

How do you KNOW? Challenging Assumptions About Patients

Early Insights from the KLAS Patient Voice Collaborative

HFMA Greater Heartland &
Missouri Hawthorn Chapter AAHAM

January 16, 2025

Adam Cherrington
Vice President, Digital Health and Patient Voice



About KLAS Research

KLAS measures more than 400 vendors & 750 products/services.



Mission

Improve delivery of healthcare technology and services by measuring vendor performance.



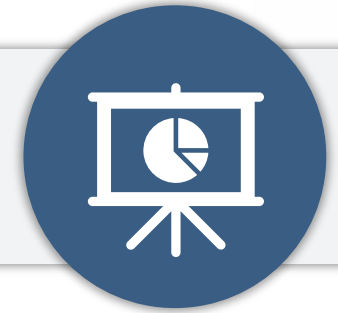
Dedication

KLAS is entirely dedicated to healthcare.



Focus

Research focus is on the customer experience—all KLAS data comes from customer opinions, ratings, and experiences.



KLAS Data

90% of KLAS data is from live, meaningful interviews with customers.

KLAS Influence

KLAS is entirely dedicated to improving healthcare, including the **provider** market, the **payer** market, and the emerging “**payvider**” market.



Research focus is on the customer experience.



Vendors receive guidance.



KLAS insights assist other organizations.

8,800+

Healthcare customer executives (VP & C-Level) who actively participate by sharing their experiences. They also benefit from accessing KLAS data and reports.

5,000+

Healthcare organizations worldwide represented in the KLAS data through the participation of their employees each year who share their voices and experiences.

26,000+

Interviews conducted each year. Over 90% are person-to-person interviews with current customers.

1,100+

Healthcare IT products and services measured by KLAS.

480+

Vendors measured and highlighted in KLAS reports.

27,025

Downloads of KLAS specialty reports published last year by healthcare customers. Average of 150–250 healthcare customer downloads per report.

24

Members of the **KLAS Advisory Board**

[klasresearch.com](https://www.klasresearch.com)



Patient Financial Engagement 2023

A High-Performing Market, though No One-Size-Fits-All Option

Vendor Perspectives on the Future of Patient Financial Engagement

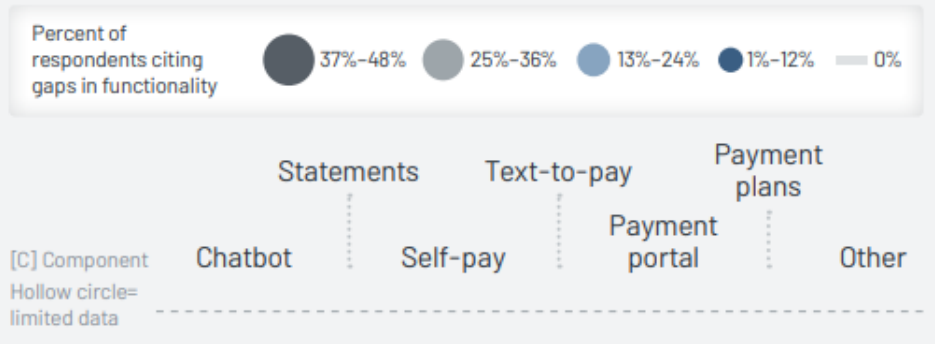
? What does patient financial engagement look like in the long term?

Price Transparency and Previsit Technology at the Heart of Forward-Looking Development

With No Comprehensive Solution, Organizations Want More Functionality and Integration

Respondent-Reported Gaps in Functionality

Vendors ordered alphabetically



The Future is Here!

The Most Amazing Patient Experience Ever: June 3rd, 2024

- Found provider online
- Self scheduling
- Pricing was on the website
- Pre-registered & confirmation number
- Reminder email & welcome text message
- Checked in
- No paperwork
- Short wait
- Test with results
- Paid my bill & charges as expected
- 10 minutes, 14 seconds
- Huge patient satisfaction
- Recommending to others.



Orem, Utah DMV





Thank you for calling [REDACTED] Family Medical. Sorry we missed your call. We are currently assisting another patient. Is there anything we can help you with over a text? If you have already left a message, please disregard this text. We will get back to you as soon as we are able. Thank you.

Thank you for the text! I need to schedule an appointment. I would LOVE to do it online or by text.

Actual Texts I Have Received



Actual Texts I Have Received

A stack of three books is visible on the left side of the slide. The top book has a light blue cover, the middle one has a red cover, and the bottom one has a dark blue cover. The pages are visible and appear aged.

assumption:

An assumption is an unexamined belief: what we think without realizing we think it. Our inferences (also called conclusions) are often based on assumptions that we haven't thought about critically.



WARNING

MISTAKEN ASSUMPTIONS
CAN BE HAZARDOUS TO
YOUR PATIENTS' HEALTH

1. You assume you know what your patient is going to say.
2. You assume a patient conforms to a stereotype.
3. You assume your cultural expectations are universal.
4. You assume you are objective.

Takeaway: The only way to ensure your objectivity is to question it. Ask yourself how your feelings about a patient might be coloring your thinking. And don't ignore other emotions. Lingering anger after an argument with a colleague can also affect your thinking about a patient's diagnosis, as can the afterglow of a recent promotion.

What is the KLAS Patient Voice Collaborative?

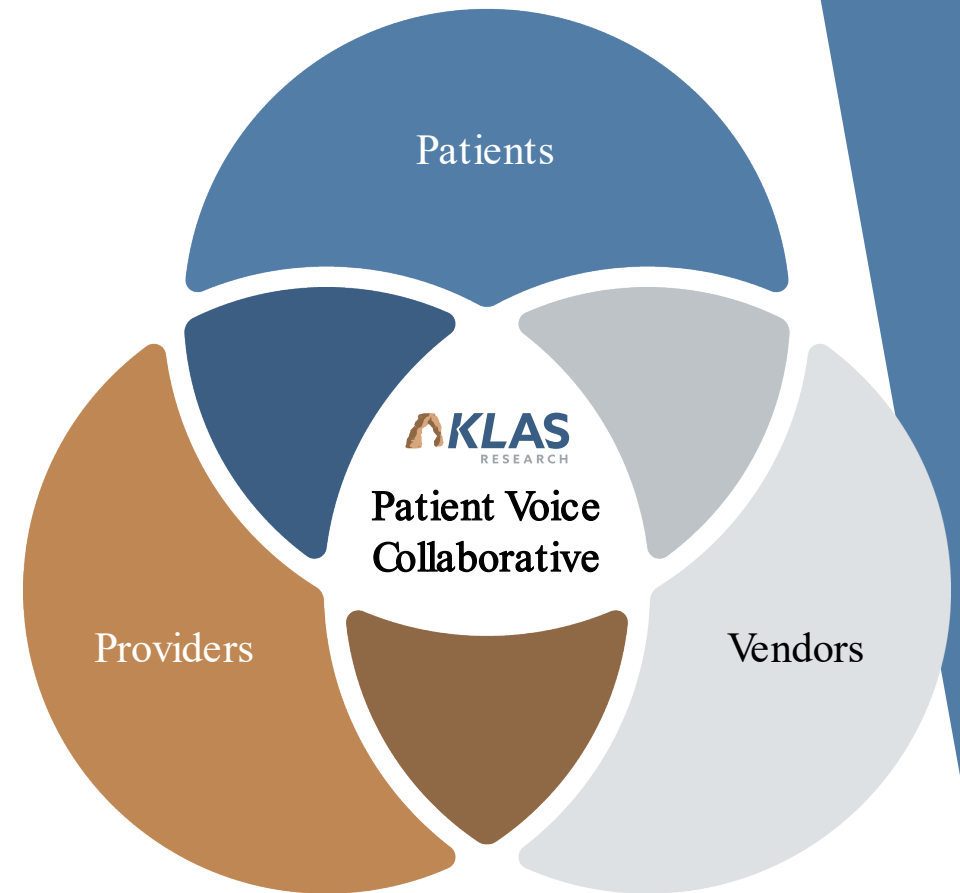
It's time to include patients in patient engagement.

Brand new KLAS collaborative to ensure that the voice of patients are heard and included in technology development and decisions.

Themes of questions:

- Patient's comfort with technology in general and at the organization
- Technology's impact on patient's loyalty
- Usage and impact of patient-facing capabilities
- Patients' technology wishes for the organization

Vision: Help every healthcare organization better align with the changing expectations of patients.



Early Insights from the KLAS Patient Voice Collaborative



What are some of the assumptions we make about patients needs and use of technology?



Some of the Common Assumptions About Patients

1. Older patients don't use technology.
2. If doctors open their schedule, the world as we know it will spontaneously self-implode.
3. Not everyone uses tech.
4. Patients generally behave the same.
5. Phone calls are still the preferred method to communicate with patients.
6. Patients will keep coming back if we do things the same way.
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Home > Software & Data > Digital Healthcare Adoption Surges Among Baby Boomers, Defying Stereotypes

Software & Data

Latest News

Digital Healthcare Adoption Surges Among Baby Boomers, Defying Stereotypes

December 20, 2023

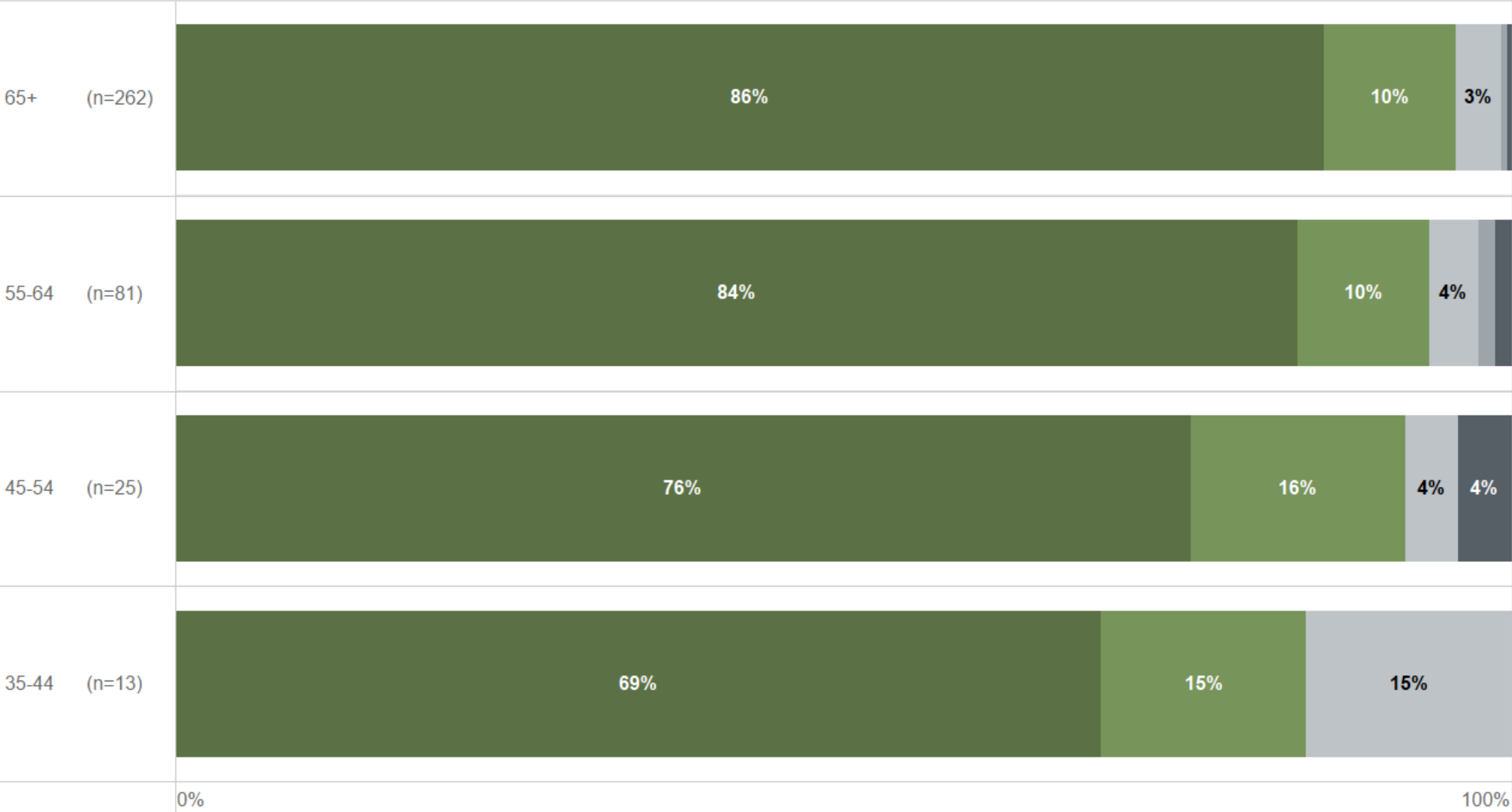


A recent PYMNTS-Lynx study challenges stereotypes about baby boomers' resistance to technology, revealing that 64% of baby boomers and seniors actively engage with digital healthcare activities. The findings indicate a significant openness among older individuals to leverage technology for managing medical services and benefits. Moreover, baby boomers and seniors report higher satisfaction rates for digital

