

Making Healthcare Technology a Success Story: Developing a Patient-Centric Toolset to Design, Manage, Evaluate, and Optimize Patient Healthcare Technology Usage

(Building the Bridge 2023)

Technology can transform healthcare service delivery and enhance patient well-being (Agarwal et al., 2020). However, these benefits rely on patients' willingness and ability to effectively use these technologies (Vogus et al., 2020). Therefore, providers must shift from a focus on technology to a patient-centric focus, recognizing that even the most innovative technology can fail if patients are not convinced of its value (Kurtmollaiev et al., 2022).

In essence, the success of healthcare technology in enhancing patient well-being requires two conditions. First, understanding what drives or hinders patient technology usage and how these factors impact well-being. Second, using this insight to make informed decisions in designing, implementing, and managing technologies in a patient-centered way.

Our goal is to create a generally applicable, patient-centric decision-making tool for providers to (1) design and implement technologies that contribute to patient well-being and (2) actively manage, evaluate, and optimize patient well-being using technology. To achieve this, we employ a mixed-method multi-sample approach, integrating qualitative and quantitative methods to collect data from both patients and providers. Conceptually, our approach is rooted in employee management and marketing theory, drawing insights from models such as the Job Demands-Resources model, ensuring a consistent patient-centered perspective in the decision-making process.

Keywords

Decision-making toolset, healthcare technology, healthcare services, patient well-being, patient-centricity

References

Agarwal, R., Dugas, M., Gao, G., & Kannan, P. K. (2020). Emerging technologies and analytics for a new era of value-centered marketing in healthcare. *Journal of the Academy of Marketing Science*, 48, 9-23.

Kurtmollaiev, S., Lervik-Olsen, L., & Andreassen, T. W. (2022). Competing through innovation: Let the customer judge!. *Journal of Business Research*, 153, 87-101.

Vogus, T. J., Gallan, A., Rathert, C., El-Manstrly, D., & Strong, A. (2020). Whose experience is it anyway? Toward a constructive engagement of tensions in patient-centered health care. *Journal of Service Management, 31*(5), 979-1013.