

The background of the slide is a dark blue field filled with abstract digital elements. Numerous vertical lines of varying heights, composed of small blue dots, rise from a base of swirling, wavy blue lines. The overall effect is one of a dynamic, data-driven digital landscape.

Customer Experience as a Growth Engine

5 trends shaping healthcare's future

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OmnicomHealth

Healthcare today is defined by complexity. Patients juggle fragmented systems, HCPs are overwhelmed by information, and brands are challenged to build trust in an era of rising expectations. That’s why Customer Experience (CX) has become more than a buzzword—it’s the engine driving better outcomes and growth.

About the Experience Club:

This POV comes from Omnicom Health’s Experience Club—a community of CX strategy leaders from across our agencies. Each month, they meet to share inspiration, tackle challenges, and explore emerging trends shaping the healthcare experience.

As Experience Club Founder Rafaella Kanbar explains: “Our conversations are about more than tactics—they’re about imagining the future of healthcare CX together.”

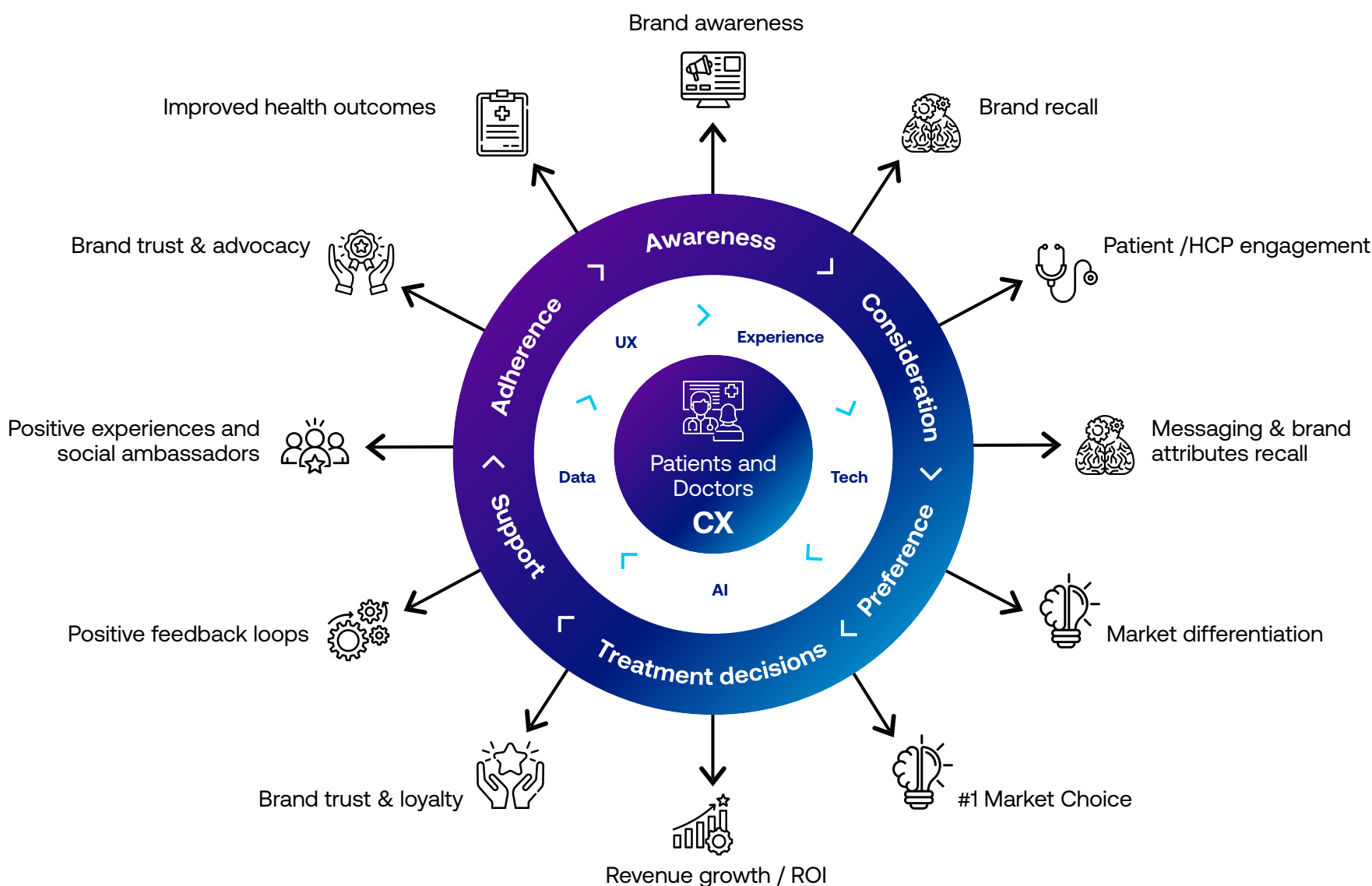
This POV captures those insights. As we mark **CX Day (10/7)**—a global celebration founded by the Customer Experience Professionals Association (CXPA) in 2013—it’s an opportunity to pause and consider: **How can you accelerate your CX engine?**