Likelihood to Continue to Receive Care With Your Healthcare Provider Based On Your Current Technology Experience

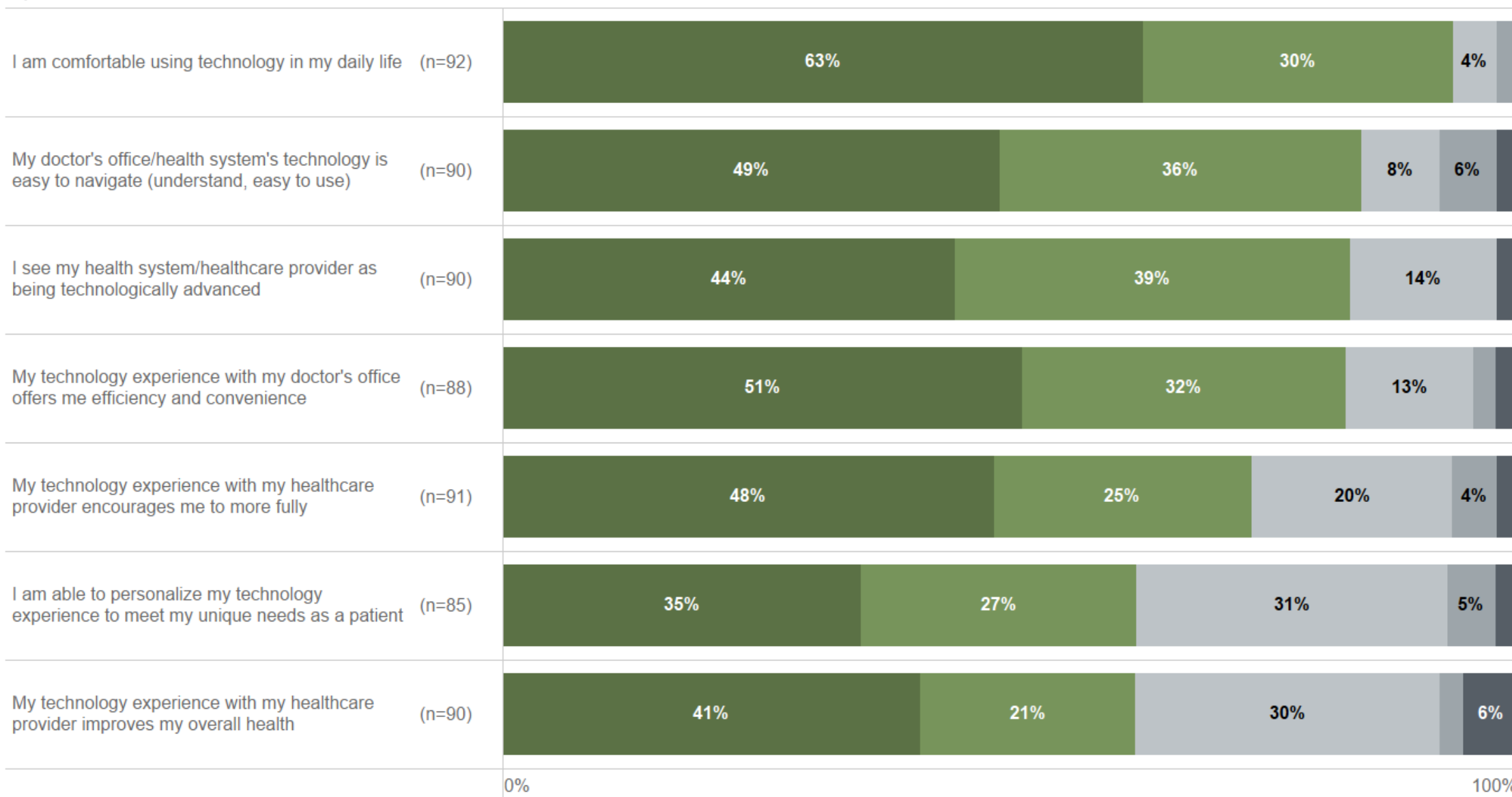
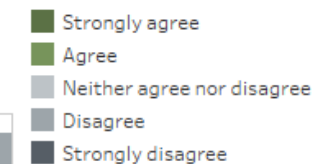
Grouped by Age

- Highly likely to continue to receive care here
- Somewhat likely to continue to receive care here
- Neither likely or unlikely to receive care here
- Somewhat likely to look elsewhere for care
- Highly likely to look elsewhere for care



Percent Agreement Regarding Technology Experience

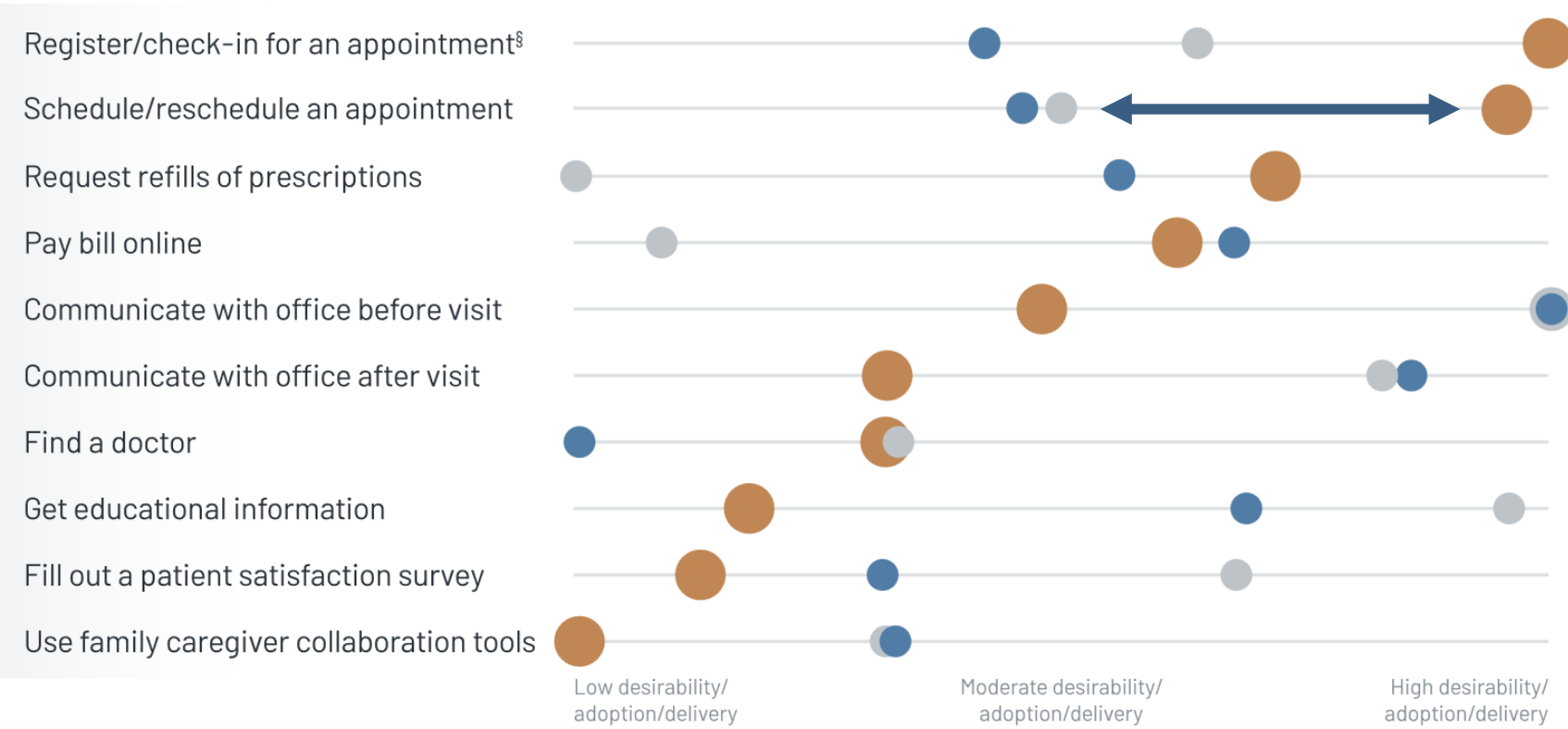
Age 55-64



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Patient, Provider, and Vendor Alignment on Patient Engagement Technology



Source: Patient Perspectives on Patient Engagement Technology 2022 | KLAS Report



Segment Insights

Patient Self-Scheduling 2024

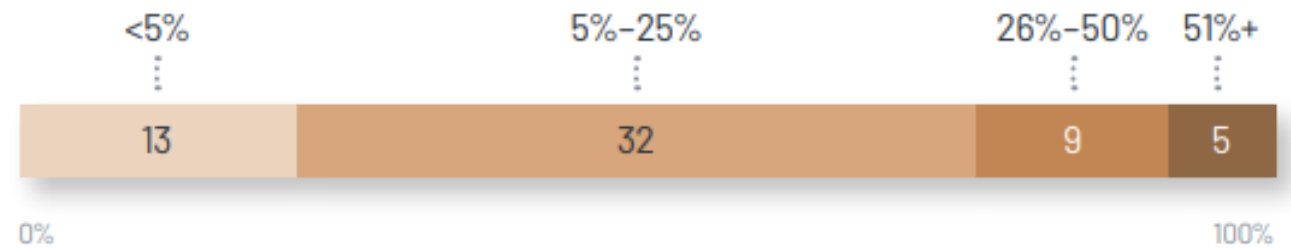
An Early Look at Standalone Solutions

March 2024

Despite High Interest from Both Patients and Provider Organizations, Patient Self-Scheduling Still Not Widely Used

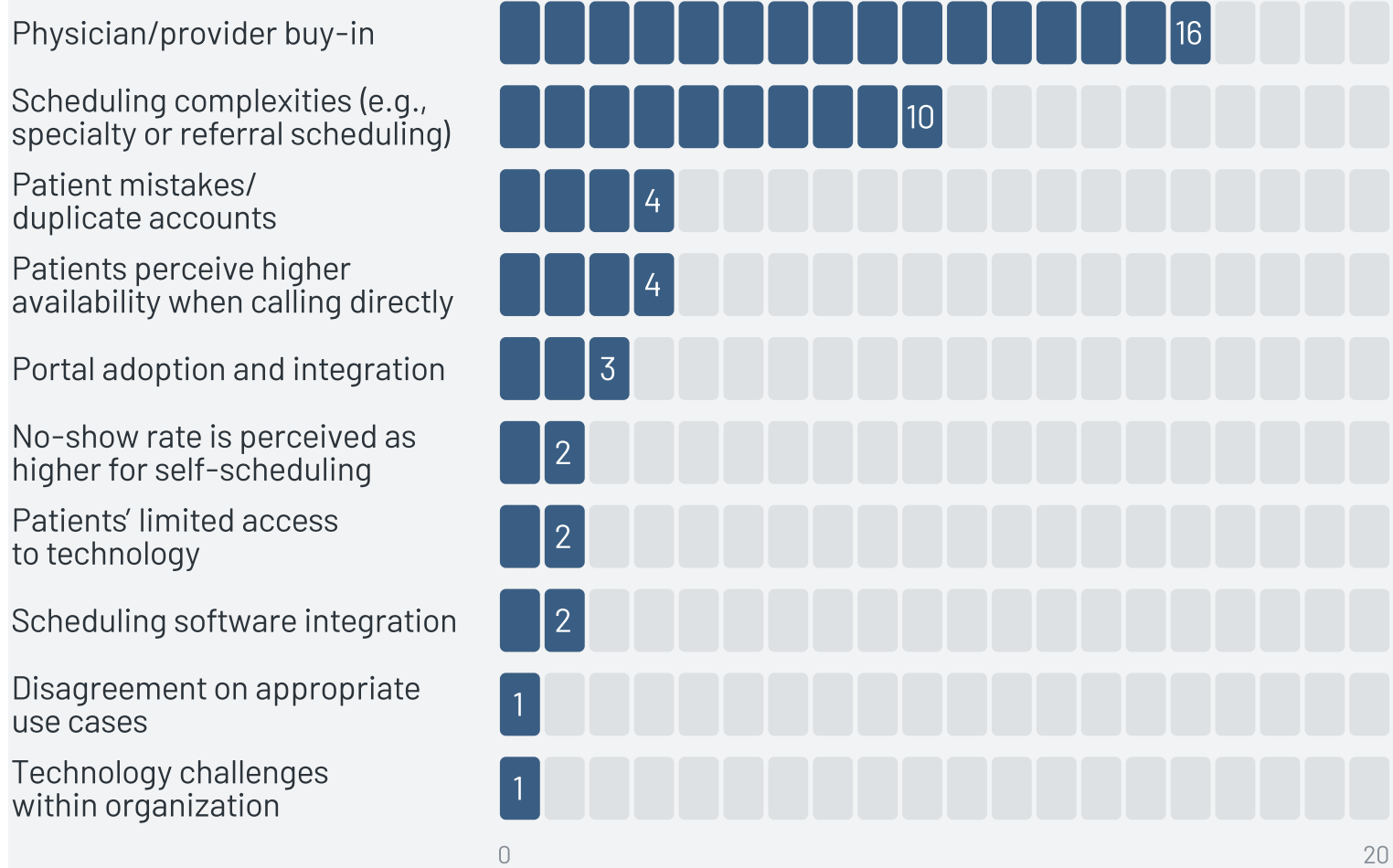
Despite previous data indicating that provider organizations intend to prioritize patient self-scheduling, the vast majority of appointments are still managed in other ways. Even among those utilizing patient self-scheduling functionality, many still manually double-check self-scheduled appointments to avoid errors.

