Customer Experience

Member Network

30 July 2024

- **Introductions** – 10 mins
  from our Chair Daren Jones and new joiners
- **Bowel screening journey** 20 mins
  - Rudo Greissworth (Patient Insights Lead at Southern Cross)
  - Dhiren Gadhia (Programme Manager Value-based Healthcare at Southern Cross)
- **Q&A** - 10 mins
- **Future topics conversation** – 5 mins
- **CX Innovation week** – 5 mins

Get off your butt!

A CX led approach to proactive bowel health.

Presented by Rudo Greissworth and Dhiren Gadhia

- → The problem
- → Our approach
- → Insights and lessons learned
- → Q&A

The problem

New Zealand has one of
the highest rates of bowel
cancer in the World

Bowel cancer may have no symptoms at all

Symptoms can include:

- consistent change in bowel habits
- blood in your stool
- abdominal pain

Our approach

What matters to members during a colonoscopy?

Before the pilot we did a research deep-dive into the colonoscopy experience

Qualitative research:

- 2 member sessions, each session had 5-6 members
- 2 hours duration
- All members had a colonoscopy in the past 14 months
- Mix of age, gender, underlying condition, first time versus second or third time
- Mix of clinics and specialists across Auckland
- Mix of outcomes

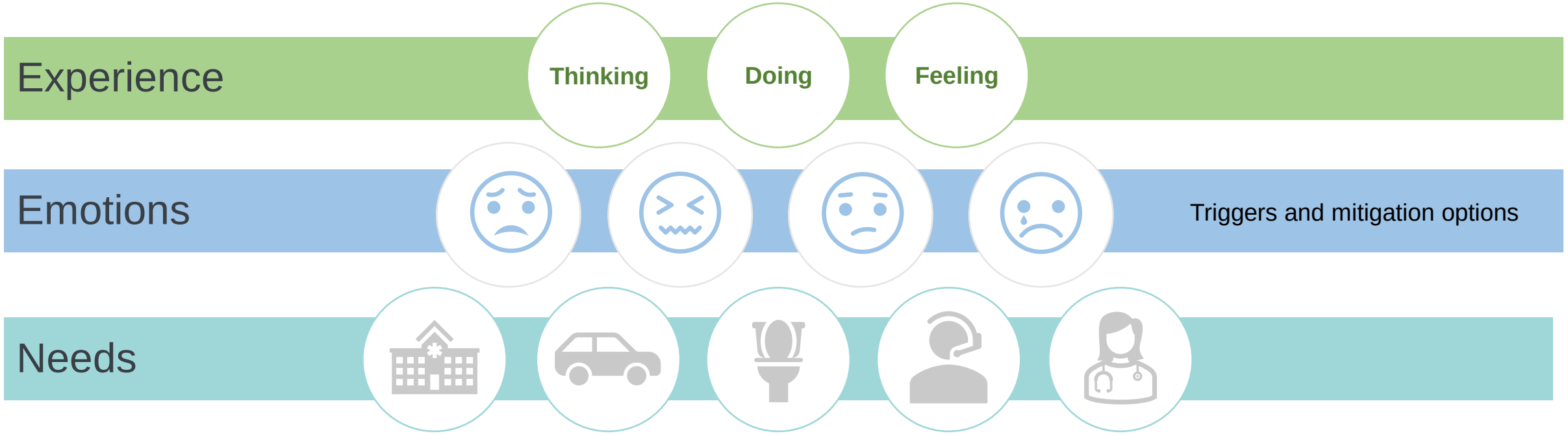
Quantitative research:

- 112 members who had at least one colonoscopy in the last 14 months
- 63% over 55 years of age, 58% women, 42% men

