.

The health and wellness industry is experiencing great pains born from great needs. Hospitals, healthcare brands, and digital wellness companies must transform now to meet evolving human needs.

Positive digital transformation in this significant sector empowers people to live healthier, longer lives. But change, no matter how simple it seems, is difficult, especially when facing serious regulations and rapid shifts in human behavior.

**76%** of consumers are now interested in using telehealth, up from 11% the previous year — *McKinsey*





# Bending the model

Trusted establishments—emerging hope.

Both internal and customer-facing digital adoption determines which companies will thrive in the future. Some organizations will adapt and diversify, while others will stumble and fall.

As preventative care expands through startups, the health and wellness sectors are being sizably disrupted by a changing landscape.

People expect a digital experience that fits evolving regulations, pivots as new and legacy systems come together, and iterates as customers get used to new staffing and communication models.

# Health & Wellness Digital Playbook

Meaningful digital transformation starts with understanding the people on the other side of the screen.

When planning for digital business transformation, prioritizing where to invest resources is difficult. Small mistakes can cost companies millions of dollars, or worse. Often, in an effort to keep up, companies invest in technology, without first examining the human needs that drive change.

Before undertaking customer experience and digital transformation initiatives, it's important to make sure what you're doing matters to the people you serve.

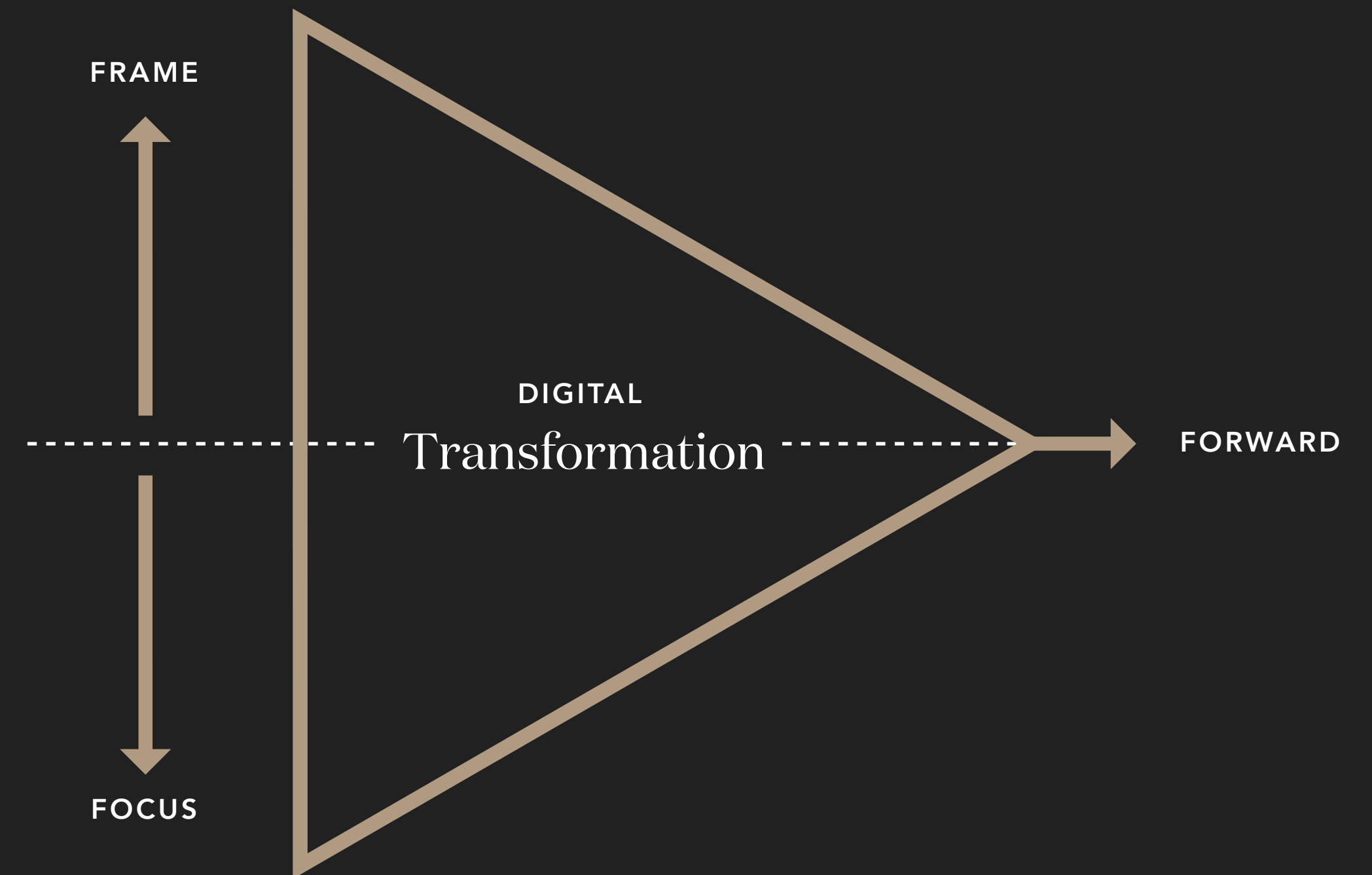
**Hero Digital's Health & Wellness Digital Playbook** helps you focus your business strategy on what matters most to your customers and clients.

## A clear vision for the future

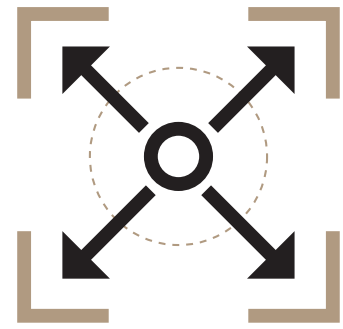
The path to meaningful digital transformation is a balancing act of vision and action.

You must move in the right direction to achieve success.

Using a human lens to prioritize business opportunities allows you to frame what's possible, focus on key opportunities, and move forward with momentum.

