

:ubiquity

Winning Back Impatient Patients.

How Healthcare Can Catch Up with Consumer Expectations



Overview

The healthcare industry is at a crossroads.

Staffing shortages, rising costs, and increased patient expectations are straining both payers and providers.

At the same time, retail clinics and nontraditional players are rapidly capturing market share by delivering fast, convenient, and cost-effective care.

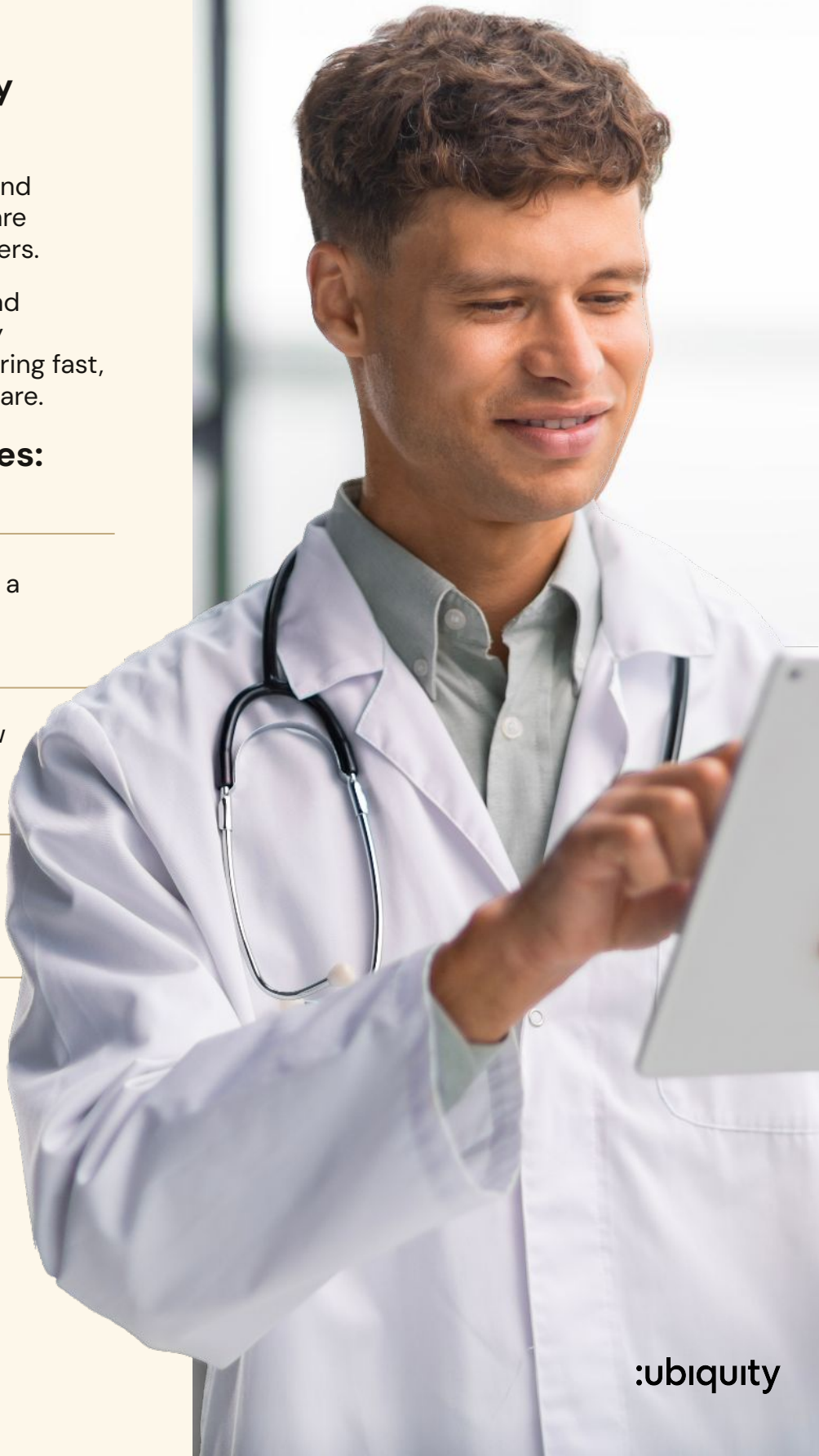
This whitepaper explores:

Key trends shaping healthcare in a post-COVID world

Why customer experience is now a strategic imperative

How retail clinics are redefining convenience and care

Actionable ways healthcare organizations can stay competitive



An Industry *Struggling* to Keep Up

Hospitals and health systems are still recovering from the aftershocks of COVID-19—

staffing shortages, labor cost surges, and widespread burnout. In 2023, labor costs increased by more than \$42.5 billion, accounting for nearly 60% of the average hospital's expenses. To compound the issue, much of the pandemic-era federal and state financial support has dried up.

[American Hospital Association](#)



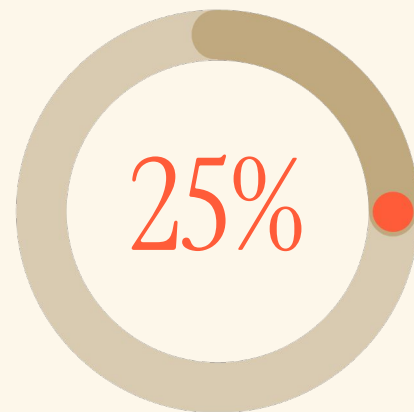
Rising Customer Expectations

While employer-sponsored insurance often leaves consumers with few options, those on Medicare Advantage or Marketplace plans can switch providers annually—*making experience a powerful competitive lever.*



Both payers and providers are facing growing pressure to deliver a better patient experience.

According to a 2024 survey, 58% of insured adults reported issues with using their health insurance, including denied claims, network confusion, and preauthorization challenges.



In 2021, 25% of healthcare consumers switched providers due to poor experiences,

with ease of navigation and digital convenience among the top reasons.

[Healthcare Finance News](#)+1 [American Hospital Association](#)+1

The Retail Healthcare Evolution

Retail clinics are meeting patients where they are—literally and figuratively.

With transparent pricing, walk-in convenience, and extended hours, they're rewriting the rules of engagement.

