



# Commercializing Consumer Engagement: A Blueprint for the Healthcare Industry

*Robert J. Yurkovic*

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# Commercializing Consumer Engagement: A Blueprint for the Healthcare Industry

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**Commercializing Consumer Engagement: A Blueprint for the Healthcare Industry** Robert J. Yurkovic  
The healthcare industry did not change overnight, but it changed in a big way.

Healthcare costs are rising and the health industry is shifting rapidly. Healthcare Insurance Payers and Medical Providers want to retain customers and lower costs by engaging consumers. They need to tune their strategy, organization culture, experiences, and processes to support a consumer's lifestyle with consistent experiences across channels, relevant interactions, and useful, easy-to-use products and services.

This is an authoritative source for understanding consumers and your business with regard to a consumer-centric model required for engagement. By connecting the business and consumers with meaningful, coordinated interactions and consistent communications, a foundation can be established for engagement programs to flourish.

Inside:

- State of Healthcare and B2C Shifts
- Consumer Behaviors and Thinking
- Methodologies and Approaches
- Processes and Strategic Planning
- Best Practices
- How to's and Examples
- 75 diagrams
- Templates and Forms

For consultants, health insurers, pharmaceuticals, medical providers, academia, and health services companies.

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