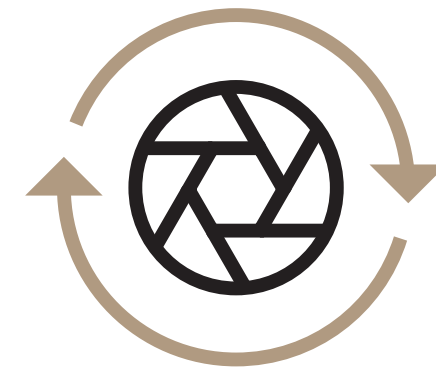


Achieve meaningful digital transformation with a human lens.



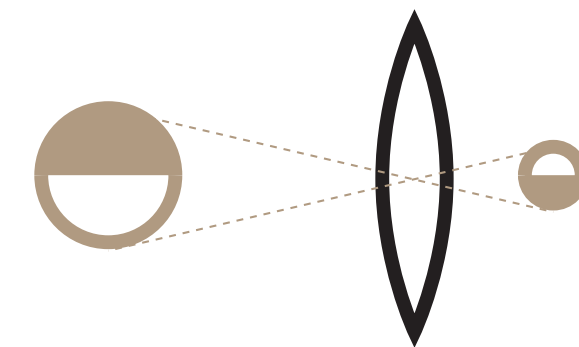
## Frame

Zoom out to gain perspective and identify unmet human needs. These truths guide the way to possibility.



## Focus

Zoom in to assess possible opportunities on their potential for meaningful impact and scalability.



## Forward

Advance concepts to capture their value and vision, and plot a path to reach their full potential.

08 Frame possibilities

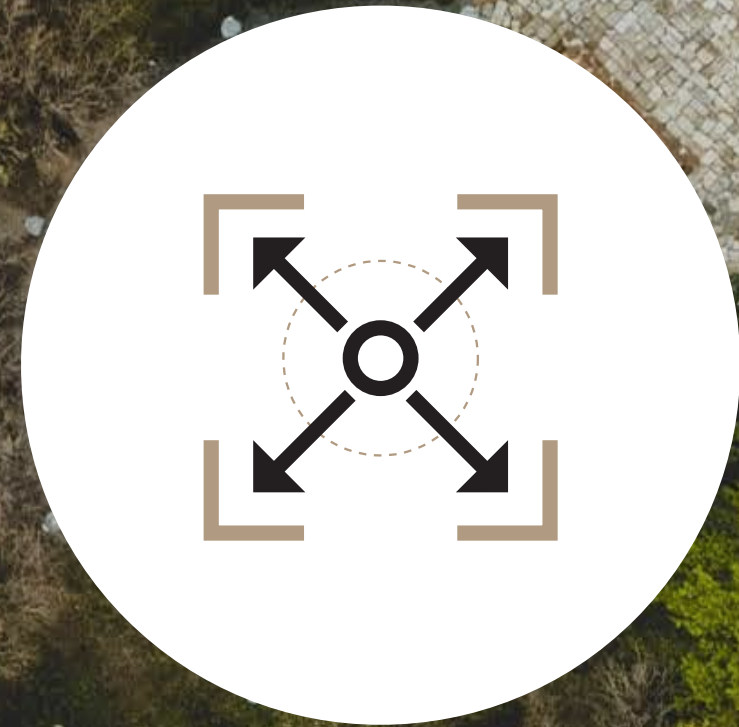
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# Frame

Possibilities





# How objective is your perspective?

The difference between digitalization and digital transformation is altitude.

Too often, companies move fast and low, thinking they don't need to look around. Their unfounded assumptions cause them to zero in on what feels obvious. Yet, these blind decisions result in a series of digitalization attempts, dead or dated on arrival.

Successful companies zoom out to scan the broader context and identify unmet human needs. They solve real problems and earn meaningful results worthy of the effort.



# How digital transformation fails

High tech organizations fail because their initiatives are dictated by inward-looking business priorities. Because market opportunities are constantly changing, their solutions are often dated by the time the project launches.

Disregarding the problems people face both internally and externally hurts companies in the long run.

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## BUSINESS PRIORITIES

- Projections based on inaccurate data
- Chaotic processes create pushback

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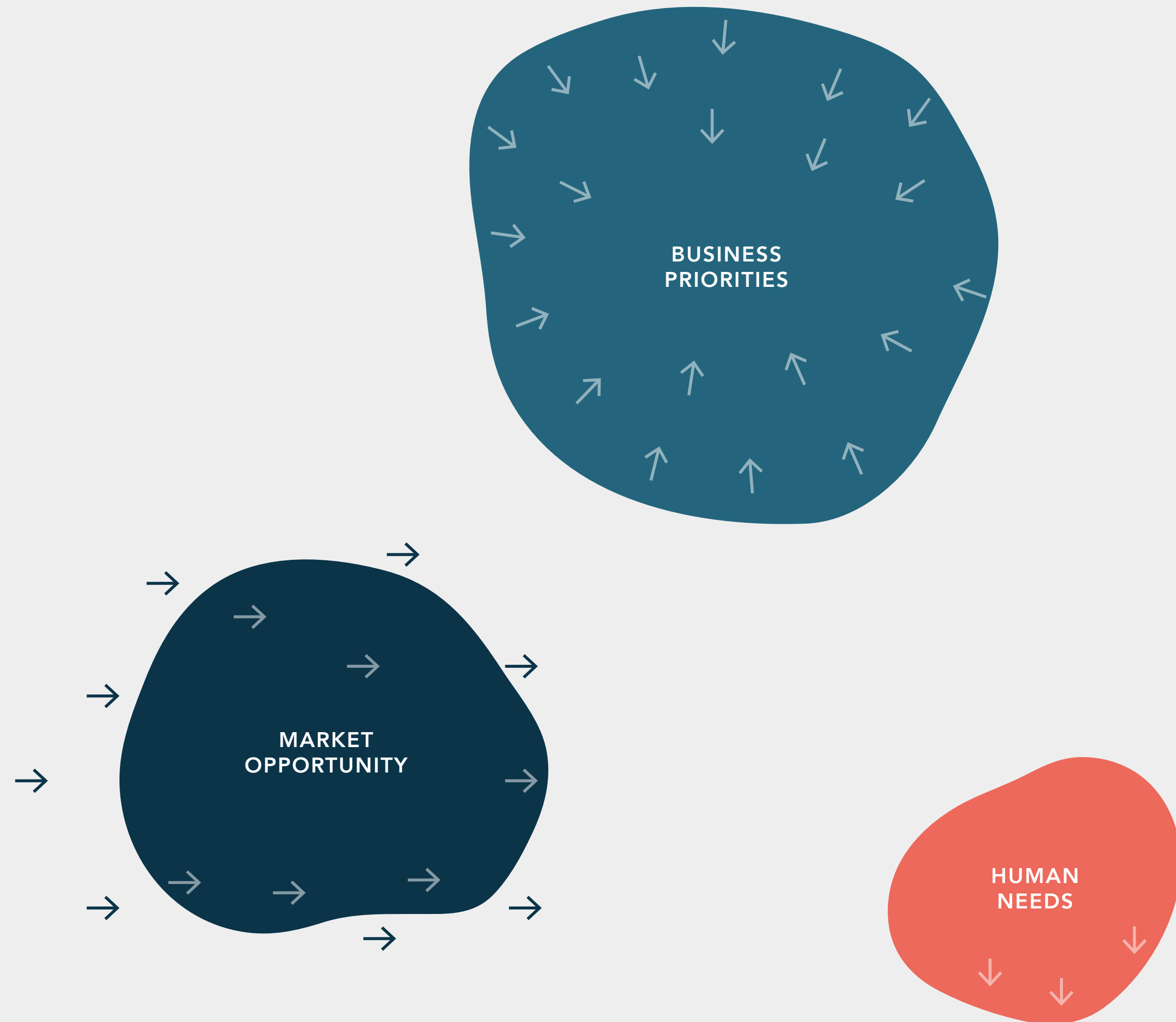
## MARKET OPPORTUNITY