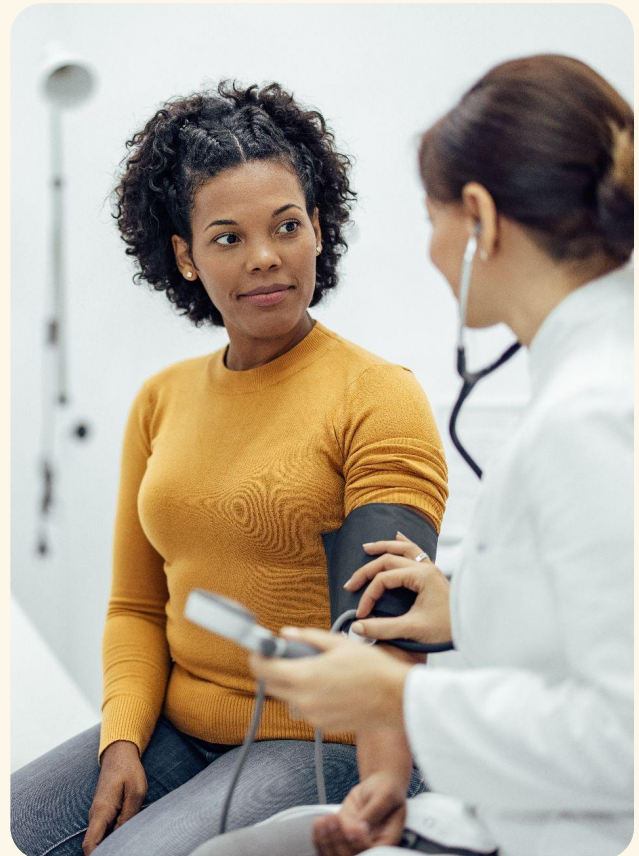
Why Patients Prefer Retail Care

No appointment needed

More convenient hours

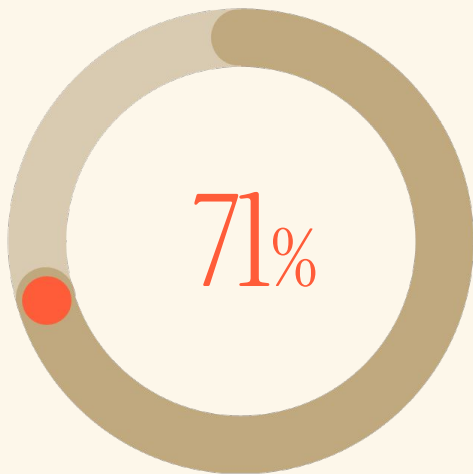
All-in-one service
(care + prescriptions + shopping)

The U.S. retail clinics market size is anticipated to reach *USD 6.86 Billion* by 2030 growing at a CAGR of 9.7% from 2024 to 2030.



Why *Responsiveness* Matters

We live in a world of instant gratification—and patients expect their healthcare experience to match the digital ease of brands like Amazon or Apple.



of patients want healthcare to be as seamless as other brand interactions.

Yet as expectations grow, many healthcare organizations are still handcuffed by multiple legacy systems and the interoperability challenges that come with them. They are data rich and insights poor.

[PMCBenefitsPro](#)

The Business Case for Experience

Improved Patient Experience is Tied to:



Better health outcomes
(especially in chronic conditions like diabetes and heart disease)



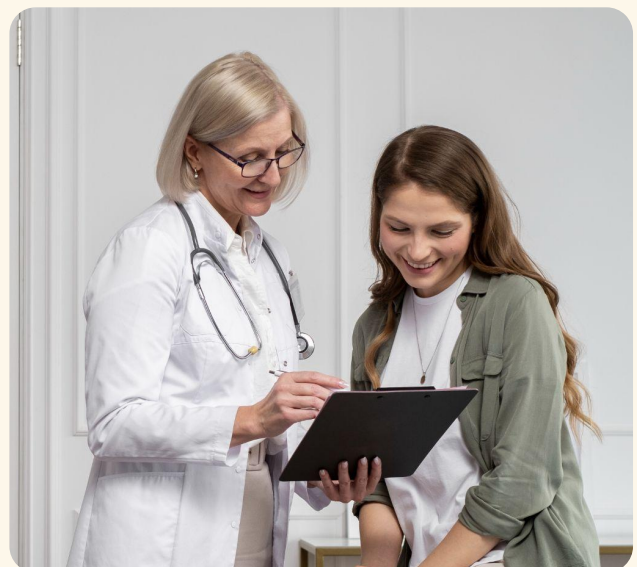
Higher treatment adherence



Greater patient satisfaction and loyalty



Willingness to pay more—
32% of respondents said they are willing to pay more for exceptional quality of care and outcomes.



How to Compete & Win

To remain competitive, healthcare organizations must embrace a more flexible, consumer-first approach.

That includes:

Partnering with Retail Clinics

Expand access through strategic partnerships for follow-up care and extended hours.