Percentage of Total Appointments That Are Self-Scheduled by Patients Respondents of all measured solutions



Patient Self-Scheduling Barriers for Providers

Respondents could mention more than one barrier (n=41)



Change Management Is Essential for Addressing Self-Scheduling Barriers

Most barriers to patient self-scheduling relate to organizational/change management rather than the technology itself. To alleviate barriers related to change management, organizations can do the following:

- 1 Have self-scheduling be a core component of your patient engagement strategy and commit resources to change management.
- 2 Debunk myths (e.g., “digital platforms create disparities among patients”) and increase care equity by creating digital platforms that benefit both clinicians and patients, especially those in rural communities.
- 3 Define the self-scheduling governance structure to oversee the change management process, identify organizational champions who support the initiative, and standardize self-scheduling practices.
- 4 Obtain complete buy-in from clinical and administrative leadership teams.
- 5 Track progress with accurate reporting and communicate that progress.

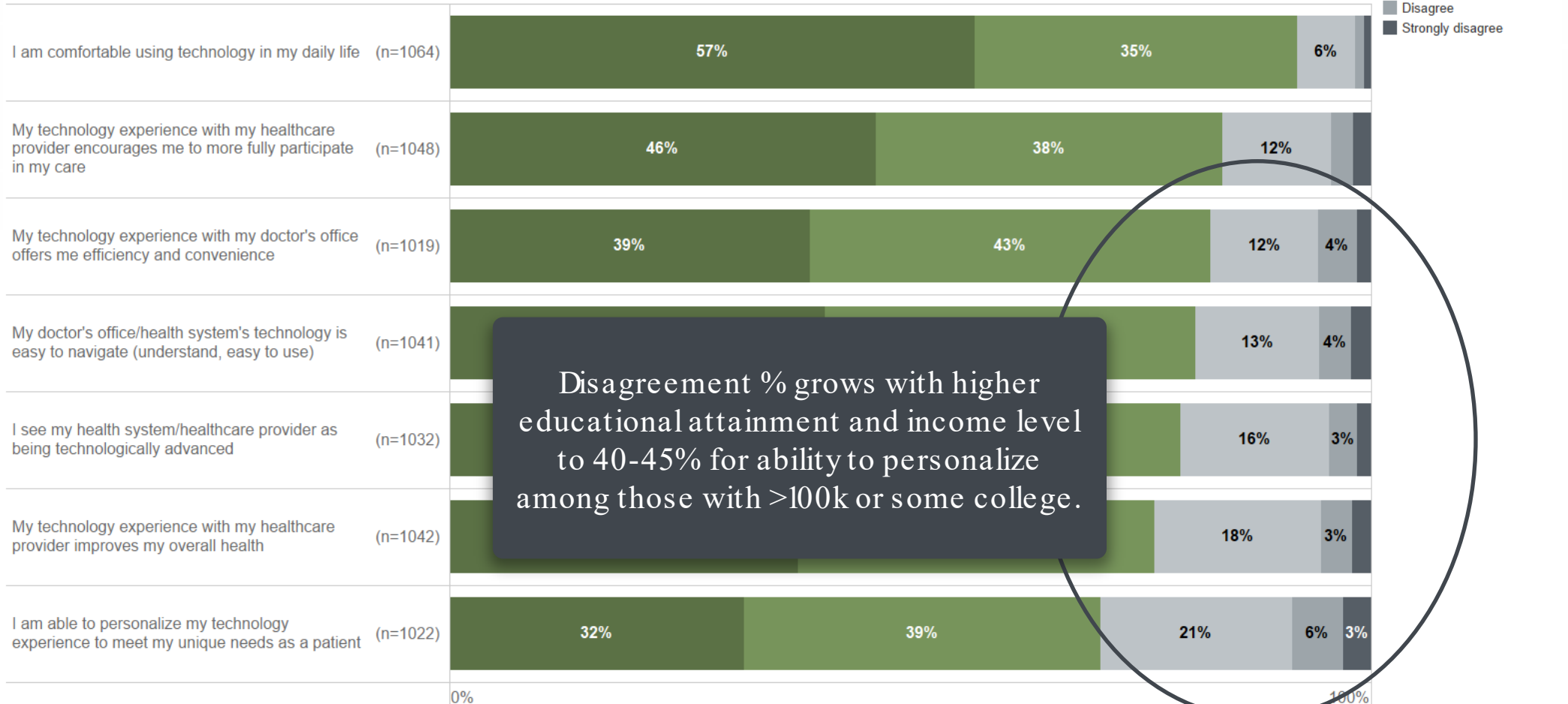
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Perception of Technology Inversely Related to Income and Education Level

Percent Agreement Regarding Technology Experience

All respondents

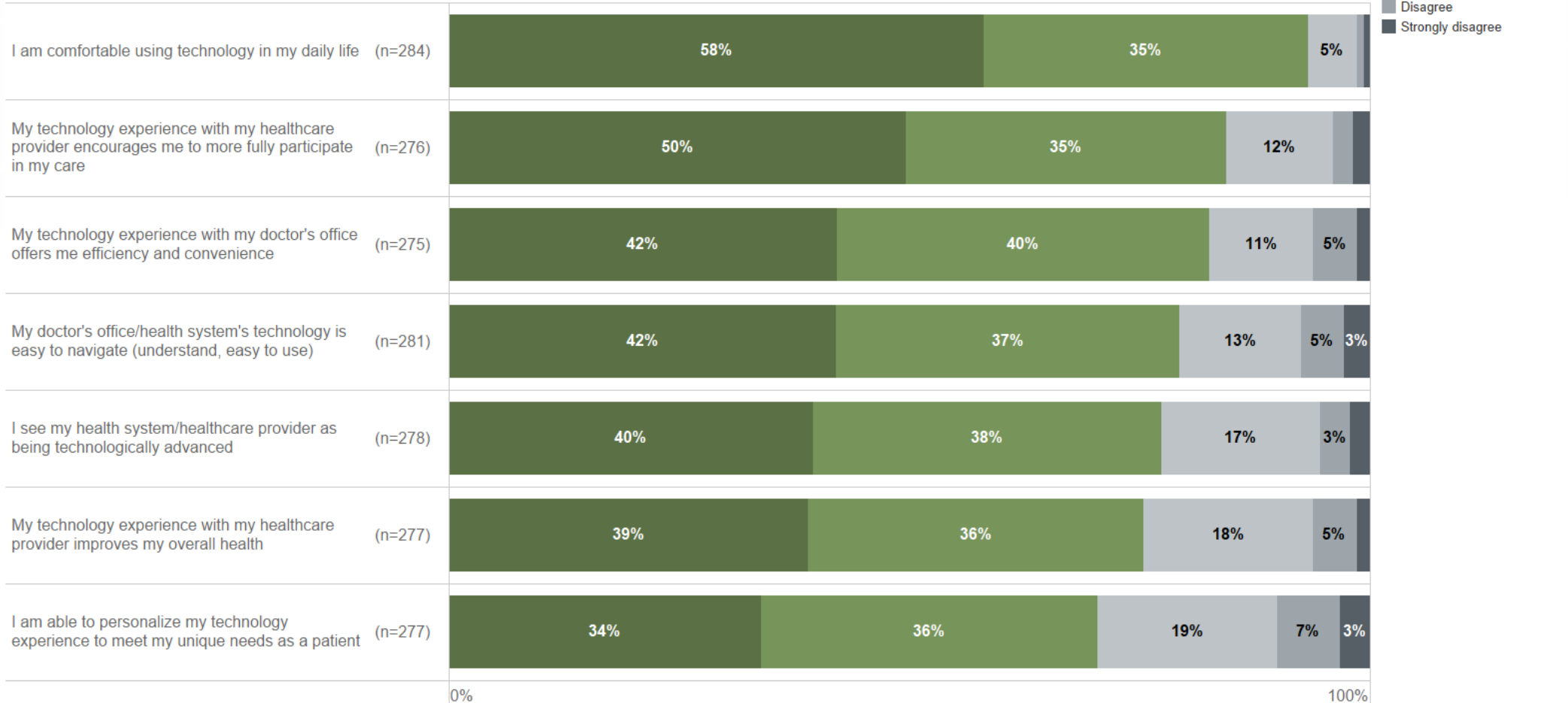


Disagreement % grows with higher educational attainment and income level to 40-45% for ability to personalize among those with >100k or some college.

Perception of Technology Inversely Related to Income and Education Level

Percent Agreement Regarding Technology Experience

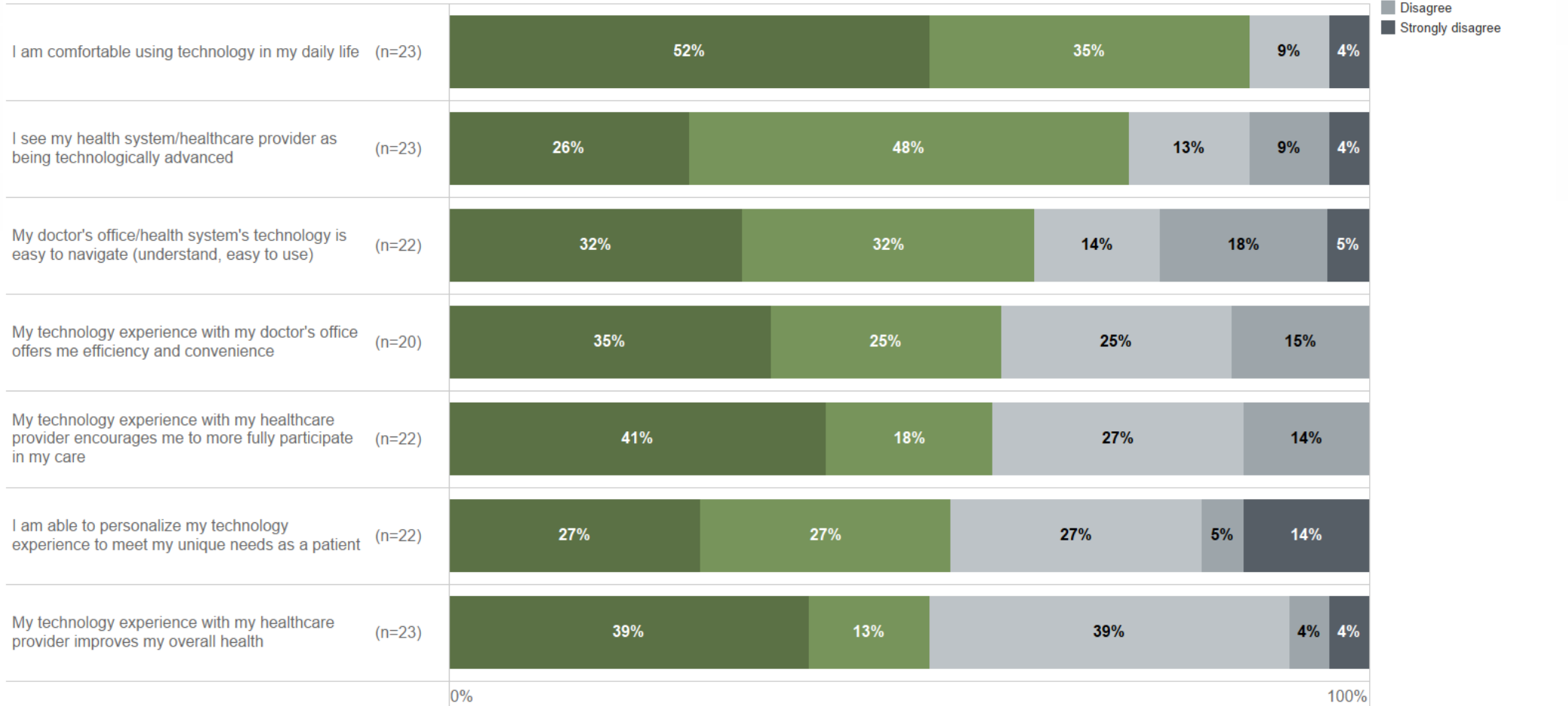
Respondents with an annual household income of <\$25,000