- No time to react to disruption
- High risk of cultural missteps

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## HUMAN NEEDS

- Unaware of emerging unmet needs
- Lacks insight into future landscape



# How digital transformation wins

Meaningful digital transformation begins by identifying essential human needs and aligning business priorities with them.

This allows companies to zero in on the right market opportunities for future business success.

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## HUMAN NEEDS

- Anticipates customer needs in real time
- Realistic solutions that adapt with time

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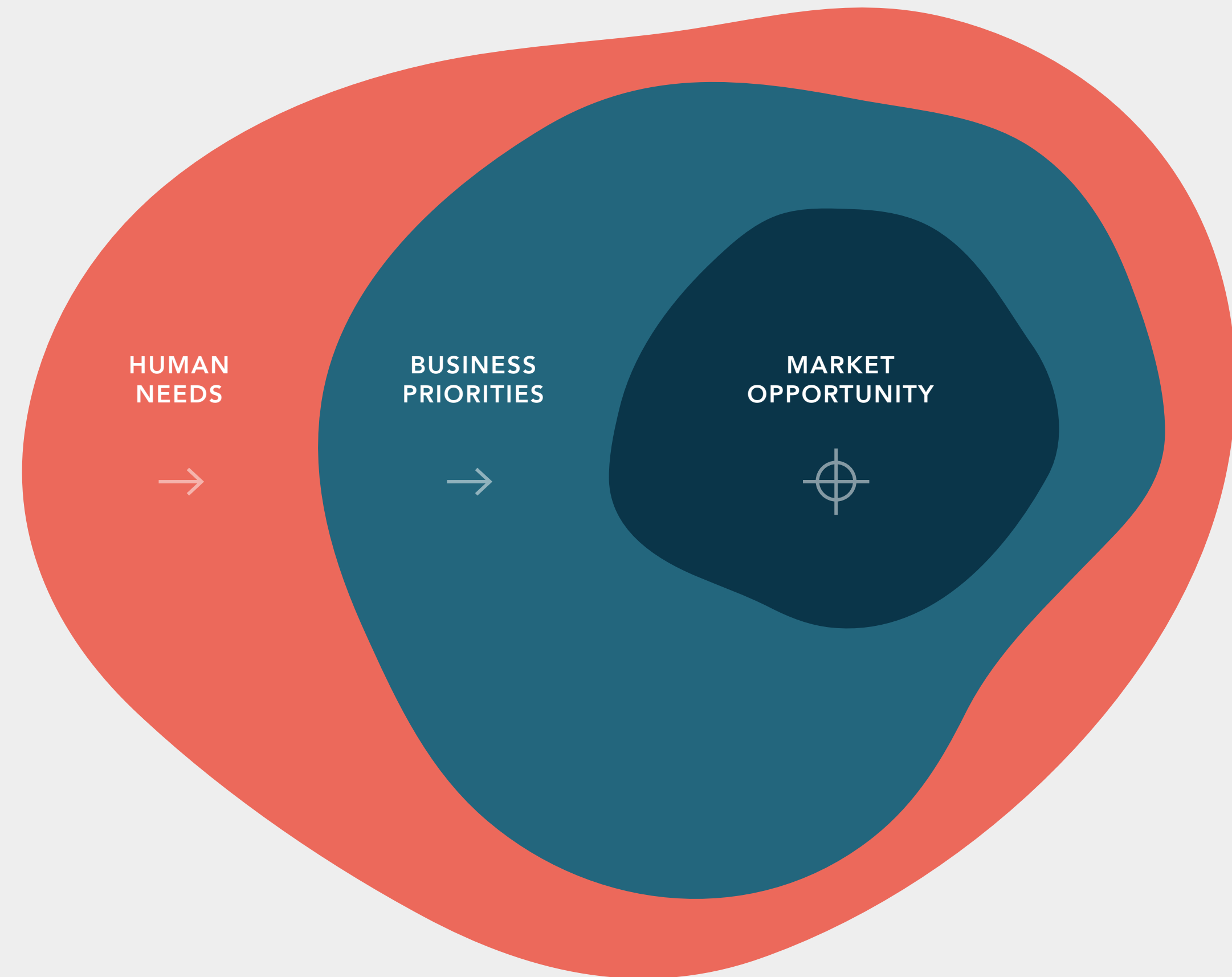
## BUSINESS PRIORITIES

- Vision is participative and socialized
- Holistic rigorous criteria for decisions

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## MARKET OPPORTUNITY

- Early indicators allow timely response
- Market leader with pulse on culture





# Frame

## KEYS TO SUCCESS

### Observational insights

Digital transformation stakeholders are more than slides and data. Observing their behavior in real-time is the best way to identify pain points and clarify your design target.