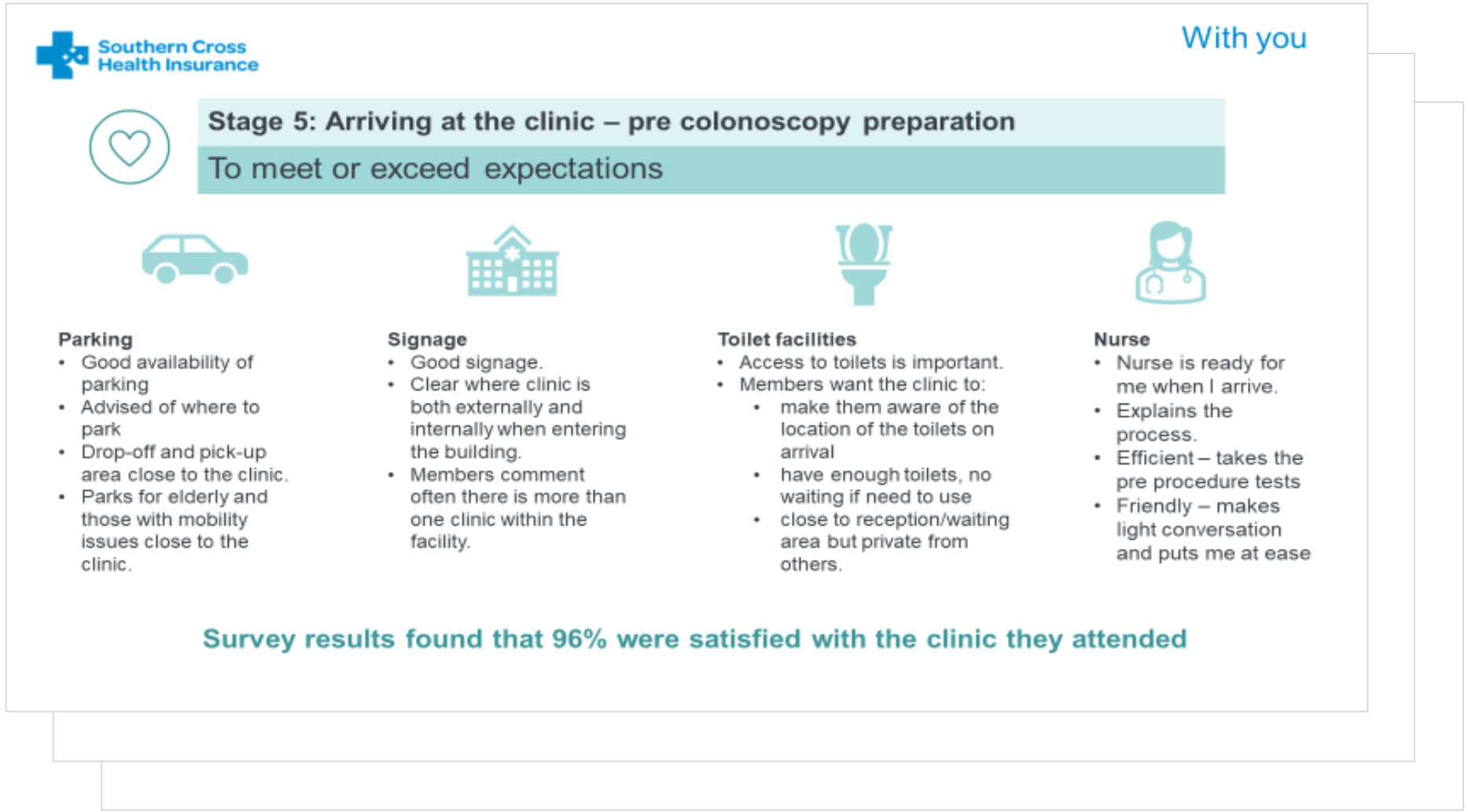
We took time to understand our members emotions and needs across their journey

Key stages of the colonoscopy journey, as identified by the members

1	2	3	4	5	6	7
Initial symptoms	GP consultation & referral to a specialist	Book an appointment for a colonoscopy	Preparing for the colonoscopy	In clinic preparation	Colonoscopy	Post colonoscopy