What is CX in healthcare?

Customer Experience (CX) in healthcare is a dynamic, multi-faceted discipline focused on creating meaningful, connected journeys for patients, HCPs, and all stakeholders.

In pharma, CX is intentional—an engine powered by purpose, empathy, and connection.

We design experiences that truly resonate, supporting patients and HCPs at every stage, from awareness and advocacy to therapy initiation and ongoing support. At its core, CX puts the needs of patients and HCPs at the center of every decision and interaction.



A Brief History of CX:



CX leaders first emerged in the digital wave, taking on roles like Experience Strategists, Engagement Planners, and Omnichannel Leads—roles that have only expanded as CX has evolved.



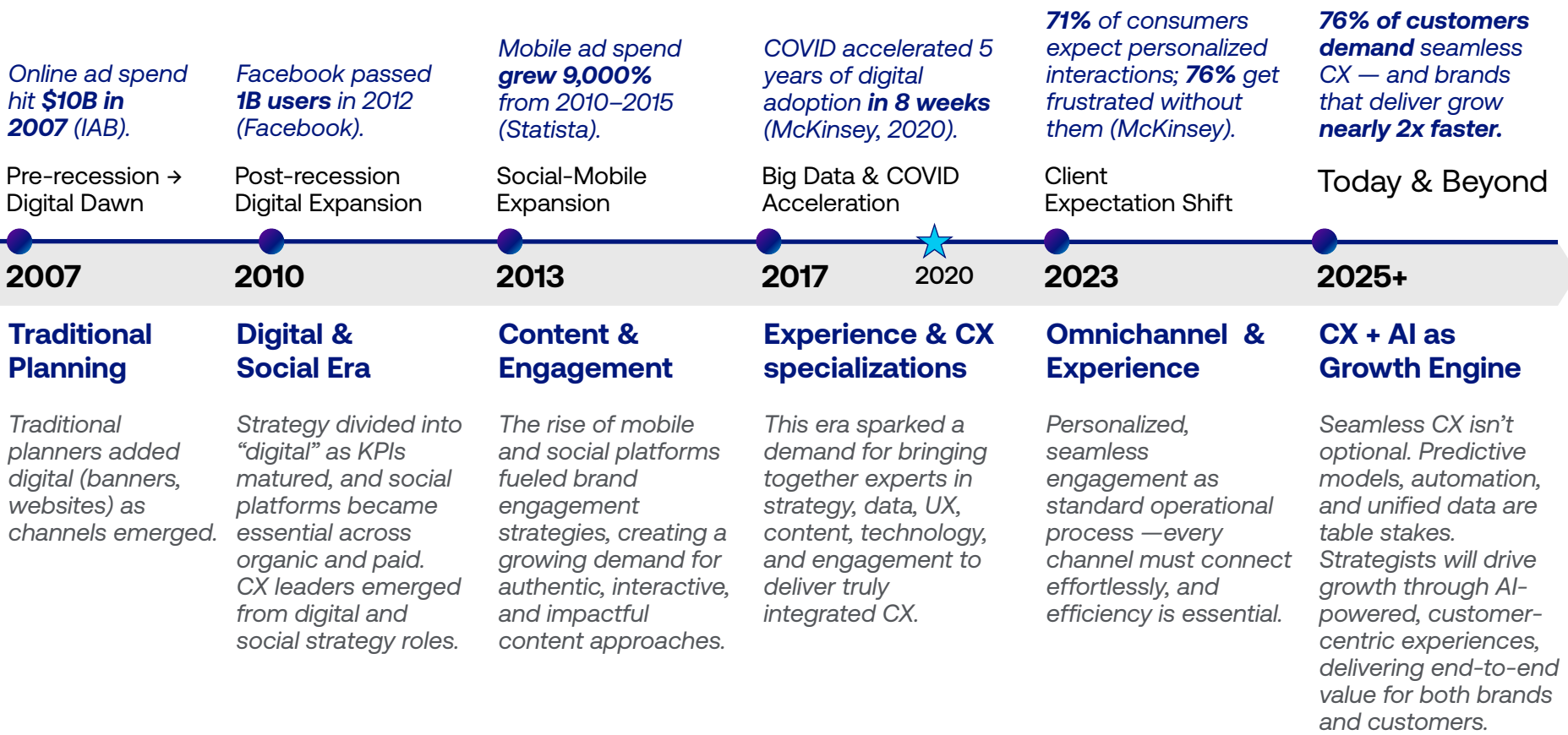
Over the past decade, CX has continually adapted —embracing digital, social, UX, AI, and data to redefine what’s possible and create lasting impact across healthcare.