Perception of Technology Inversely Related to Income and Education Level

Percent Agreement Regarding Technology Experience

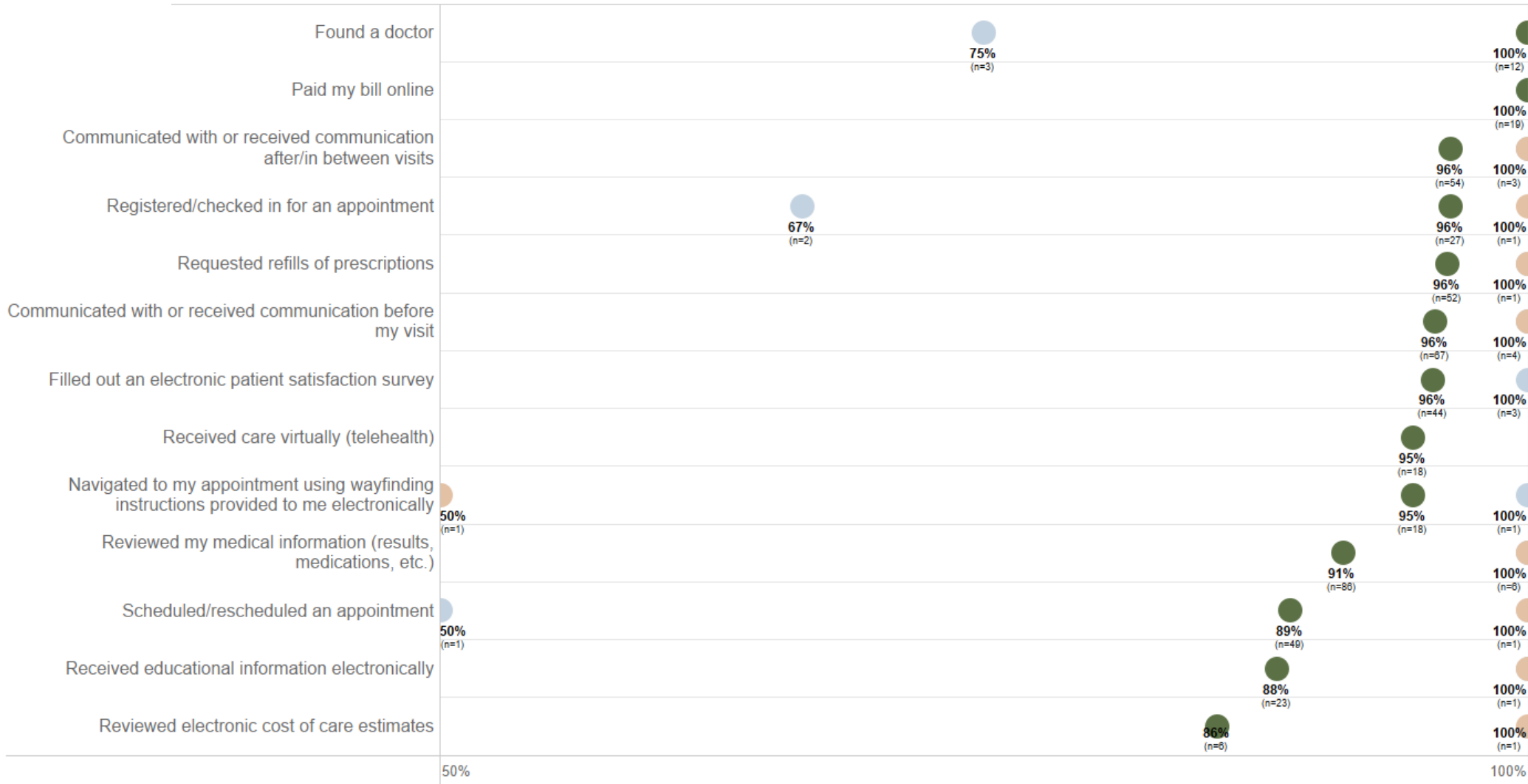
Respondents with an annual household income of \$100,000–\$200,000



But Individual Usefulness is Strong for Spanish Language Speakers

How Well Did It Meet Your Needs?

grouped by primary language: Spanish; percent selected "Extremely well" or "Very well"



- Organization A
- Organization B
- Organization C
- Organization D

Need the necessary tools, and need to improve my language communication, as none English speaker. With some have problem of accents and as well they speak very low and very fast especially like myself who suffer of hearing deficiency.
-65+ year old, non-native English speaker



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HEALTH / 07/08/2024

Supplements Buzz: How Gen Z and Millennials are Shaping Consumer Healthcare

Talking About the Generations: The Health and Healthcare of Boomers, Gen Xers, millennials and Gen Zers. Part 2, Gen Xers

April 12, 2024

By Deborah Abrams Kaplan

News

Article

MHE Publication

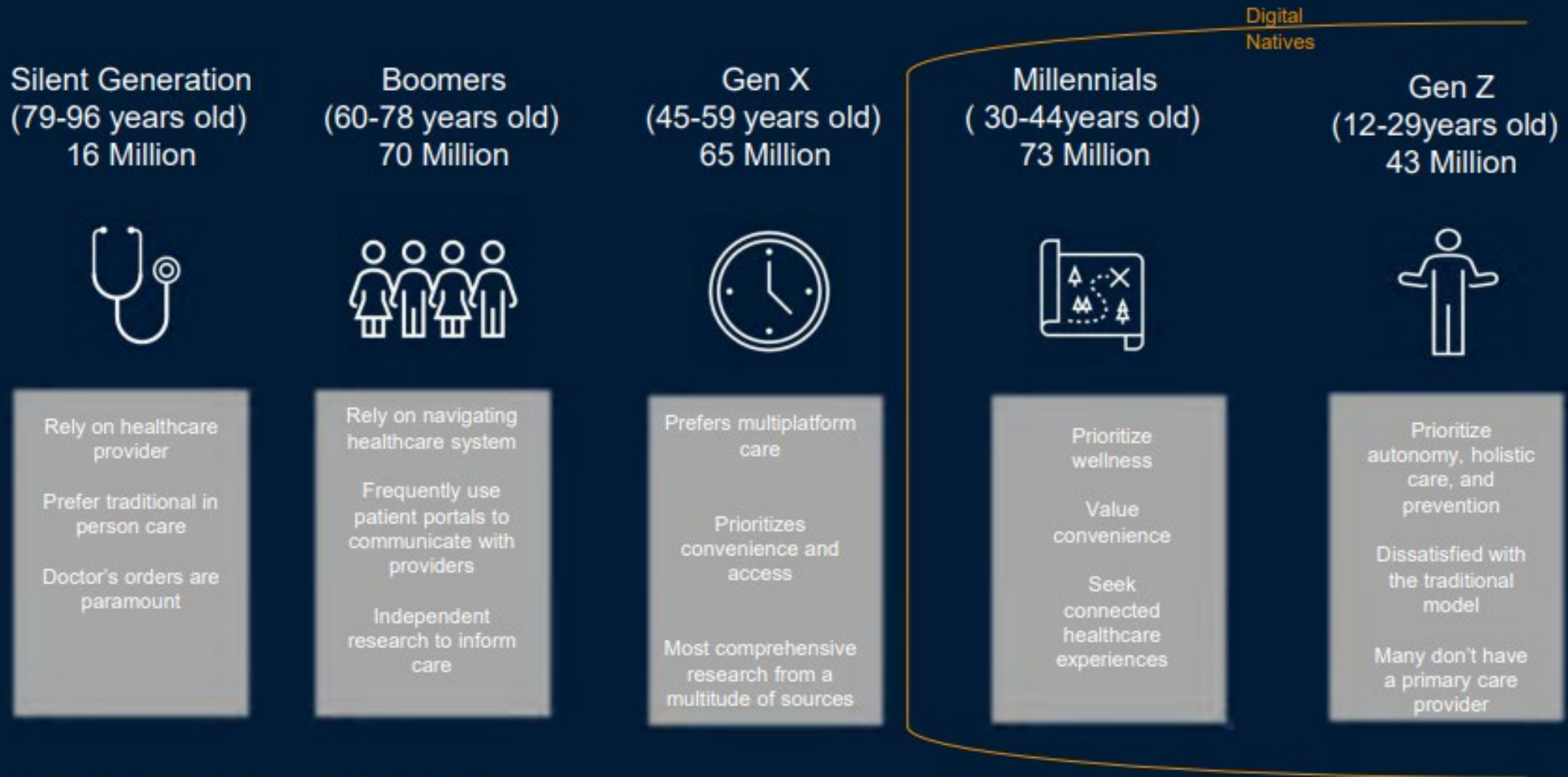
MHE April 2024

Volume 34



Gen X (1965–1980), still traditional — and stuck in the middle.

Generational Influences on Healthcare Expectations of Patients



Sources: Generational influences on healthcare expectations of patients, Microsoft Copilot, July 28, 2024 ISPO.com, Supplements Buzz: How Gen Z and Millennials are Shaping Consumer Healthcare O'Connor Vos, Lynn, STAT.com, Look to Generation Z to see the future of healthcare, April 2017 Abrams Kaplan, Deborah, Talking About the Generations: The Health and Healthcare of Boomers, Gen Xers, millennials and Gen Zers, Part 2, Managed Healthcare Executive April 2024 Twenge, Jean, Generations, The Real Differences Between Gen Z, Millennials, Gen X, Boomers, and Silents- and What They Mean for America's Future, New York: Atria Books, 2023

Generational Influences on Expectations of the Healthcare Workforce

Boomers



Values Hierarchy

Focus on specialization

Preference for face-to-face communication

Loyal, strong work ethic

Gen X



Values teamwork and collaboration

Technology adaptable

Time is currency

Focus on work life balance

Millennials



Values holistic, collaborative patient care

Technology Innovation

Transparency

Focus on career opportunities and work life balance

Gen Z



Values social causes

Digitally attuned

Transparency

Focus on prompt and frequent feedback

Value human experiences – work life balance

High Satisfaction with Technology at ABC Health

- Patients who are 65+ have highest rates of agreement that technology is helpful
- Patients who are 35-54 report that technology is unhelpful; more than the other age groups
- 88% report feeling comfortable with technology in their daily life
- 56% report that their experience with technology improves overall health
 - This is 20 points lower than the highest of the 4 systems that have participated

What Are Patients Using?

35-44

- Registered/checked in
- Communicated with doctor's office *before* visit
- Reviewed medical information

45-54

- Reviewed medical information
- Registered/checked in
- Communicated with doctor's office *before* visit

55-64

- Registered/checked in
- Communicated with doctor's office *before* visit
- Reviewed medical information

65+

- Reviewed medical information
- Registered/checked in
- Communicated with doctor's office *before* visit

What Kinds of Personalization Are Patients Looking For?

“Access the site more easily. Customize it to better suit my needs and the way I use it.”

“[My patient portal] needs a complete overhaul to be more user-friendly and customizable, and [my health system] needs to get better at using it. Stop treating every interaction as an "appointment. A doctor writing a script for a refill between visits is NOT an appointment.”

“We are not a number in the system, we're all unique, it isn't a one size fits all system.”

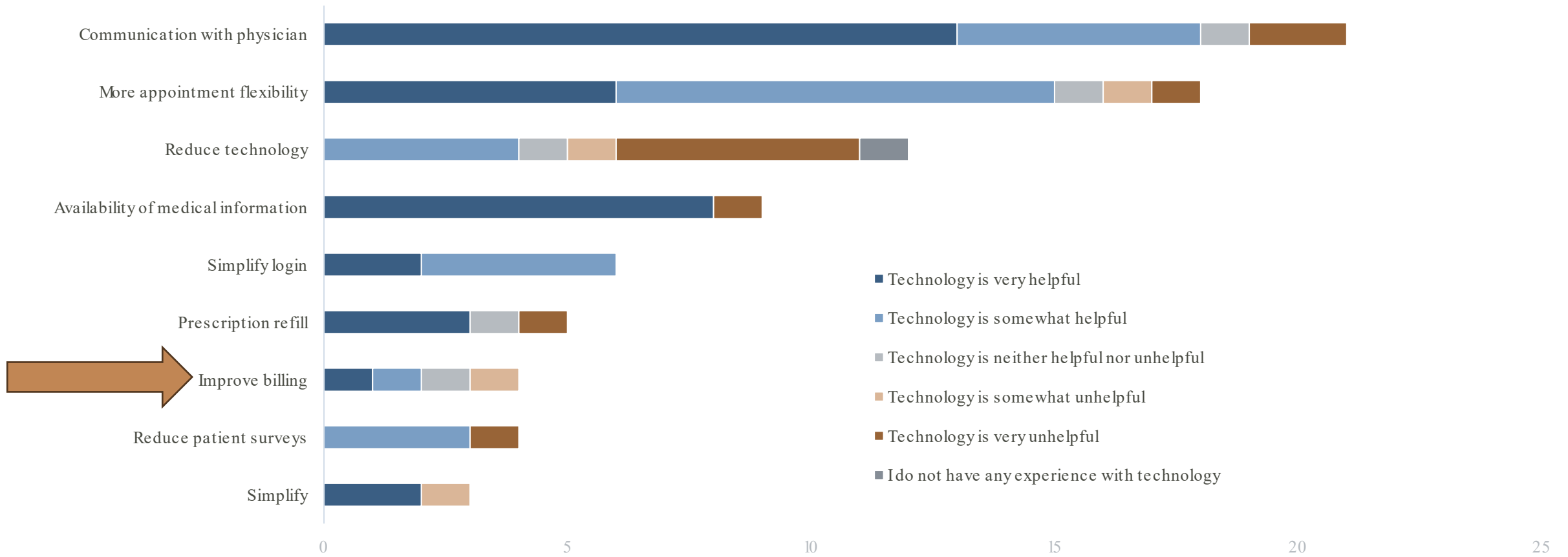
*“A patient with disabilities **MUST** be able to make appointments online/through the portal even if they've never seen that provider before. Not everyone can use the phone! I have had a horrific time just trying to contact a provider ahead of time due to allergies, questions, accommodation needs, etc. it's been a nightmare. **In nearly gave up on all medical care because of this. Please create space for disability accommodations for digital/written communication to schedule and reschedule appts and contact providers for specific needs.**”*