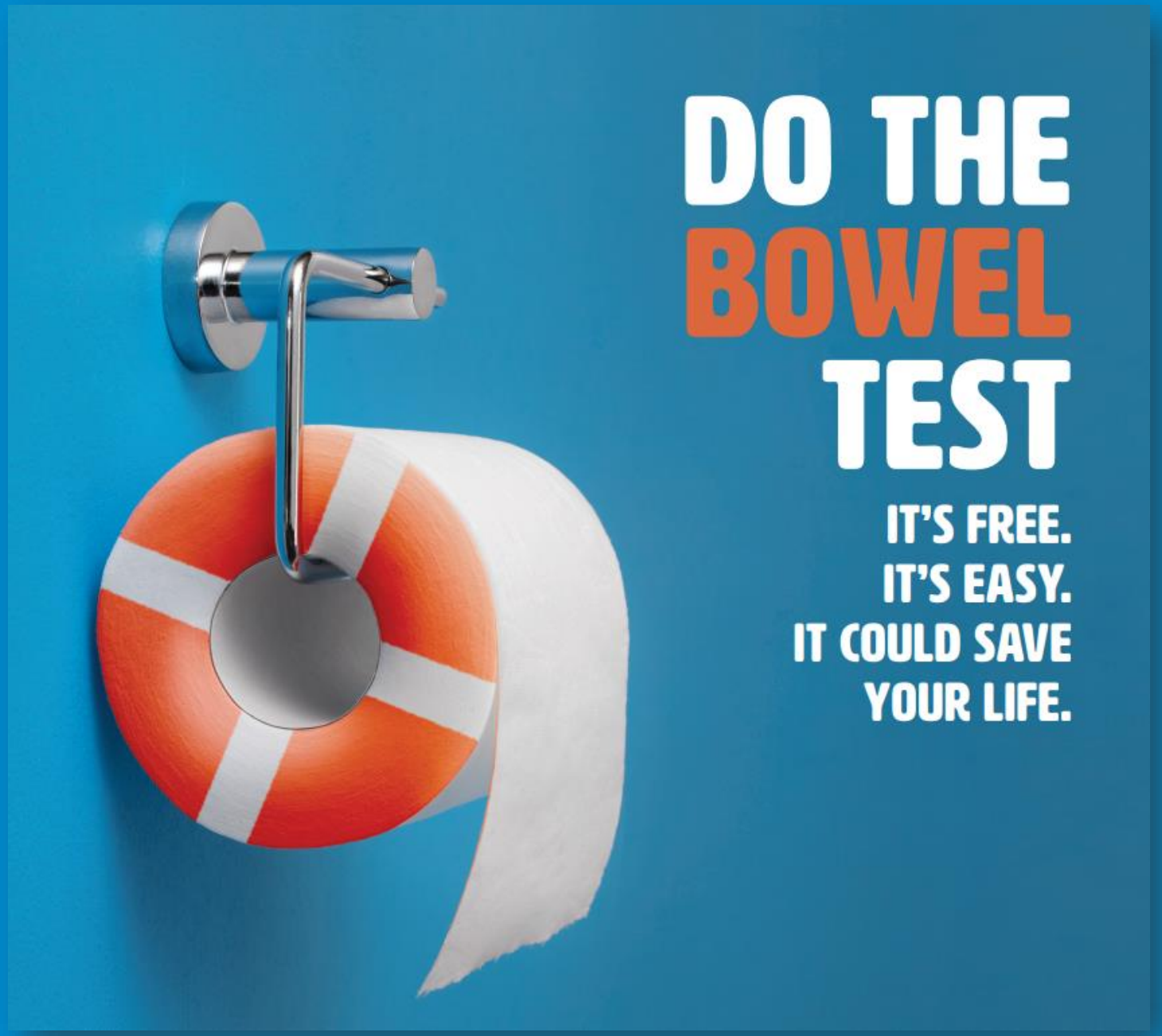
Southern Cross artifacts



Example of artifact shared with providers

Southern Cross

Bowel Health Pilot a unique opportunity for Employees aged 45 - 59



A registered nurse will support any individual with a positive FIT test result throughout the pilot