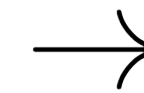
There are many methods to observe behavior, ranging from classic paper notes to emerging tech. None of them are exactly right or wrong and all will yield more than a PDF alone.

## WHY IT MATTERS TO PEOPLE

### Right design target

It's critical to have a particular stakeholder set in mind when pursuing meaningful digital transformation.

For instance, solving for the physician may not get to the root of the issue if labs or admin have blocks that should be addressed first.

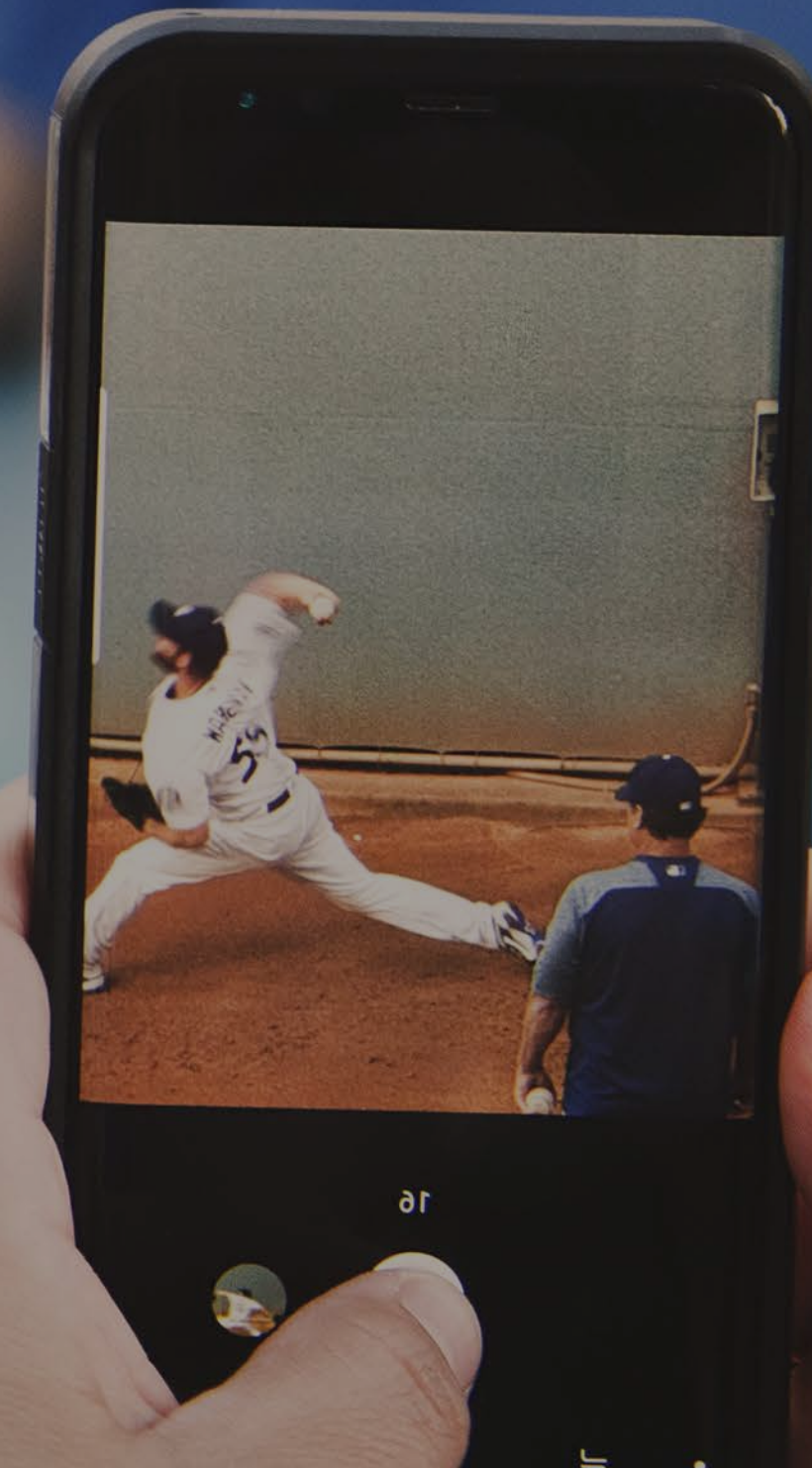


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# Focus

Opportunity



# How to spot ideas worth pursuing

Successful digital transformation isn't an accident. Organizations that get it right unpack insight-grounded possibilities. They spark bold ideas and then filter them by their future potential. These savvy digital business teams nurture concepts to reach sustainable impact at scale.

The following examples illustrate how to focus on opportunity.

STEP 1

Concepting

STEP 2

Validation

STEP 3

Prioritization



STEP 1

# Concepting

Ground in human need so ideas that surface are tied to opportunity space, leading to actionable concepts.



WIN

**iPhone by Apple** has changed the way that consumers interact by learning and responding to unmet needs. Their focus on concept iteration allowed the company to enter a saturated mobile market and gain dominance in a few years.



FAIL

**Nokia** remained focused on voice when others in mobile were trending to data. By failing to lead on user experience, they developed a problematic operating system that didn't fit the direction of the market or the needs of customers.



NOKIA

## ADVICE

Ideas can be based on anything, but they may be totally off base when there are breaks in logic or relevance.

## KEY TO SUCCESS

Often, the most salient inputs to a good idea are outside category, but keep tight focus on subsegment attitudes and needs.

## WATCH OUT

Avoid basing decisions on "sample of one" opinions. You are rarely, if ever, your exact target customer.

STEP 2

# Validation

Build concepts with your team and test the substance of the value exchange to gauge customer desirability.



WIN

**Mattel** has, among other endeavors, been innovating on its famous Barbie. To respond to shifts in culture and consumer, they introduced new body types and other diversity that allowed digital extensions which have boosted e-com sales.



FAIL

**Toys R Us** failed to commit to understanding the 21-century consumer, and their commerce site seemed to assume if you build it they will come - but it was purely transactional with poor customer experience.