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Patients Want Technology to Simplify Communication with Physician and Provide Better Appointment Availability

Technologies/ Capabilities Wanted in the Future—by Overall Technology Experience



What Would Patients like to See? More Communication with Physician

*"Make it easier to communicate with the doctor. **The office has to use it to make sending electronic methods worthwhile.**"*

*"Add providers for **"Message"** communication via the portal. A search & select option would be great because neither the providers or Epic Help Desk Support can add a provider not in the portal. Usually, it takes a physical appointment with the provider before they are added, but **sometimes even this doesn't happen and there is no way to communicate with them.**"*

*"I would like more options to categorize the type of question I'm asking. I've had several questions, the answers to which were not medical emergencies but which did require a prompt reply. There was no category that covered **"urgent but not medical emergency"** matters."*

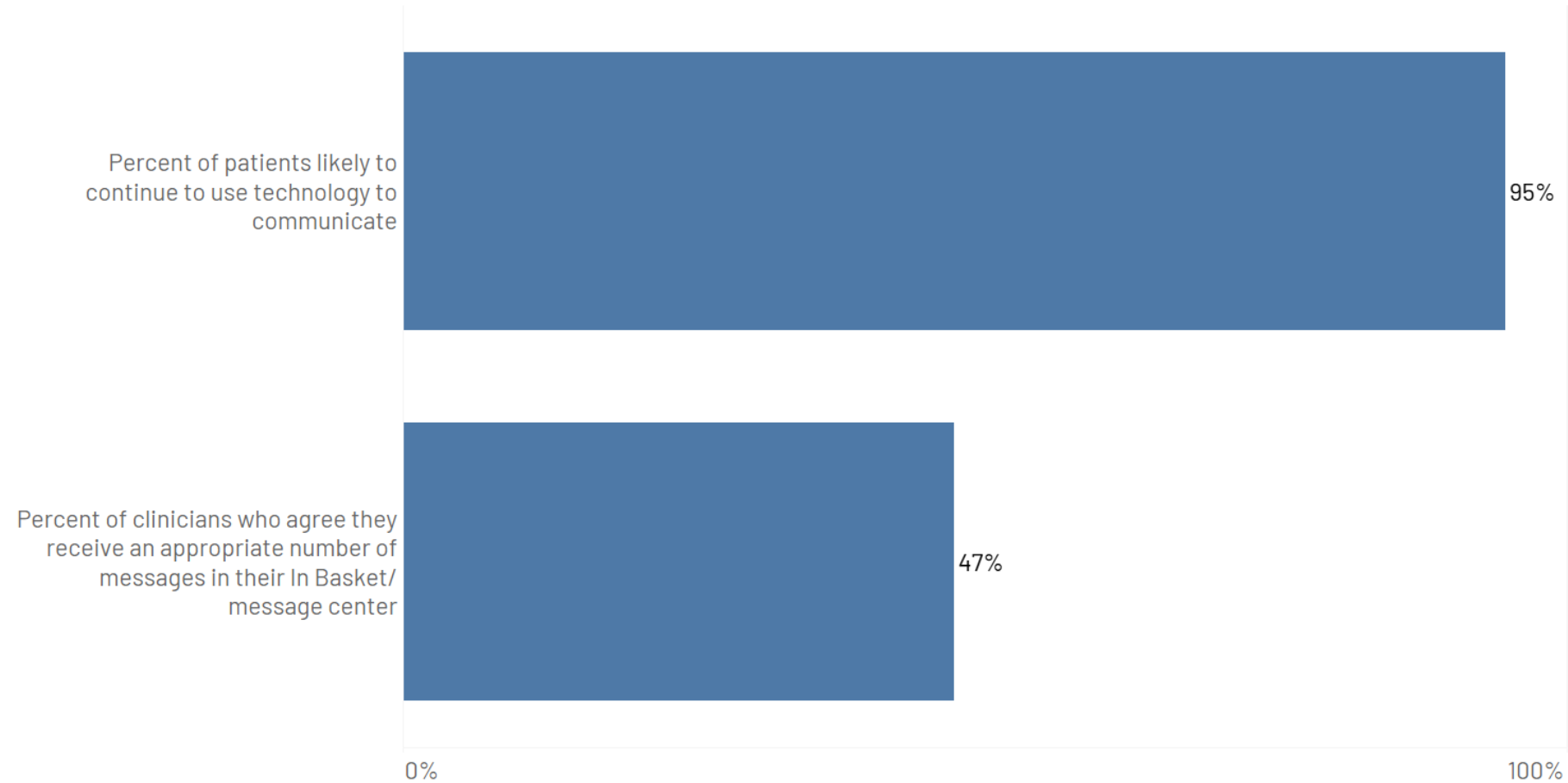
*"I don't like to have to log in each time there is a message. Encrypted email would be more convenient. **I'm not a robot so stop asking me. Skip this step when I've clicked "Skip this step next time" over and over again.**"*

"I should be able to easily schedule appointments, email my doctor and receive emails from my doctor, and refill prescriptions on the app. My doctor's office staff claim they don't receive this information, and they do not respond. I have to phone their office, many times repeatedly, to get care."

*"**Make it work or give me an easier way to communicate!**"*

Are Clinicians and Patients on the Same Page Regarding Communication?

The State of Patient Communications



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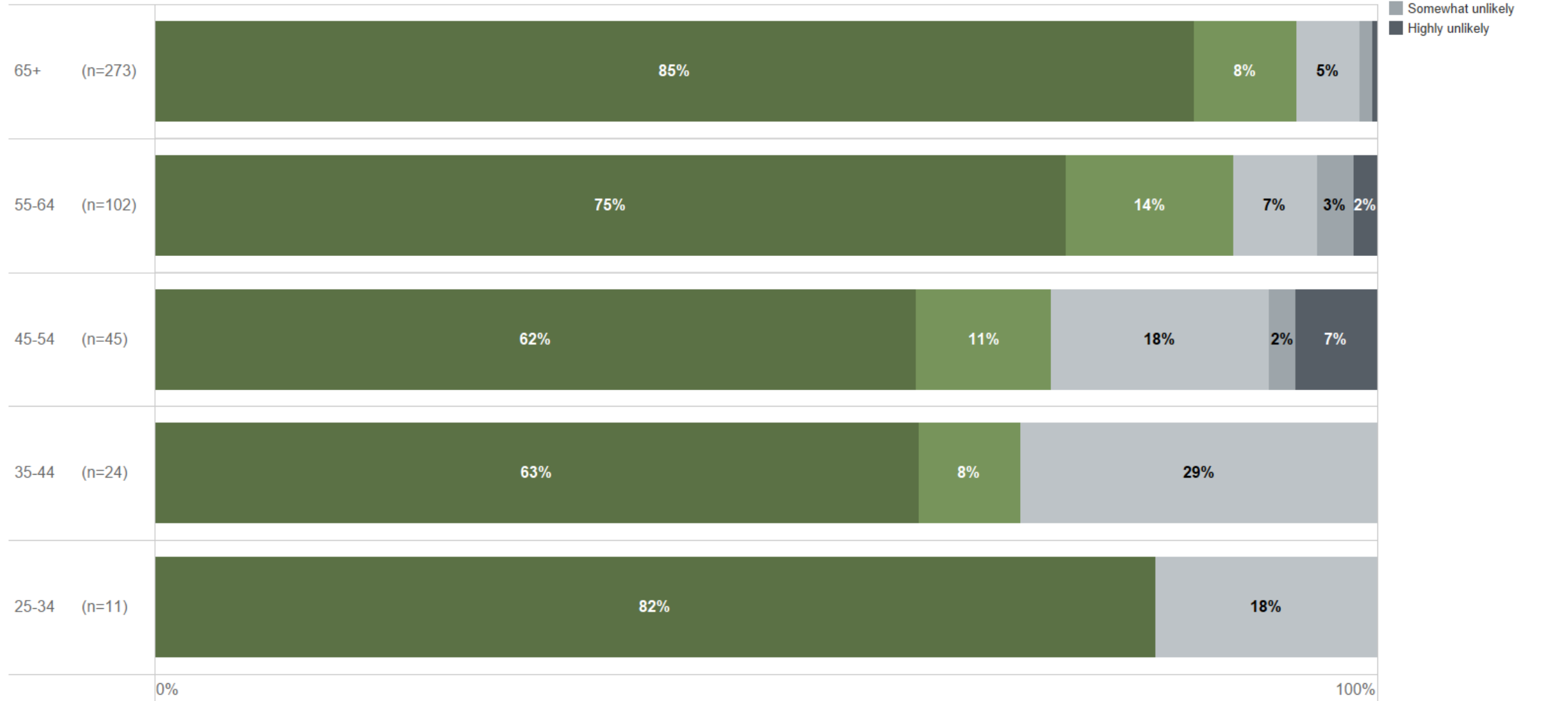
How Much Will Technology Impact Patient Loyalty?

“I don't like communication through portals and don't find them a safe and effective way to communication. As a care provider if you don't have the time to talk with me personally, I'll go somewhere else. Concierge practices seem better to me.”

*“I wish that the doctor's office didn't use the technology to put a barrier between me and them. I call the office, and I am automatically routed to a call center. The reps in the call center can't do anything but send messages to the doctor's office. Nobody ever calls me back (except for one very dedicated person in the call center). I have been trying to reach my doctor since August 22—today is September 21 and I still have not communicated with him. I don't believe he is reading MyChart messages. **The technology does not work unless everyone participates.**”*

Likelihood to Continue to Receive Care With Your Healthcare Provider Based On Your Current Technology Experience

Grouped by age (n>5)





Department

< Amazon Devices & Accessories

Enhance your game day with Amazon Devices

Your health, your way



Pay-per-visit Telehealth for \$29* (formerly Amazon Clinic)

amazon one medical



Get your meds with fast, free delivery

amazon pharmacy

Explore health services



Search for your medication Find low prices with Amazon Pharmacy



Health Condition Programs: Get connected devices at \$0 cost, see if you're covered



Health Topics: Get help with high cholesterol. Learn more

See all health services

*varies by state



amazon one medical

Two options to get care

Membership

24/7 on-demand virtual care; ongoing support for healthcare needs

\$9/month | \$99/year **45% savings** with Prime

Pay-per-visit

One-time virtual visit to treat a common condition

\$29/message visit* | \$49/video visit

[Learn more about One Medical](#)



BetterHelp reviews

These quotes represent a few of the many positive reviews that we have received for therapists who work with BetterHelp. [i](#)

BetterHelp reviews from September 12, 2024



Carla is so kind, caring, available and understanding. I feel so much better after speaking with her and she asks really valuable questions without ever judging.



[Carla Baker, BACP](#)
[More reviews](#)

Review written after working with Carla Baker for 6 months on issues concerning family



So far my sessions with James has been great. He has helped me talk about my mental health and grief. Helped me with steps on how to set goals to keep me moving. He's a great...



[James Gresham, NCPS](#)
[More reviews](#)



She listens, she was very warm and made me express myself. she is very professional. I would recommend her



[Oyeyemi Alabi, LPC](#)
[More reviews](#)

Review written after working with Oyeyemi Alabi for 2 weeks on issues concerning depression, stress, anxiety, family conflicts, self