What’s next?

By building on everything we’ve learned, CX is becoming a powerful growth engine—especially as AI amplifies our ability to deliver meaningful, connected experiences.

Now more than ever, CX is the driving force behind better outcomes for people and brands alike.

Beyond Digital: The Rise of CX as Healthcare’s Growth Powerhouse





Written by:

Melissa Brody

VP, Director Experience Planning

5 CX Trends to Activate What’s Next

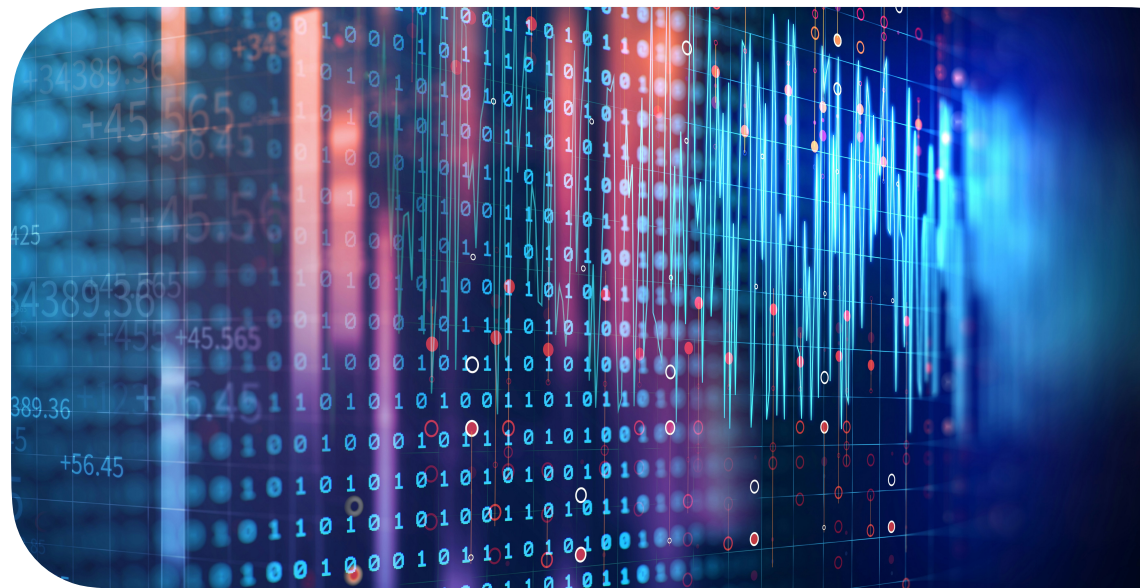
From Insight to Impact – Democratizing Data and Embedding a Culture of Collective Action

Healthcare has more data and digital tools than ever, but real value is created when teams across the organization turn insights into action—together. It's not just about technology; CX growth depends on cross-functional collaboration, shared ownership, and a culture where insights are shared, understood, and acted on. Data does not create value, smart decisions do. Impact at scale happens when everyone owns the outcome, not just a few.

The Challenge:

Many organizations are still leaving value on the table.