## ADVICE

It is true that concepts can be built in a day, but this assumes the required prep, process, and target payoff are in place and aligned.

## KEY TO SUCCESS

Ideas developed with rigor coalesce into concepts worth building, breaking, and reforming. Brilliant ideas only look easy.

## WATCH OUT

Solutioning (guessing) is fast and fun but distracts from solid solutions based on insight and data. Be patient.



STEP 3

# Prioritization

Assess opportunity size and prioritize based on the four: desirability, viability, feasibility, and sustainability.



WIN

**BBVA**, the Spanish financial services group, uses behavioral economics, design and user experience, and a '3,6,9 process' to deliver a product or service into the hands of the customer in 9 months.



FAIL

**The Co-operative Bank** in the UK went to rebuild systems from the ground up, instead of stepped improvements. The complexity without prioritization was too much and they abandoned the project after investing £300-million.



## ADVICE

Basing decisions on unvalidated assumptions is sabotage to potentially good concepts right from the beginning.

## KEY TO SUCCESS

Detail the process and thinking used in order to build greater trust in the concepts that result, driving internal adoption and advocacy.

## WATCH OUT

It's better to test ideas with customers and apply learnings now instead of later.



# Focus

## KEYS TO SUCCESS

### Criteria for decision making

Objective decision making sometimes seems automatic or impractically aspirational, but taking your own bias and group thinking out of the process is essential.

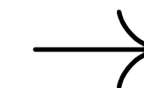
A principled approach works best. While words are illustrative, a small but unpacked set of key attributes (example: clear as in transparent) brings rigor that isn't in a box.

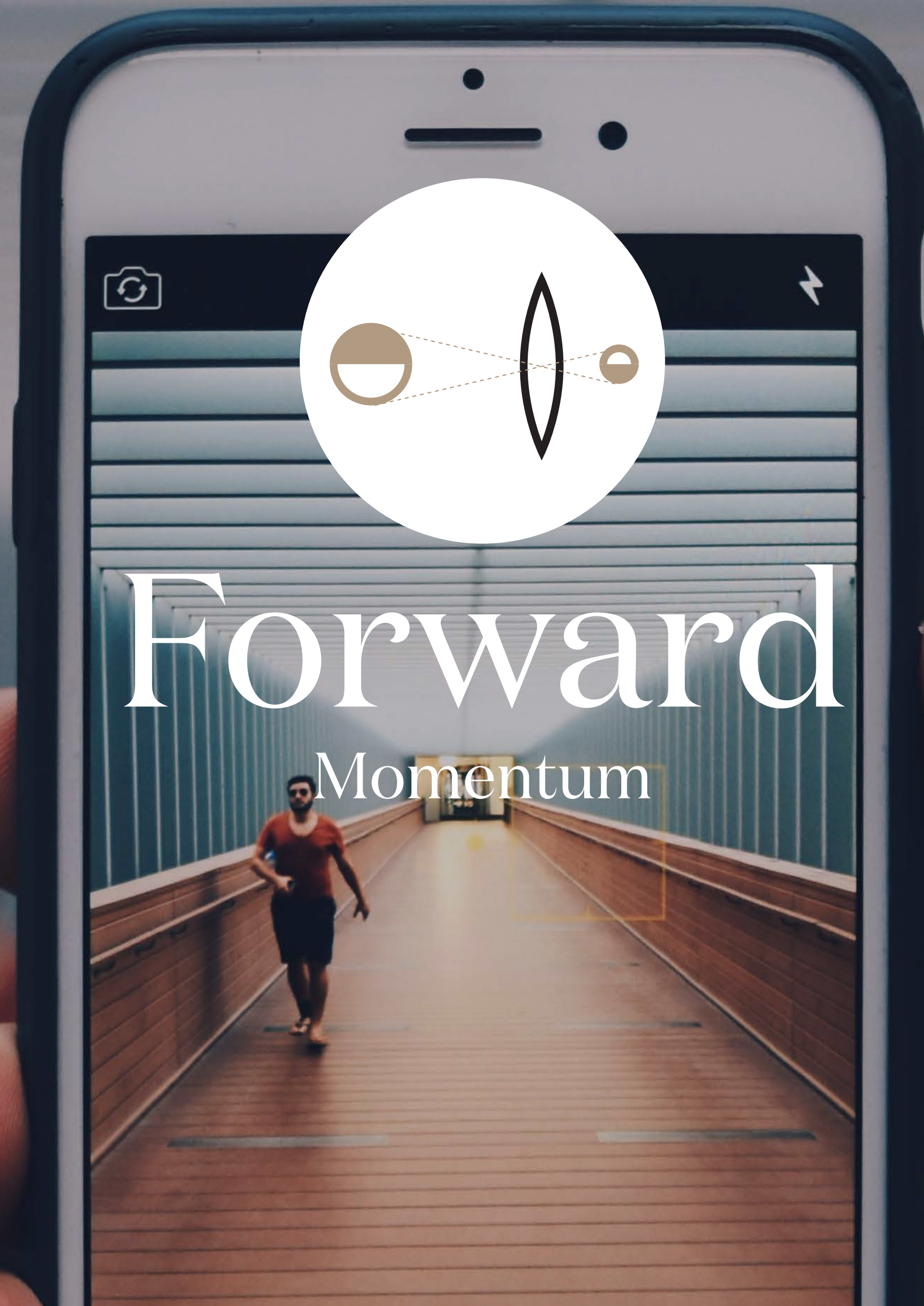
## WHY IT MATTERS TO PEOPLE

### Foresight on implications

There aren't shortcuts to tackling regulations. Inadequate lead time for regulators and internal processes leaves no room left to absorb delays.

It's fun and exciting to see a shorter finish line, but transformation is most valuable when your systems and people aren't pushed beyond their capacity to adjust.





# How companies are creating momentum

Transformation is changing the health and wellness industry with increasing speed, making disruption top of mind for any organization looking to thrive.

As business models are upended by new players and dominant leaders either step up or fall behind, the opportunities to win and fail are everywhere.

With the regulatory environment thinking about catching up, if not quite there yet, the time to make your digital transformation matter is today. Signals and indicators are pointing to a world with more choice, more access, and more accountability than ever. Where you stand in this new environment is up to you.



