

EXECUTIVE BRIEF • 5-6 MIN

# Human Experience 2030: A Vision for the Future of Healthcare

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## Introduction to the Report

Built from the contributions of hundreds of individuals from around the globe, Human Experience 2030 reflects shared voices on the future of healthcare over the next decade. Grounded in what we know about the fundamental changes needed to transform healthcare, reinforced by what we have learned through a global pandemic, this study reveals there is a new existence into which healthcare is being pushed to step. The future of human experience calls on the perspective of consumerism to move to a concept of partnership where patients, families, care partners and communities are active participants in healthcare design both at the personal and systemic levels. Healthcare transformation faces many obstacles, including systemic inequities and disparities, but these are not roadblocks to progress. The call to action found in this paper invites all in healthcare to take the first step: engage, listen to and act on the diverse voices of many to build both a foundation and a vision for a viable and vibrant future.

### GENERAL DEMOGRAPHICS

Human Experience 2030 is a two-phase study comprised of community conversations on the future of human experience in healthcare which then framed a global validation survey that examined how healthcare would need to act going forward. Community conversations garnered responses from 130 participants in 11 countries, and fully complete survey responses came from 651 participants representing 27 countries across 6 continents. The data was further refined by global members of the HX2030 Steering Team. The breadth of this research across a worldwide landscape elevates the universal commitment to human experience aspired to in this paper.

## Key Takeaways from the Report

Framing the future of human experience in healthcare will ultimately require transformation guided by three essential changes.

- A change in **perspective** from siloed and specialized to integrated and systemic.
- A change in **process** from transactional to relational.
- A change in **focus** from aspirational to active.

# Data Highlights

Through this study, three concepts emerged foundational to moving towards the future of human experience. Revealed is that transformational change in healthcare requires a continuous focus on and sustained commitment to:

- 1 Advocate, actively and directly, for global and local governmental **policies and incentives** that ensure expanded access to care, a focus on issues of sustainability, and a commitment to caring and human experience.
- 2 Reframe **how experience is measured** from lagging to real-time indicators, ensuring a holistic assessment of safety, quality, service and engagement to demonstrate the value of care.
- 3 Expand **partnership and collaboration**, between and within healthcare systems in the sharing of essential ideas and proven practice and by openly and actively seeking to learn from industries outside healthcare to more effectively address consumers' needs and drive better outcomes.



“The future of human experience will call on healthcare to turn inside out, to meet people where they are, to provide the infrastructure and support to get care where and in the moment it is needed. This is not an easy transformation... [but] when healthcare shows up for the communities it serves, listens and is willing to act with a collection of all voices, that is where the true opportunities for change will bloom.”

# Strategic Considerations

In working to elevate the human experience in healthcare over the next decade, patients and consumers of care, healthcare organizations and the communities they serve must work together to ensure that healthcare efforts:

- 1 Reframe consumerism to patient and consumer partnership with a global commitment to co-designing healthcare with patients, families and consumers and being transparent with performance metrics and cost of care.
- 2 Provide a precision experience through real-time data and analytics, ensuring simplicity, efficiency and expanded access to care, information and knowledge.
- 3 Address process burdens and workload issues for healthcare workforce, working to understand the current and future process burdens and workload issues that will impede the ability of those who deliver care to provide the best in experience for all they serve.
- 4 Transform professional models for a new healthcare workforce, establishing new models of education in formal academic training for healthcare professionals and in health literacy for consumers of care.
- 5 Expand beyond treating illness to addressing the health and well-being of communities, recognizing healthcare's sustained inability to address disparities and ensure equity in care as a systemic illness and not just one nation's problem.
- 6 Meet people where they are, where they need it and follow them where they go, including at home, in their communities, and virtually, making care journeys more accessible, convenient and seamless.

## ARE YOU LOOKING TO IMPROVE EXPERIENCE AT YOUR ORGANIZATION?

The Beryl Institute is a global community of over 55,000 healthcare professionals and experience champions committed to transforming the human experience in healthcare. As a pioneer and leader of the experience movement and patient experience profession for more than a decade, the Institute offers unparalleled access to unbiased research and proven practices, networking and professional development opportunities and a safe, neutral space to exchange ideas and learn from others.

We invite you to join us.  
[theberylinstitute.org](http://theberylinstitute.org)

Download the  
full Report



### ADDITIONAL RESOURCES

*To Care is Human: The factors influencing human experience in healthcare today* 15 MIN

*There will not be a "new normal" but rather a New Existence for healthcare and human experience – Patient Experience Blog - The Beryl Institute - Improving the Patient Experience Community* 5 MIN

*Consumer Perspectives on PX 2021* 15 MIN