According to the HIMSS Healthcare Leadership Survey, only 40% of healthcare leaders feel confident their teams can use new data and AI tools to improve experiences and outcomes.*



How to activate:

Invest in skills and mindset shift:

- 1 Upskill cross-functional teams to go beyond collecting numbers and reporting them—and dig into the “so what”. Make sure data-driven thinking and so translating it into insights and strategic actions for patients and HCPs becomes company norm.

Foster collaboration & celebrate impact:

- 2 Break down silos and empower CX & Data Champions to share learnings & stories of success openly – and celebrate collectively.

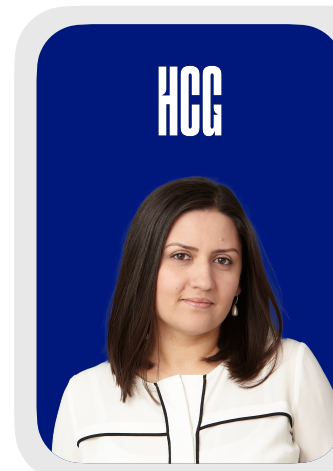
Simplify with dashboards & AI agents:

- 3 Build intuitive dashboards and AI tools to streamline data interpretation and accessibility.

Key Takeaway:

By focusing on empowerment, collaboration, and continuous learning, data powered AI isn't just a dashboard, it's a catalyst for tangible, CX-centered impact.

And once insights are activated, the next challenge is ensuring every stakeholder journey connects—because CX impact multiplies when journeys are not siloed.



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*Source: <https://www.himssconference.com/ai-in-healthcare-key-trends-takeaways-from-himss-2025/>

Building Seamless Multi-Stakeholder Experience Ecosystems

Healthcare journeys rarely follow a straight line. Patients, caregivers, HCPs, and payers all have different goals, yet their experiences intersect in ways that can either build trust or create friction.

Think of the healthcare ecosystem like a **fitness journey**—success isn't about **one exercise**; it's about a **balanced training plan** where every "muscle group" (stakeholders) works in coordination, with client-side CX leads acting as **head coaches** and agency CX leads serving as **specialist trainers**.

The Challenge:

Too often, touchpoints are managed in silos, leaving stakeholders to "**work it out**" on their own without a coordinated plan. This creates missed opportunities when 94% believe positive patient experience is vital to their healing. Support shouldn't stop at the clinic door.

How to activate:

Map the Ecosystem as a Training Plan:

- 1 Identify the "muscle groups" (stakeholders) and define how their touchpoints connect. Use journey maps not just for individuals, but for the system as a whole.

Strengthen the Weak Links:

- 2 Find the gaps between stakeholders (e.g., patient–HCP–payer handoffs) and design friction-reducing bridges such as shared portals, cross-stakeholder education, or synchronized messaging.

Coach in Sync:

- 3 Define roles clearly: brand CX leads guide the vision, while agency CX leads coordinate execution across channels. Working in sync ensures every "exercise" contributes to collective health, avoiding overlap and reinforcing shared goals.

Key Takeaway:

When both coach and trainer sync, there's no duplication—just alignment and momentum.

But even the best-orchestrated ecosystem falls short if experiences don't feel personal—because personalization is now the expectation, not the exception.

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Written by:

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*Source: PX Pulse Q2 May 2023 report, Page 8, Figure 5, https://theberyl.institute.org/wp-content/uploads/2024/01/TBI_2023_Year-in-Review_FINAL.pdf

AI-Driven Personalization Across the Customer Journey

Healthcare audiences are inundated with information from every direction, including a constant stream of content from pharma brands. Breaking through this noise requires more than frequency or reach, **it requires relevance**.

Personalization has become the true differentiator to breakthrough. Raising the stakes for how journeys are designed, delivered, and continuously refined to meet individual needs.

The Challenge:

HCPs & patients desire seamless, personalized experiences as new standard.



HCPs face more than **2 million new medical articles published annually**, with “finding relevant information” cited as their top challenge (medicalaffairs.org).



59% of patients had multiple online medical portals in 2024, underscoring the fragmentation of their healthcare journey (healthit.gov).

How to activate:

Centralize customer intelligence with OmniAI:

- 1 Build a unified hub that brings together customer insights, spanning engagement history, clinical context, and landscape signals, to surface gaps and uncover opportunities.