# Wellness customer truths

Hero Digital’s Truth & Beauty Index uncovers the top attributes that foster brand advocacy for customers across key industries.

TOP 10 ATTRIBUTES THAT DRIVE BRAND ADVOCACY	
★	Is a brand I can trust
2	Helps me live my best life
3	Is effective
★	Gives me a sense of pride
5	Is high quality
6	Empowers me
7	Gives me confidence in my decisions
8	Is constantly improving
★	Simple and easy to understand
10	They are easy to contact and communicate with

Source: Hero Digital Truth & Beauty Index



## UNIQUE OPPORTUNITIES IN DIGITAL

### ★ Is a brand I can trust

Foundational to any wellness path is the trust that it will yield a better life. Because this industry is so central to one's sense of self, trust needs to be earned and kept.

### ★ Gives me a sense of pride

For some, their wellness journey is private, and for others, it's very public. Whether a source of confidence or a point of pride, the brand you align with speaks volumes about you. A disappointing experience reflects on who you believe you are. Fortunately, the same is true in reverse.

### ★ Simple and easy to understand

Directions on wellness are notoriously complicated and hard to maintain. Clear and intuitive directions and experiences are essential. Distill the core and they will follow you and feel good doing it.

# Unlocking human value

Technological advances are prevalent, yet they will always be measured by the human truth they unlock. Before leveraging new technology, consider its human impact.



## Trust and Data

Regulations tend to lag cutting-edge solutions, often for good reason. The level of accuracy needed in healthcare and the amount of personalization in wellness is daunting, but doing it right isn't elective.



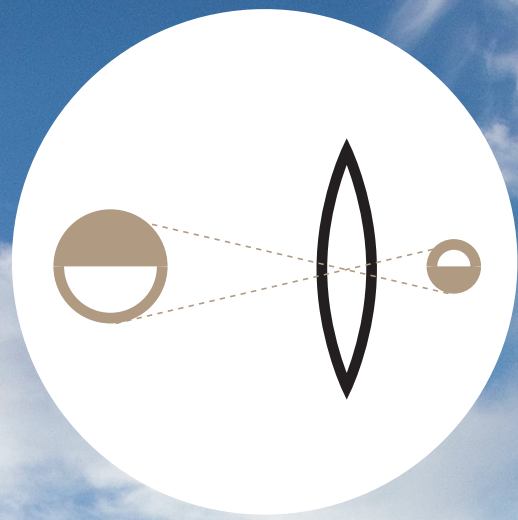
## Empathy and AI

Machine learning doesn't directly comfort the sick or inspire those on a wellness journey. Surrounding systems must operate with a human-centered logic. An AI-powered customer experience should strengthen your brand's humanity.



## Meaning and Cloud

Patients are searching for answers, yet time is limited. Intuitive technology bridges the gaps between accurate information and empathetic knowledge. Which to offer and when comes down to how you will be heard by your customers and stakeholders.



# Forward

## KEYS TO SUCCESS

### Longer time horizon

Optimism is valuable with digital transformation, even when planning out expected ROI.

In healthcare and wellness, however, you should expect a longer time horizon for impact. There are simply more hurdles and “cannot fail” dependencies to account in these unique, human-focused sectors.

## WHY IT MATTERS TO PEOPLE

### Roadmap for regulation

→ To directly tackle regulation, shortcuts are to be avoided. By building too little lead time for regulators and internal process, there is no room left to absorb delays.

It is fun and exciting to see a shorter finish line. Arrival at the end of the transformation process is valuable when your systems and people are still standing and not banged up beyond their capacity to adjust.



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# Vision

Accelerator





# Where are you with digital transformation?

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## Cost of doing nothing

Companies that defer on digital transformation are unlikely to survive.

Ignoring the potential impact of the digital world won't change that people and systems are already progressing rapidly.



## Cost of doing the wrong thing

Rushed digital initiatives often backfire or are met by customer indifference.

Whether failure is seen internally only, or is very public, there are sizable ramifications that impact the ability to function and grow.



## Value of acting now

Swift, targeted responses to customer and stakeholder needs is the hallmark of thriving organizations.

Prioritization with a real plan for socialization inside and out is critical to digital transformation.