Some of the Common Assumptions About Patients

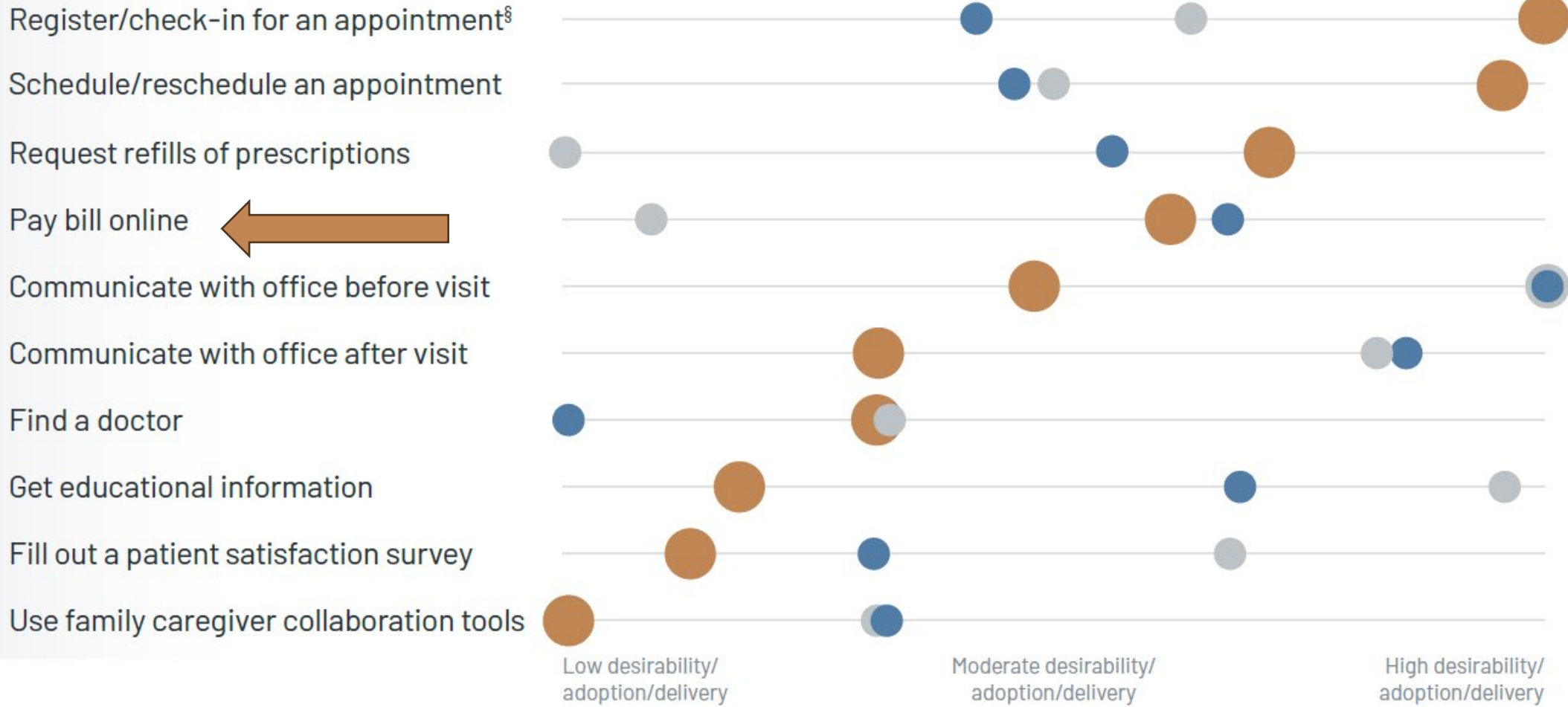
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Patient Listening: *“The demand for virtual care did not go away with COVID shut down, and we even had people in our own organization say, “Shut it down, we can bring them back into our ambulatory setting.” We listened to the patients and kept it open, which is a good thing. I think that was kind of an ‘aha’ for our organization. **I’ve never seen a listening to the patient and what the community wanted as much as that. To me, that was a big shift.**”—CIO*

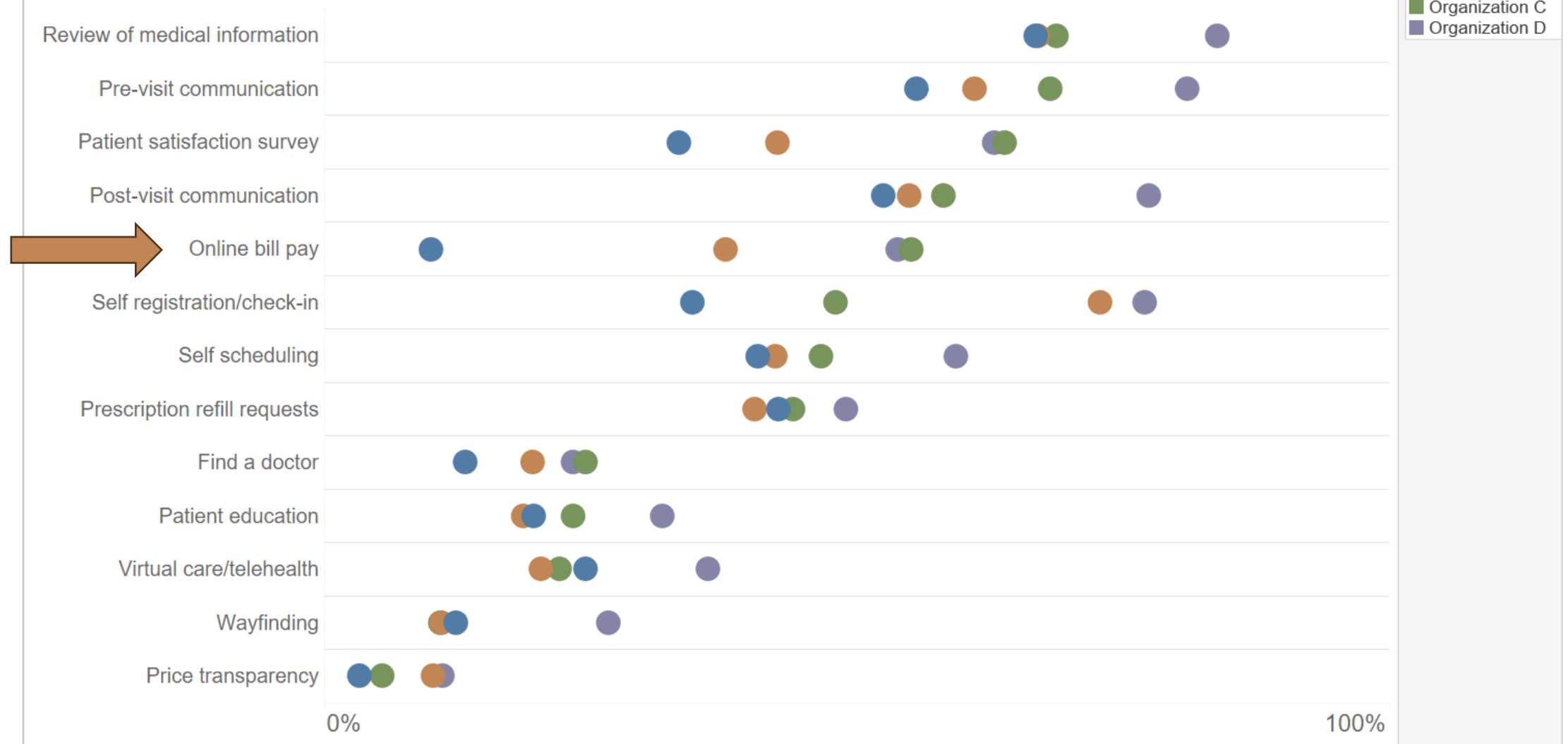
Patient, Provider, and Vendor Alignment on Patient Engagement Technology

- Patient desirability (n=8,882)
- Provider adoption† (n=153)
- Vendor delivery‡ (n=80)



In the Last Year, Which of the Following Have You Done Online or With an App?

All respondents; multiple selections possible



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45-54

- Reviewed medical information
- Registered/checked in
- Communicated with doctor's office *before* visit

55-64

- Registered/checked in
- Communicated with doctor's office *before* visit
- Reviewed medical information

65+

- Reviewed medical information
- Registered/checked in
- Communicated with doctor's office *before* visit

Which Technology is Less Helpful to Your Patients?

35-44	45-54	55-64	65+
<ul style="list-style-type: none">• Registered/checked in• Cost of care• Prescription refill• Communication in between visits• Communication <i>before</i> visits	<ul style="list-style-type: none">• Wayfinding• Telehealth• Scheduled/rescheduled appointment• Electronic patient satisfaction survey• Communication <i>before</i> visit• Communication in between visit	<ul style="list-style-type: none">• Telehealth• Prescription refill• Bill pay	<ul style="list-style-type: none">• Prescription refill• Educational information• Communicated with doctor's office <i>before</i> visit

What Are Patients Using?

Black or African American

1. Communicated with doctor's office *before* visit
2. Registered/checked in
3. Communicated with doctor's office in between visits

White or Caucasian

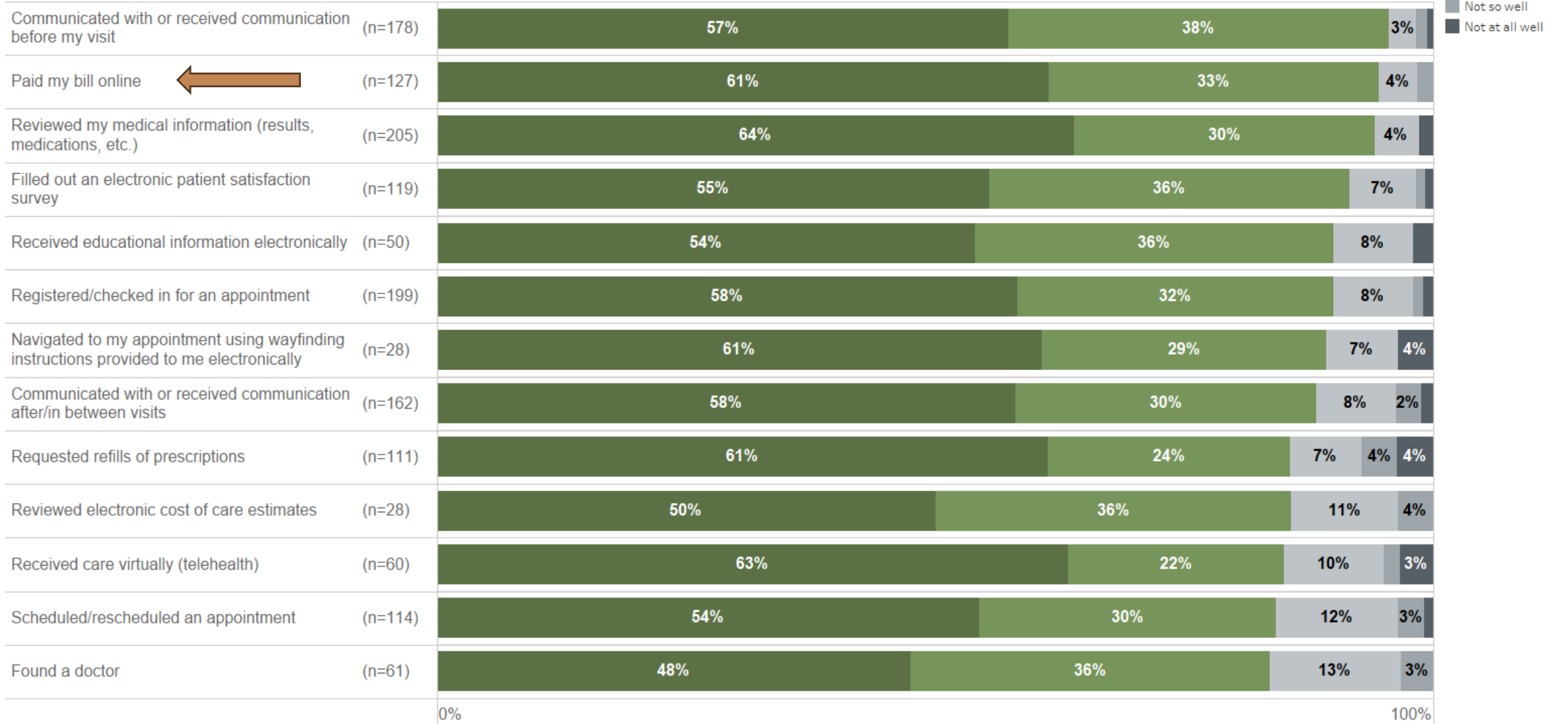
1. Registered/checked in
2. Reviewed medical information
3. Communicated with doctor's office *before* visit

Hispanic

1. Reviewed medical information
2. Communicated with doctor's office *before* visit
3. Scheduled/rescheduled an appointment

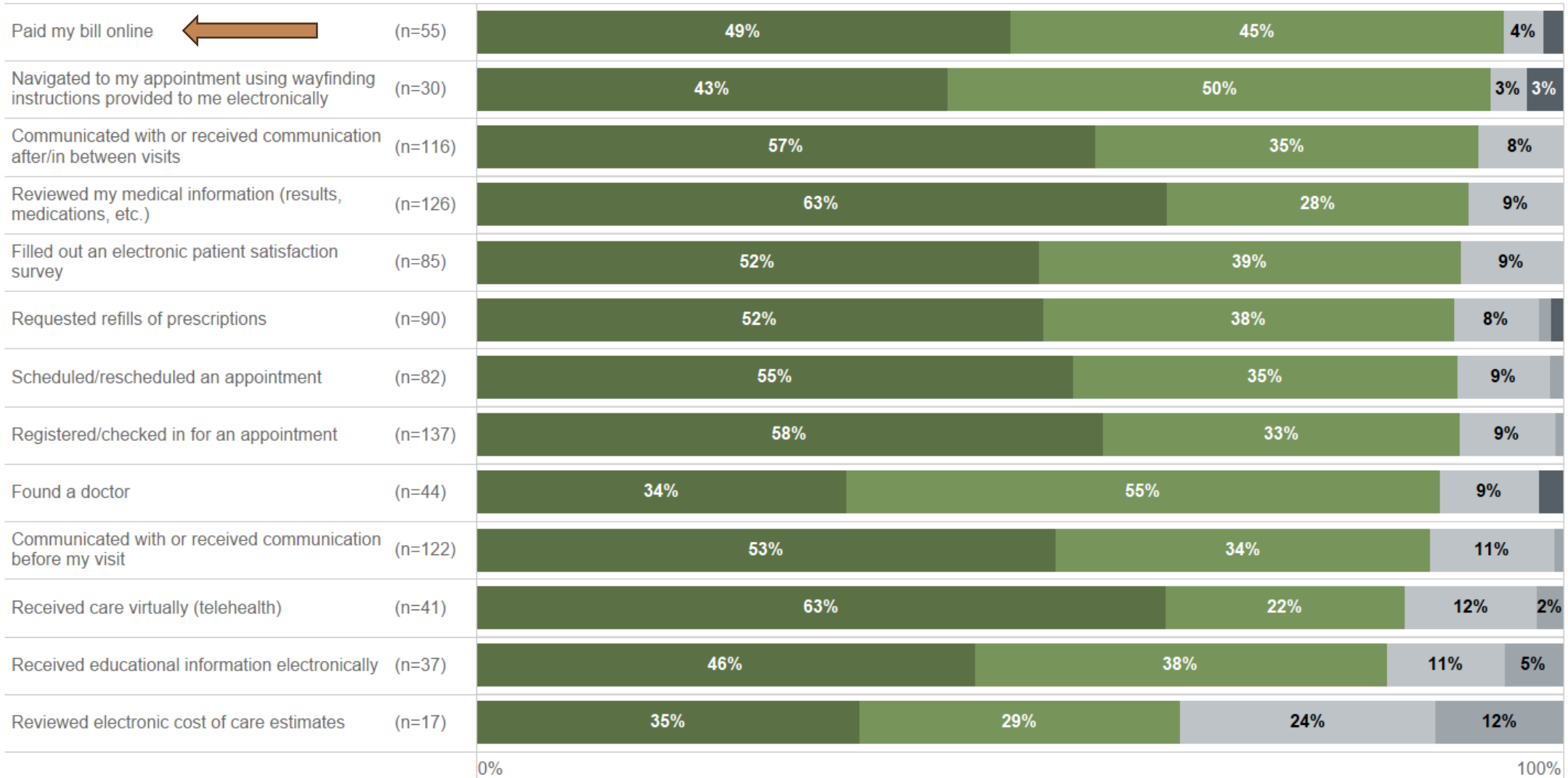
How Well Did It Meet Your Needs?