Southern Cross

Register for your test

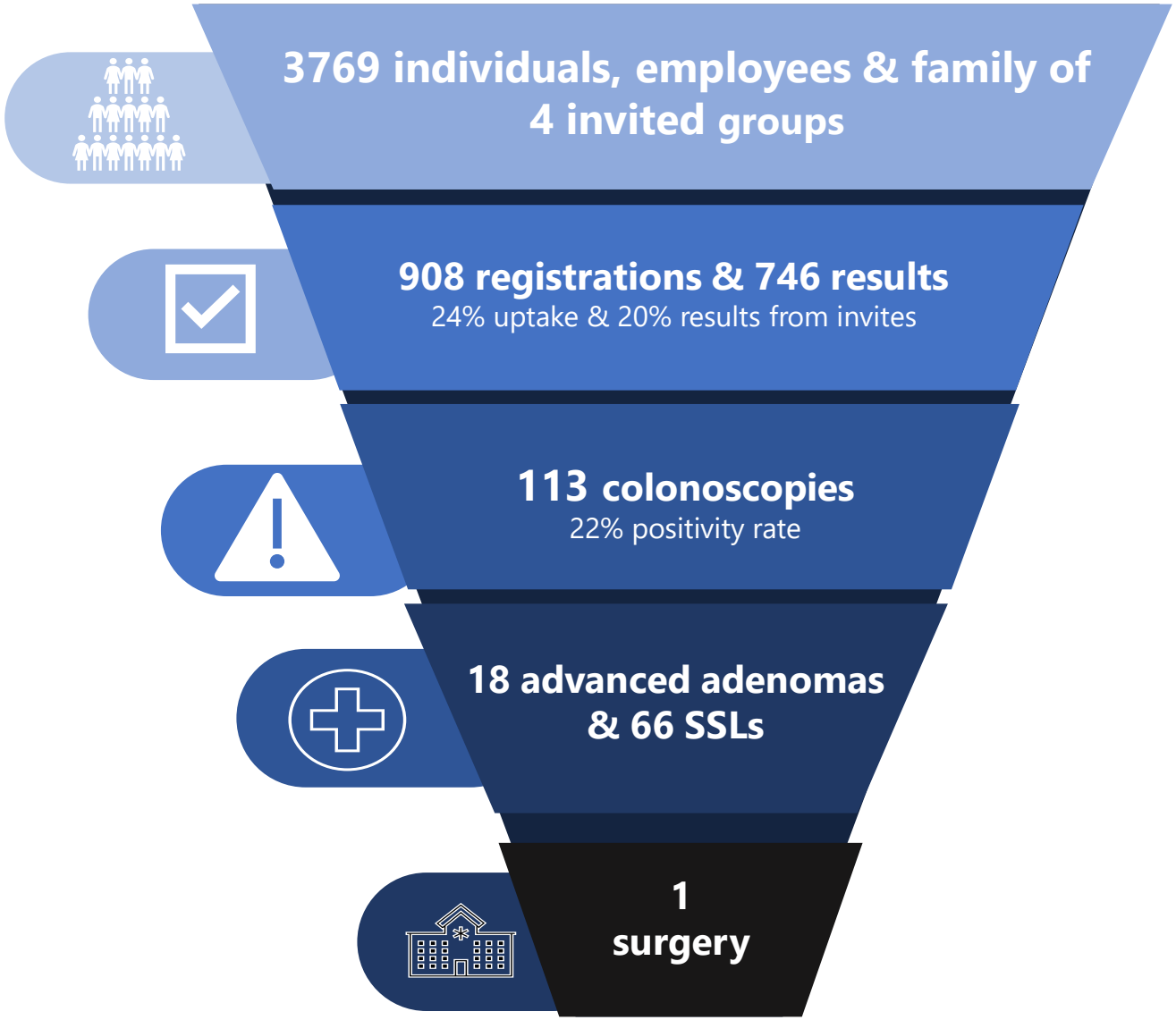
Read the FAQs

The Bowel Health Screening Test can detect the early signs of bowel cancer, providing you and your loved ones peace of mind, or the chance to take action and get the care and support you need sooner.