Extending Availability

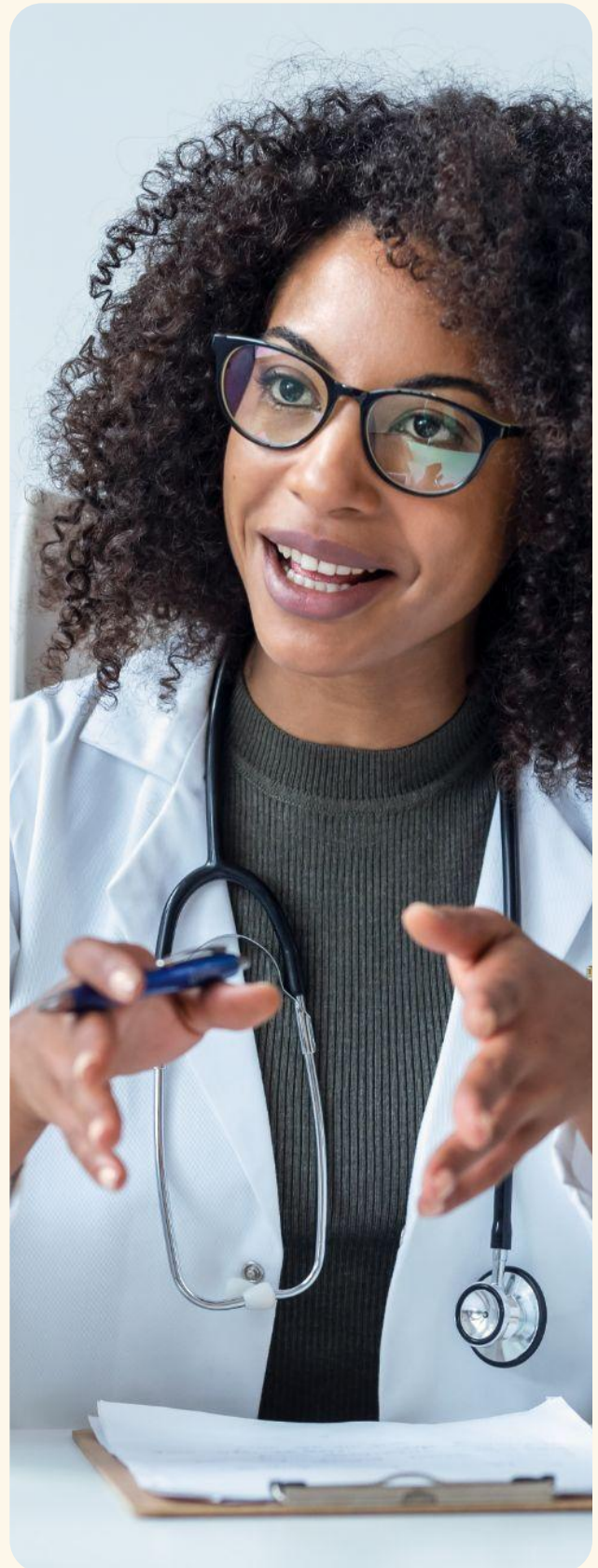
Offer evening, weekend, and telehealth appointments.

Simplifying Patient Interactions

Make it easy to schedule appointments, pay bills, and access support through multiple channels.

Investing in Omnichannel Tools

Deliver consistent experiences across phone, digital, and in-person touchpoints.



The Role of Outsourcing

Digital transformation takes time, talent, and technology—

resources that many healthcare organizations lack. That's why outsourcing is gaining traction.

USD 381.7 Billion
Estimated global
hospital outsourcing
market size in 2024

CAGR of 10.3%
Projected growth
from 2025 to 2030



Outsourcing provides access to specialized expertise, flexible staffing, and modern tech stacks— without the overhead.

It allows healthcare organizations to focus on patient care while optimizing back-office and support functions.

Working with Ubiquity

At Ubiquity, we help healthcare payers and providers deliver exceptional service experiences. Our flexible outsourcing solutions are fully HIPAA-compliant, security-focused, and tailored to your needs.

→ Want to learn more?
Contact us today.

A smiling healthcare professional, likely a nurse or doctor, is shown from the chest up. She is wearing teal scrubs over a white shirt and has a stethoscope around her neck. She is holding a white tablet with both hands and looking at it with a pleasant expression. The background is a blurred indoor setting, possibly a hospital or clinic.

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