Biological/birth sex: female



How Well Did It Meet Your Needs?

Biological/birth sex: male



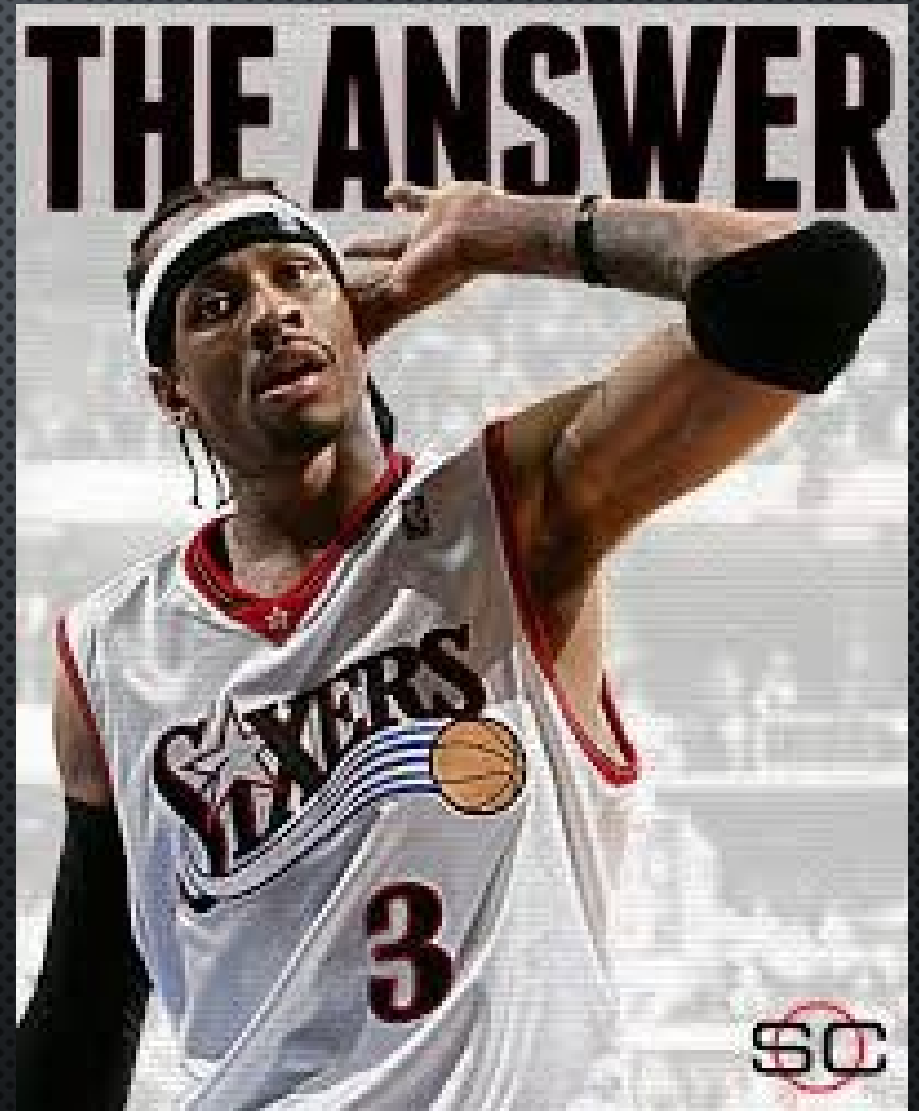


Some of the Common Assumptions About Patients

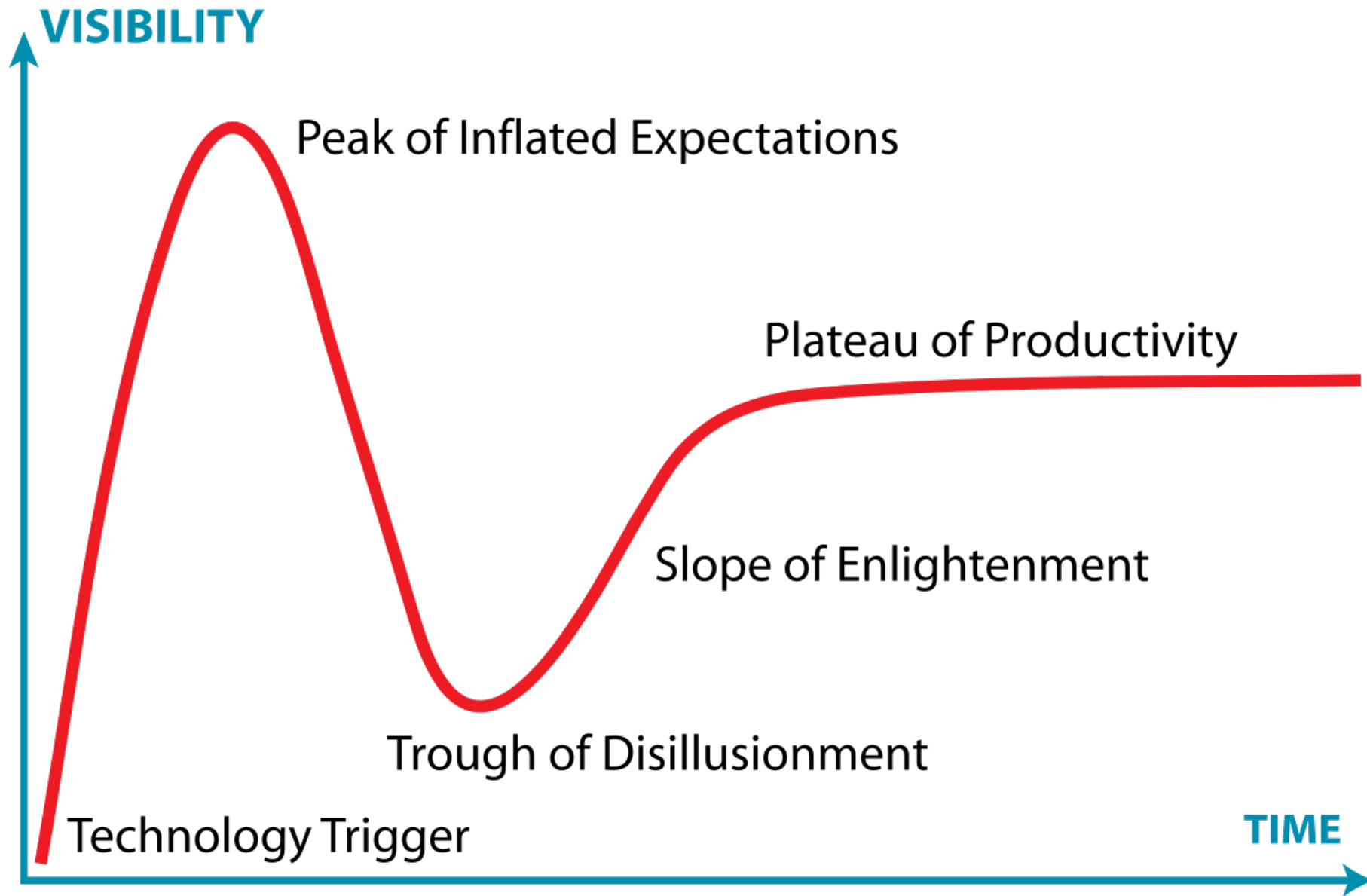
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7. Even though I am a professional in healthcare, I am also a patient. So, I know what they want.
8. **Bonus: AI will solve all of our problems**

AI is the
Answer!

(are we sure about that?)







*advice to providers:
“Start with the
problem to solve first,
not how can I use AI?”
Focus on business problems.”*

*From the KLAS Digital Health Investment Symposium
Patient Engagement Panel
-September 11, 2024*



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8. Bonus: AI will solve all of our problems
9. **2nd Bonus: It's too hard to ask patients what they need and want**

Radically reset: *Moving to a 21st-century PFAC*



- Patient and Family Advisory Council had traditionally been a small group (less than 20 participants) that met quarterly
- PFAC didn't reflect the diversity of our consumers
- Leveraging the NRC community insights panel, we established a virtual PFAC that has grown to nearly 15,000 members
 - Quarterly surveys on relevant topics (access, telehealth, new programs and services, etc.)
 - Diverse panel that mirrors our patient population



Lessons learned

- Question everything – especially the things “that have always been done that way”
- Marketing and patient experience teams can’t achieve effective, sustainable change without buy-in from operations
- Enhanced efficiency drives consumer engagement – and drives down costs



What is the KLAS Patient Voice Collaborative?

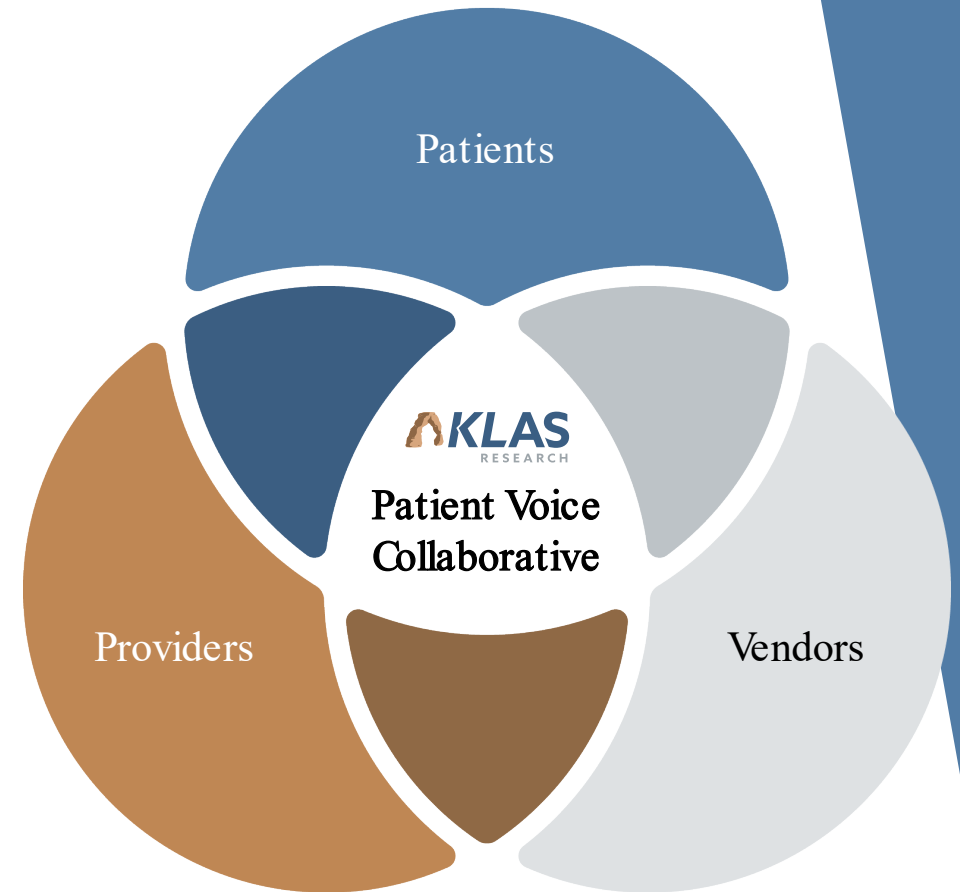
It's time to include patients in patient engagement.