Personalize journeys with precision:

- 2 Design experiences that adapt to individual needs, using predictive models to recommend next-best actions and tailor touchpoints across preferred formats and channels.

Evolve continuously through learning systems:

- 3 Refine journeys by layering in fresh inputs, from brand performance and competitive shifts to scientific advances and regulatory updates, ensuring experiences remain adaptive and relevant.

Key Takeaway:

Designing customer journeys that are dynamic, adaptable, and fueled by continuous learning ensures we stay ahead of rising expectations and deliver maximum impact at the moments that matter.

Of course, personalization only works if it's built on purposeful innovation—technology must solve for human needs, not just showcase novelty.

Wilattype



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Innovation with Purpose: Centering Patients and HCPs

Healthcare spends \$350B+ yearly on digital transformation, yet 70% of initiatives fail to improve outcomes or satisfaction. Real progress happens when technology choices are grounded in human need, not novelty. Data, AI, and platforms only matter when they solve problems for patients and HCPs. Epic's MyChart succeeded because it met a simple need: access to health info.



The Challenge:

Innovation is what everyone wants, but the first thing cut when fear, complexity, or budgets rise. That hesitation wastes time and risks turning ambitious brands into cautionary tales like Blockbuster. The imperative is clear: innovate with purpose now or risk irrelevance.

How to activate:

- 1 Design and test MVPs with patients and HCPs:**
while mapping journeys and cultural cues to uncover new touchpoints.
- 2 Create two-way feedback loops:**
to evolve ecosystems and track adoption curves that inform future investment.
- 3 Plan for 2030 with a long-term growth mindset:**
ensuring innovation is positioned as sustainable progress rather than short-term risk.

Key Takeaway:

Innovation wins when human needs drive technology choices, and when organizations commit to both acting today and planning for tomorrow.

Ultimately, even the most innovative tools won't matter unless they deliver experiences that truly matter—moving us beyond “tactics” to meaningful impact.



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Beyond “Tactical”: Designing experiences that truly matter

Designing for what truly matters in healthcare means shifting focus from “tactics,” “block & tackle,” or “splash” launches into bringing the brand promise to life across the journey.

It’s about resolving pain points and empowering both patients and HCPs when they need it most—not just delivering on channels or campaigns.

The Challenge:

Addressing these gaps isn’t just the right thing to do—it drives real results. When brands deliver meaningful support, the benefits are clear:



70% of HCPs

say they are more likely to remember and trust brands that provide practical tools and resources to reduce daily burdens (Across Health, 2022).



67% of patients

report they are more willing to discuss or recommend a treatment when their needs are understood and addressed (Beryl Institute, 2023).

How to activate:

Listen deeply—go beyond interviews:

1 Validate search and online behaviors, preferences, and journeys with patients and HCPs to uncover what they truly need at every moment.

Partner and co-create:

2 collaborate with HCPs, patients, and advocacy groups to design meaningful solutions together.

Empower with AI + empathy:

3 use AI to relieve HCP burdens and tailor support and educational resources for patients, always anchored in human understanding.

Key Takeaway:

Build solutions that fit into HCP workflows, reduce friction, and support patients at every vulnerable moment.

Together, these shifts move CX from a set of isolated efforts to a true growth engine—transforming how healthcare brands earn trust, loyalty, and long-term impact.

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SVP Experience Strategy

*Source: PX Pulse Q2 May 2023 report, Page 8, Figure 5, https://theberylinstitute.org/wp-content/uploads/2024/01/TBI_2023_Year-in-Review_FINAL.pdf

Where CX Goes From Here:

The future of healthcare CX isn't about choosing between human connection and technological advancement. It's about weaving them together to create experiences that feel effortless, even when the systems behind them are complex.

These five actions are more than tactical moves —they represent a mindset shift toward clarity, empathy, and growth.

Those who embrace this evolution won't just improve metrics. They'll become true partners in the healthcare journey, showing up when it matters most and earning lasting trust.

The question isn't whether change is coming—it's whether you're ready to lead it. Because in the end, CX isn't just another initiative—it's the growth engine for healthcare's future.

Ready to learn more about how to make these trends work smart for you?

Want to learn more about the Experience Club?

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