

Title: How the clinical environment interacts with patient experience making center economically successful

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Healthcare services in the EU accounts for an average of 10% of GDP among the members' states. There are different methods of payments to providers of services including government and different private payers. All payments are based on the country or market that the Sleep Center serves. Across the EU and the majority of the World, payers require different types of evidence for reimbursement. Not only the payer, but patients also expect to receive a service based on these expectations. As a Sleep Center, we should perform a Gap Analysis which measures the difference between patient and payer's expectations for the amount of money paid. Expectation will be divided in two categories: Clinical & Technical Services and Patient's Experience. During this presentation we will focus on the patient as center of the process complemented by the clinical and technical portion of services at the Sleep Center. During the conference the audience will understand the differences between the services and products companies. They will also understand patient's behavior, journey, expectations, points of differentiation, positioning, 7 P's of services, social networking strategies, B2B-B2C strategies, tangible/intangible actions, account based targeting, the strategy of being more human and converting patients to sleep ambassadors.

Biography

Health Care executive with career track record of achievement in health insurance service industry, DME healthcare consulting and entrepreneurship .For 10 years was professor at undergraduate and graduate levels at USH and UPR. The last 15 years we have been developing our Sleep Lab and converted into an AASM triple certification for PSG, HST and DME Sleep Center. Grown from 2 beds in one location to 15 beds in 2 locations. Next Tampa Flacross selling strategies, DME, and reciprocity with Puerto Rico Center especiallyformedaltourism.Also will start a Interamerican University of PR.