## Value of doing it right

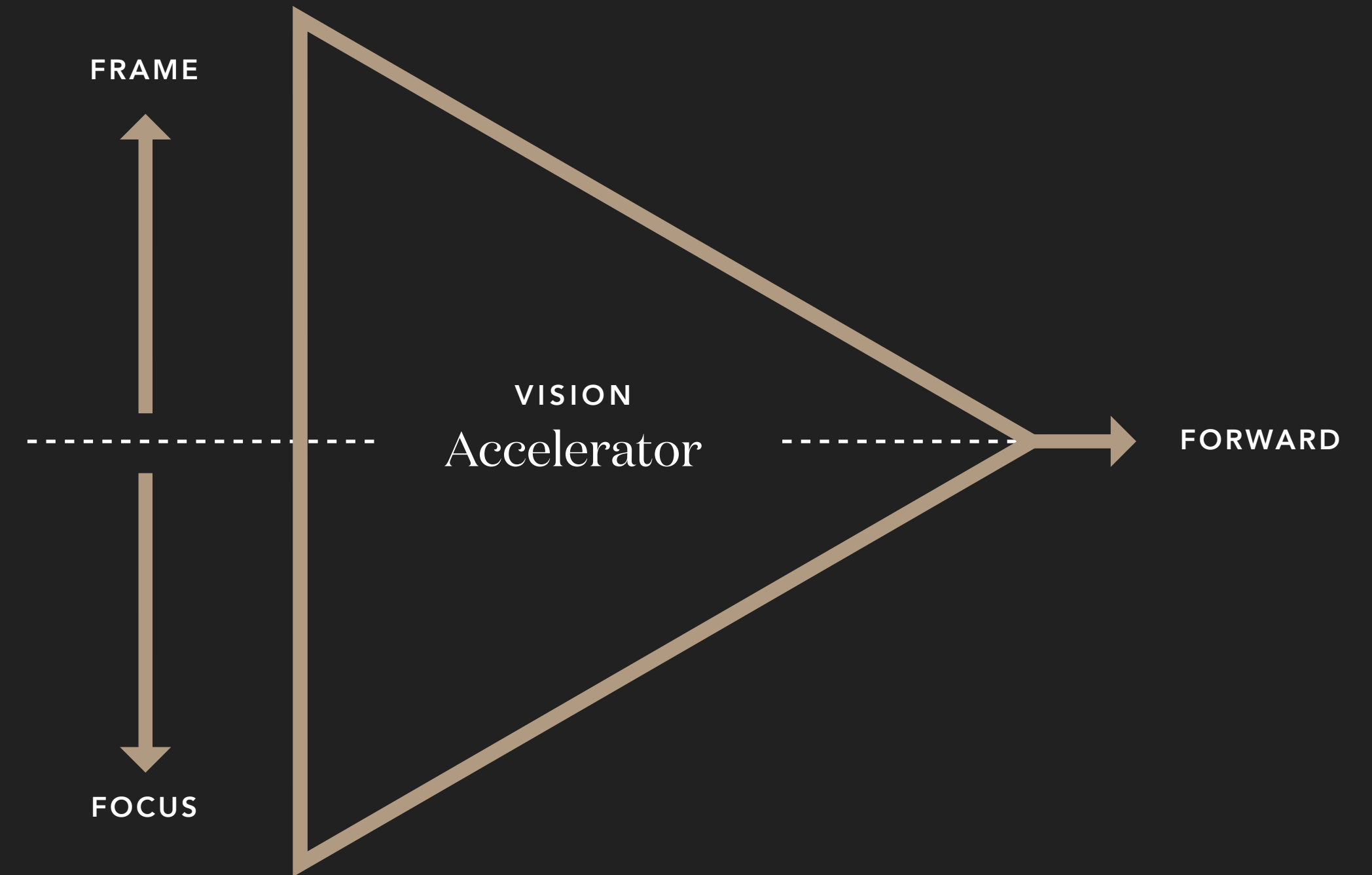
Markets respond to human needs worth solving, when executed flawlessly.

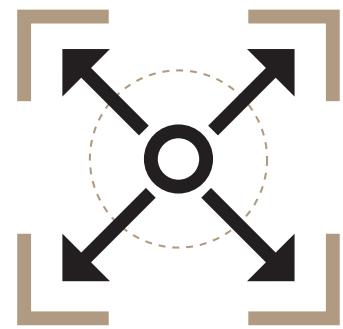
A robust approach and transparent process carry insights and ideas through to realize their full potential.

# Accelerate Digital Transformation

No matter where you are in your digital journey, Hero Digital's Vision Accelerator Solution helps you jumpstart meaningful business transformation.

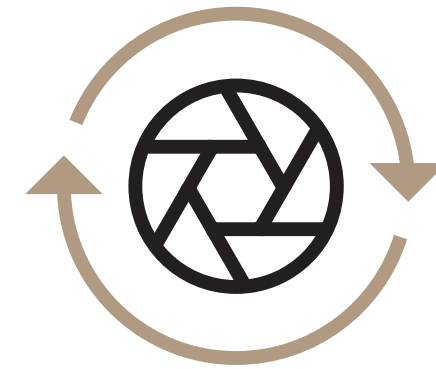
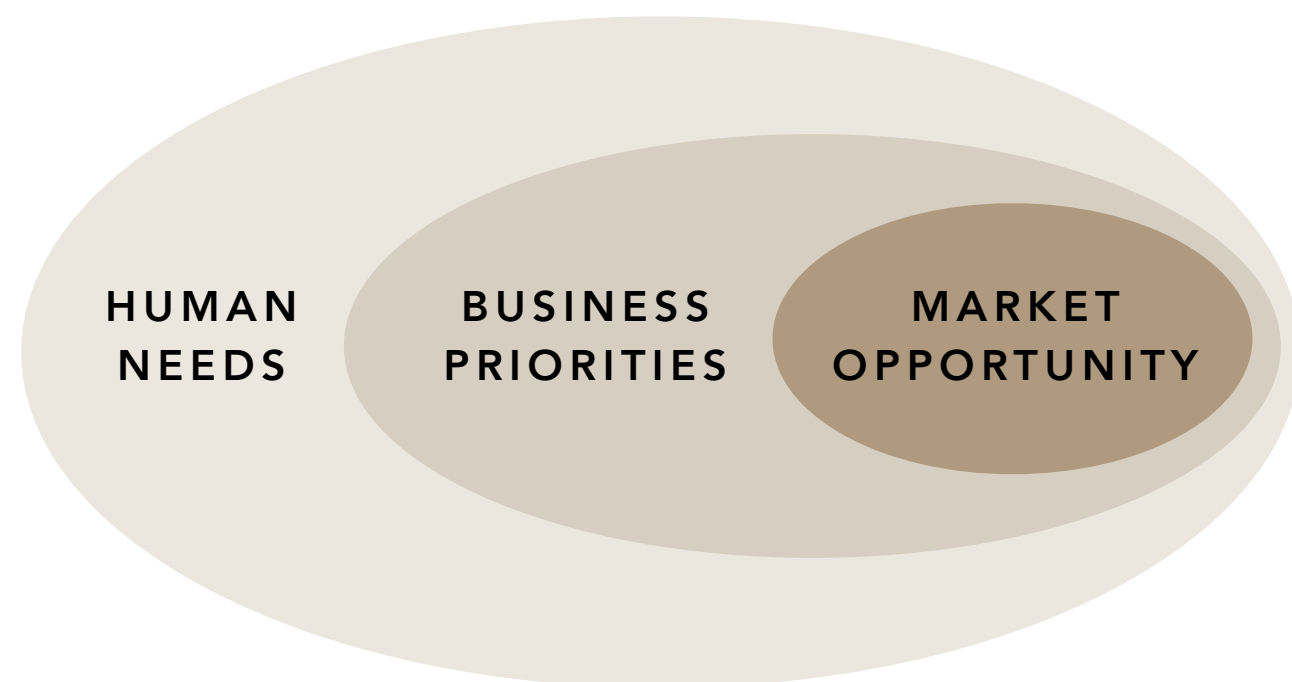
Through Vision Accelerator, we work with our clients to uncover possibilities, reveal opportunities, and create positive business outcomes.