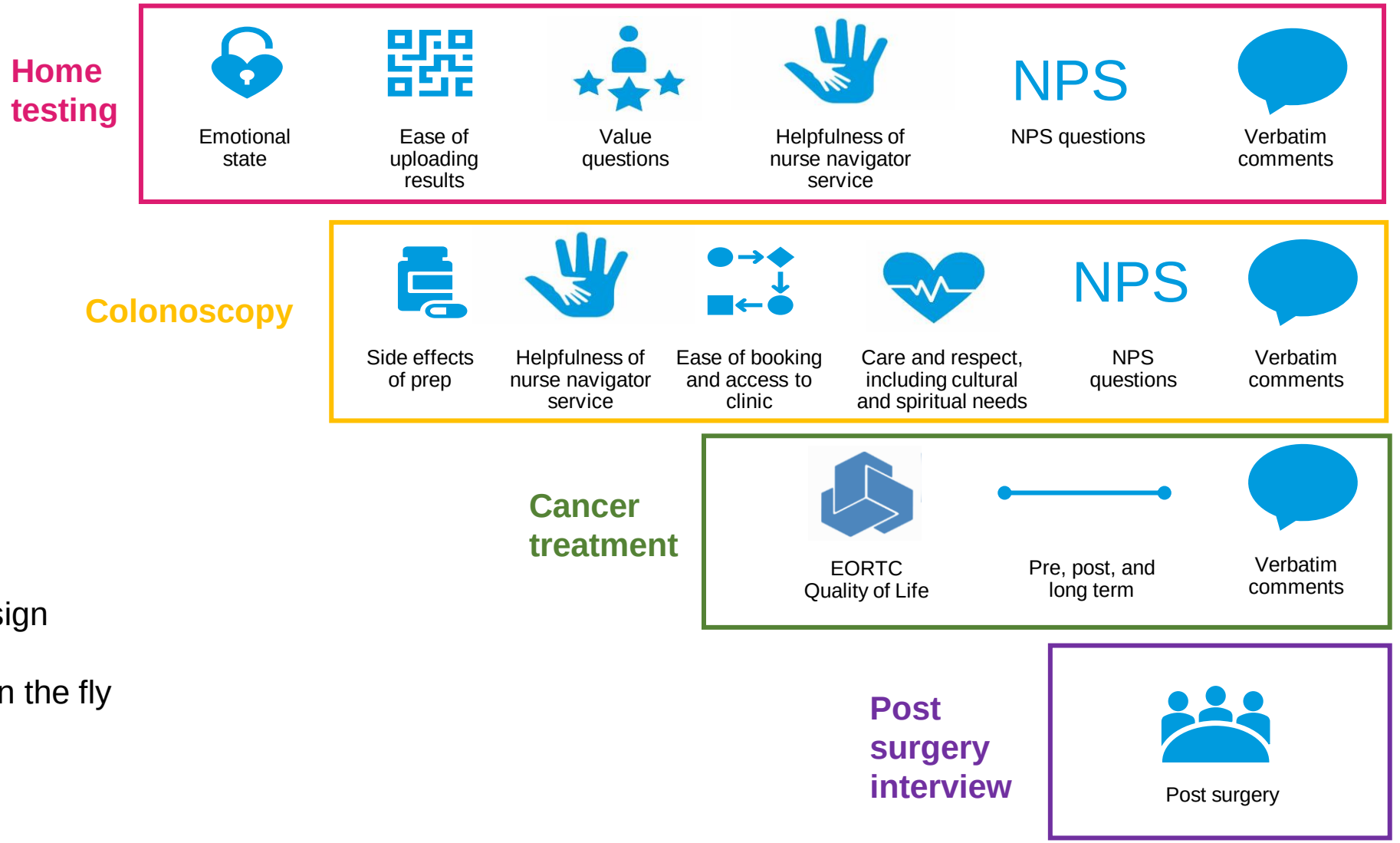
We're providing the test free to eligible Southern Cross members aged 45 - 59, simply scan the QR code above to request a test.

The results?

Four corporate workforces and individual members across New Zealand



Designing outcome and experience feedback for the pilot



- 4 key touch points
- Collaborative survey design
- Volume drop offs
- Able to make changes on the fly

Insights and lessons learned

What we heard from our members

88% agree Southern Cross provides opportunities to be **proactive about health and wellbeing**

85% feel their Southern Cross benefits support **living well for longer**

65% feel their employer **provides value in health and wellbeing**

99% found the test easy to do

100% found the **nurse support helpful**

NPS

94% Overall NPS

83% strongly agreed they had enough time with the specialist

100% found the specialist listened to views, worries and concerns

Increased brand affinity

Insights and lessons learned

Drivers and **barriers** to participate

Value (funder vs employer perceptions)

Experience measures

What next?

- Using this work as a blueprint for future pilot develop
- Planning next steps for Bowel screening pilot
- More pilots in design phase

Q&A