Brand new KLAS collaborative to ensure that the voice of patients are heard and included in technology development and decisions.

Themes of questions:

- Patient's comfort with technology in general and at the organization
- Technology's impact on patient's loyalty
- Usage and impact of patient-facing capabilities
- Patients' technology wishes for the organization

Vision: Help every healthcare organization better align with the changing expectations of patients.



What Would Patients like to See? More Appointment Flexibility

“Cancel/change appointment”

“Appointment request could be better”

“The automated scheduling calls are really frustrating. For example, they call you from 202-2222 just to here an automated message saying to please call that number back to schedule. Would be so much better if you could press a button and get taken directly to the scheduler if you were able to pick up.”

“Better scheduling. App doesn't work properly at all times.”

“I should be able to easily schedule appointments, email my doctor and receive emails from my doctor, and refill prescriptions on the app. My doctor's office staff claim they don't receive this information, and they do not respond. I have to phone their office, many times repeatedly, to get care.”

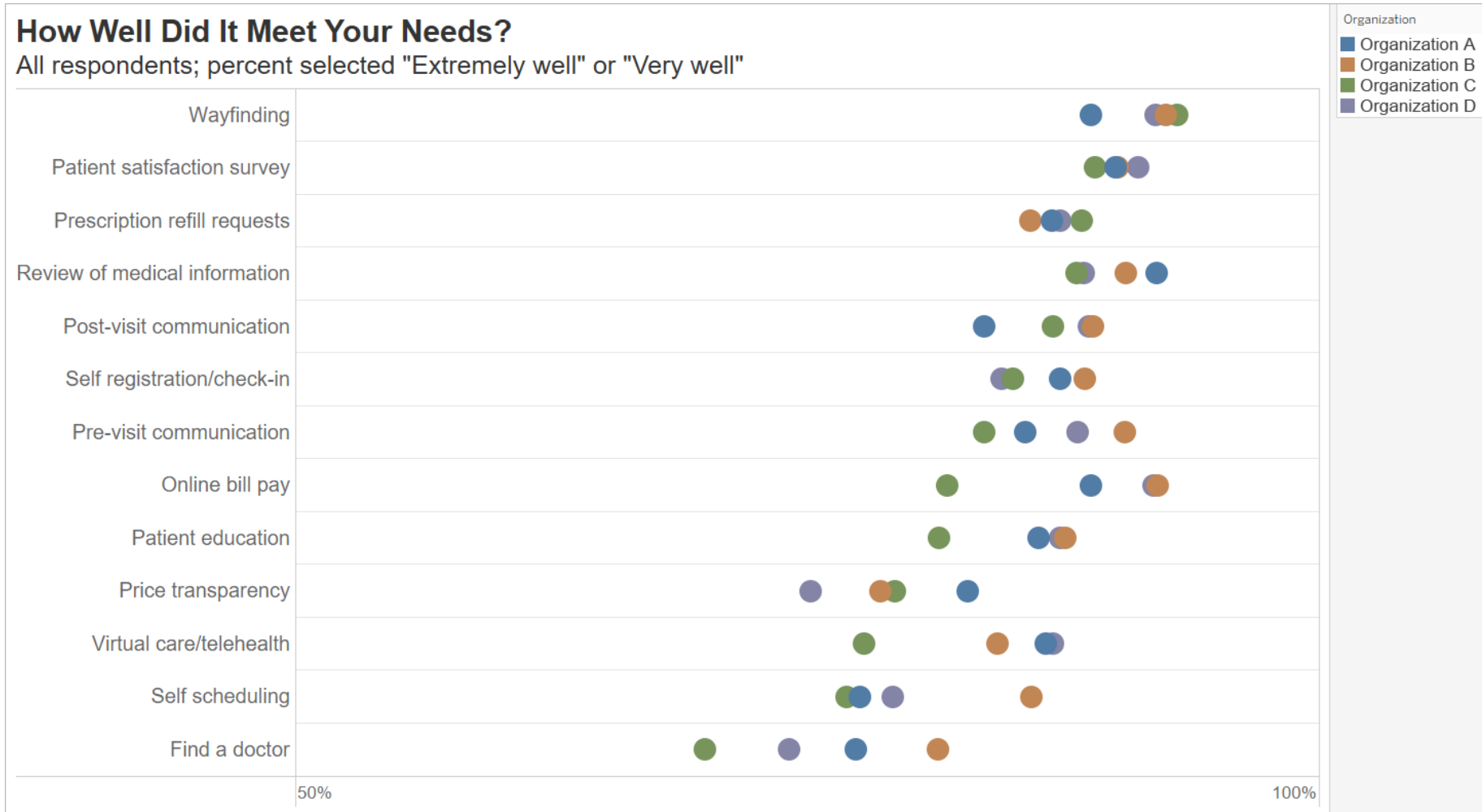
Patients Who Do Not See Themselves as Technologically Advanced Say:

“I feel like too much technology is not good and is being forced on us to use.”

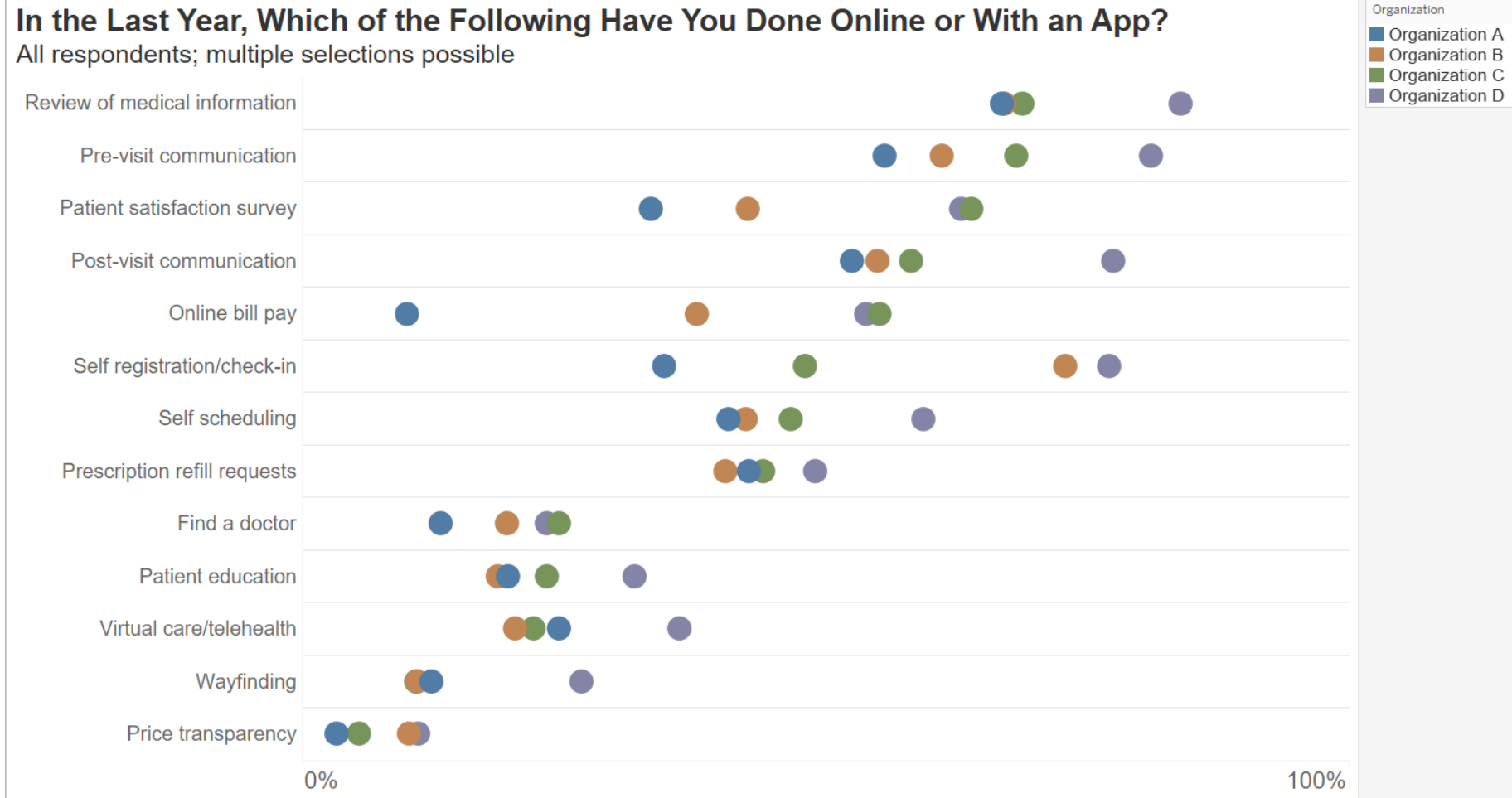
“Shove your use of technology that separates the doctor from the patient. It was hard enough building a connection to get the doctor to care; technology just made it even harder. You asked my opinion. Medical care sucks worse than ever now. I came to you for help; left disappointed every time.”


“Understand it. I think it's generally being used as an excuse for personal attention. In other words cutting down on staff and staff TRAINING. All of which cost money and reduce the health care providers' PROFITS. Companies universally have slashed customer service and health care is no different. Publishing an APP and getting the user to do all the work does NOT improve customer service. Lack of greed does.”

Increased Variability Around Patient Access Among Organizations



Increased Variability Around Patient Access Among Organizations





KLAS
RESEARCH

Patient Centric **PLAYBOOK**

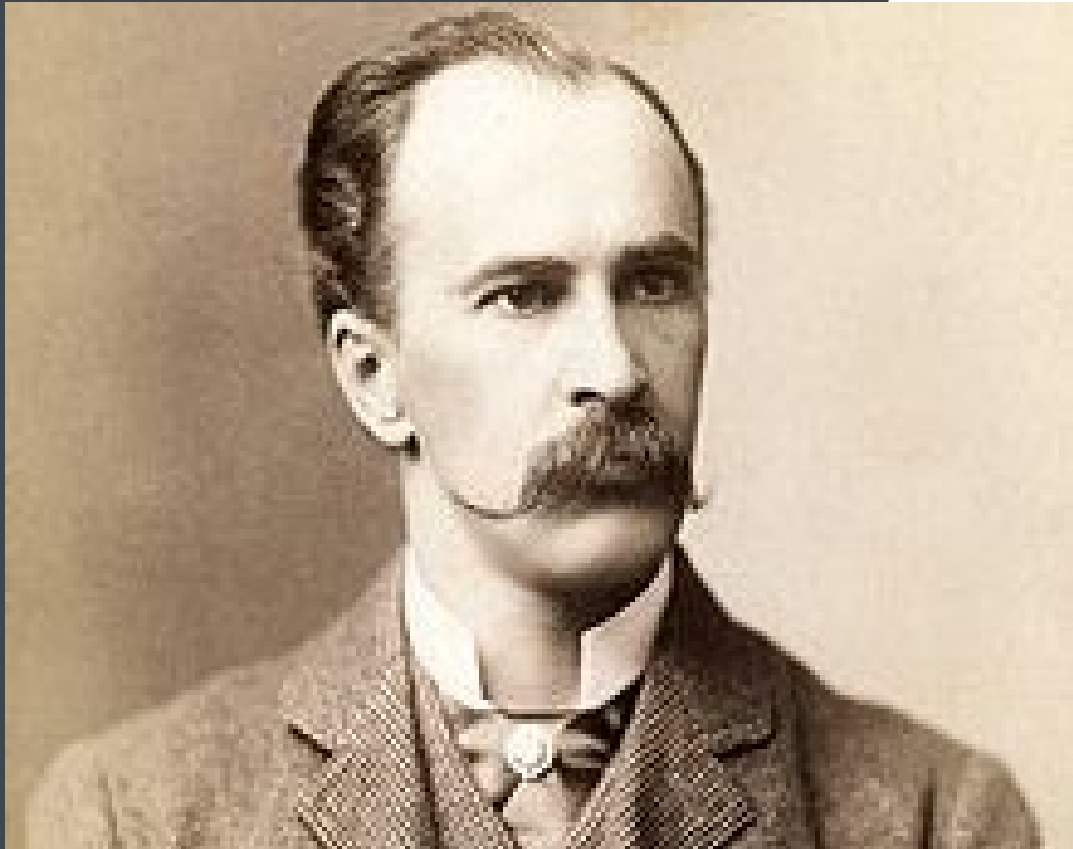


Patient Centric PLAYBOOK



- ✓ How to effectively design a PFAC
- ✓ How to align provider capacity with patient expectations around communication
- ✓ Patient self scheduling best practices
- ✓ AI tools for patients
- ✓ Alternatives to asking patients to fax needed information
- ✓ Best practices to understand patient preferences for communication
- ✓ Where / how is price transparency working?
- ✓ Vendors offering tech support to patients.
- ✓ Much more to come!

Please send us your suggestions!



‘If you listen to patients carefully enough, they will tell you the diagnosis.’

—Sir William Osler

- 19th-century physician and Chair of Clinical Medicine at the University of Pennsylvania



..and if you listen long enough, they will tell you the solution.







My challenges for you:

- Ask *‘how else could we do this?’*
- Don’t accept the status quo
- Ask patients!
- No really, ask patients



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Questions?