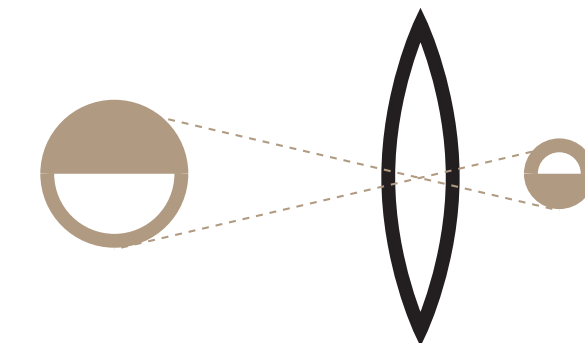
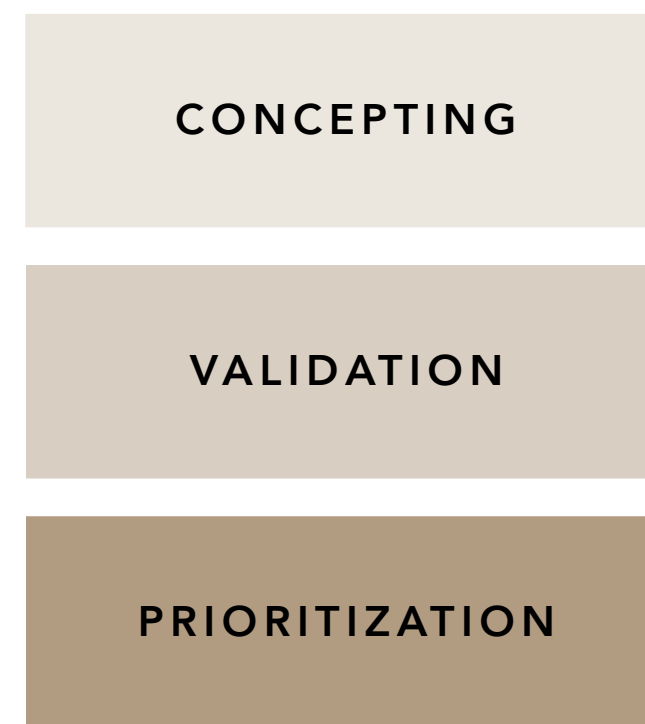
# Frame

Frame your vision for change in the broader context.



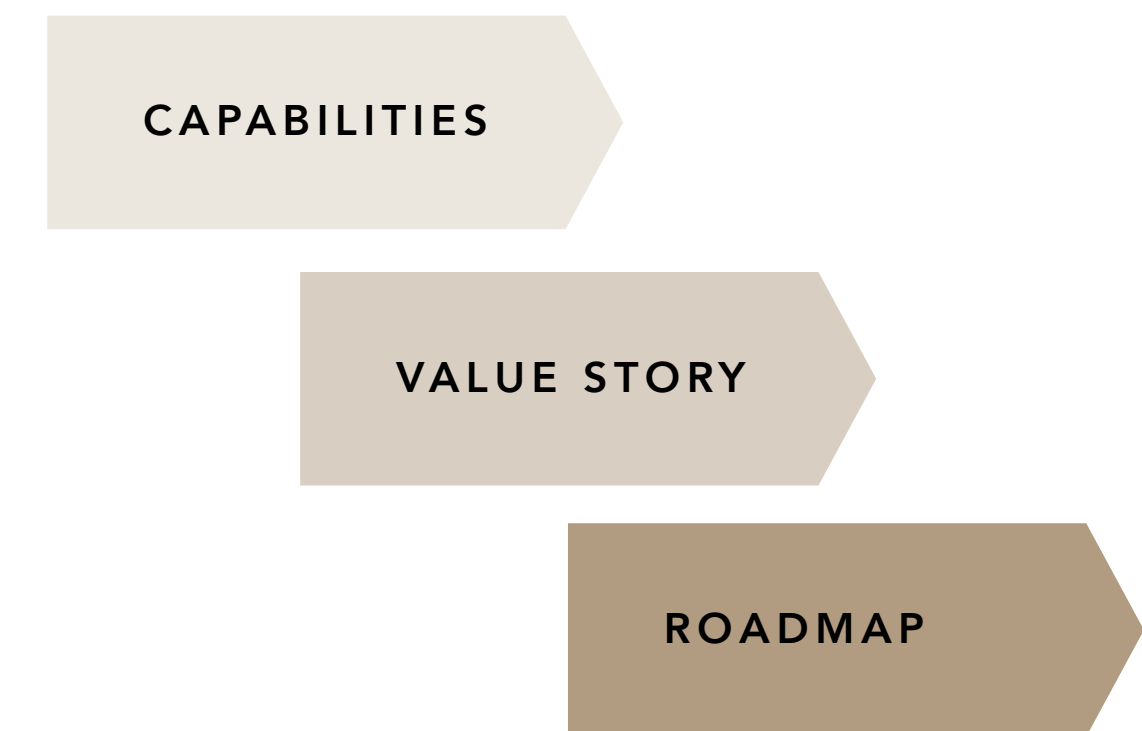
# Focus

Focus on opportunities worth pursuing.



# Forward

Capture forward momentum to make an impact at scale.



# Get a jump on your transformation

Hero works with you to streamline digital transformation by incorporating assets you've already completed as key inputs.

It's vital to review the work to see if important characteristics are woven through. For instance, demographic segmentation is common, but this narrow view compounds organizational blindness. Attitudinal segments, on the other hand, more accurately predict changes over time.

WHAT DO YOU HAVE ALREADY? CHECK ALL THAT APPLY...

- Attitudinal segment insights
- Socialized vision of future
- Indicators in+out of industry
- Psychographic personas
- Integrated digital vision
- Emerging signals/micro trends
- Behavioral journey set
- Aligned ROI expectations
- Customer of the future



# Transform today

Accelerate your vision to plot a positive path forward for your company.

[business@herodigital.com](mailto:business@herodigital.com)

CONNECT WITH HERO

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Truth Beautifully