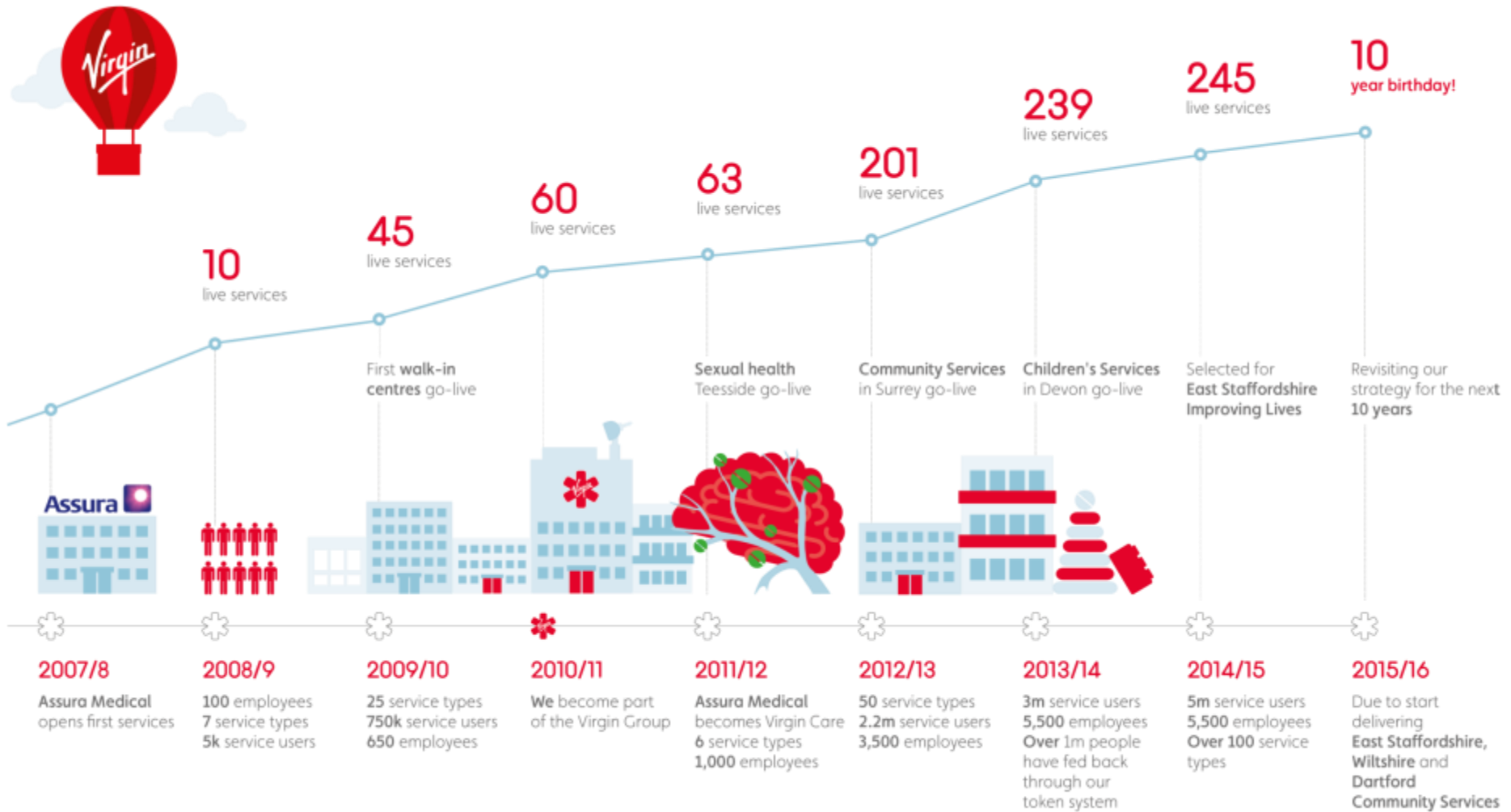




Virgin Care

# CX STRATEGY AND INNOVATION LEADERS FORUM

# Who is Virgin Care?



# Why do we care about active patients?



# How do we activate patients?

# 1. Develop a culture of *feel the difference*

*“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”*

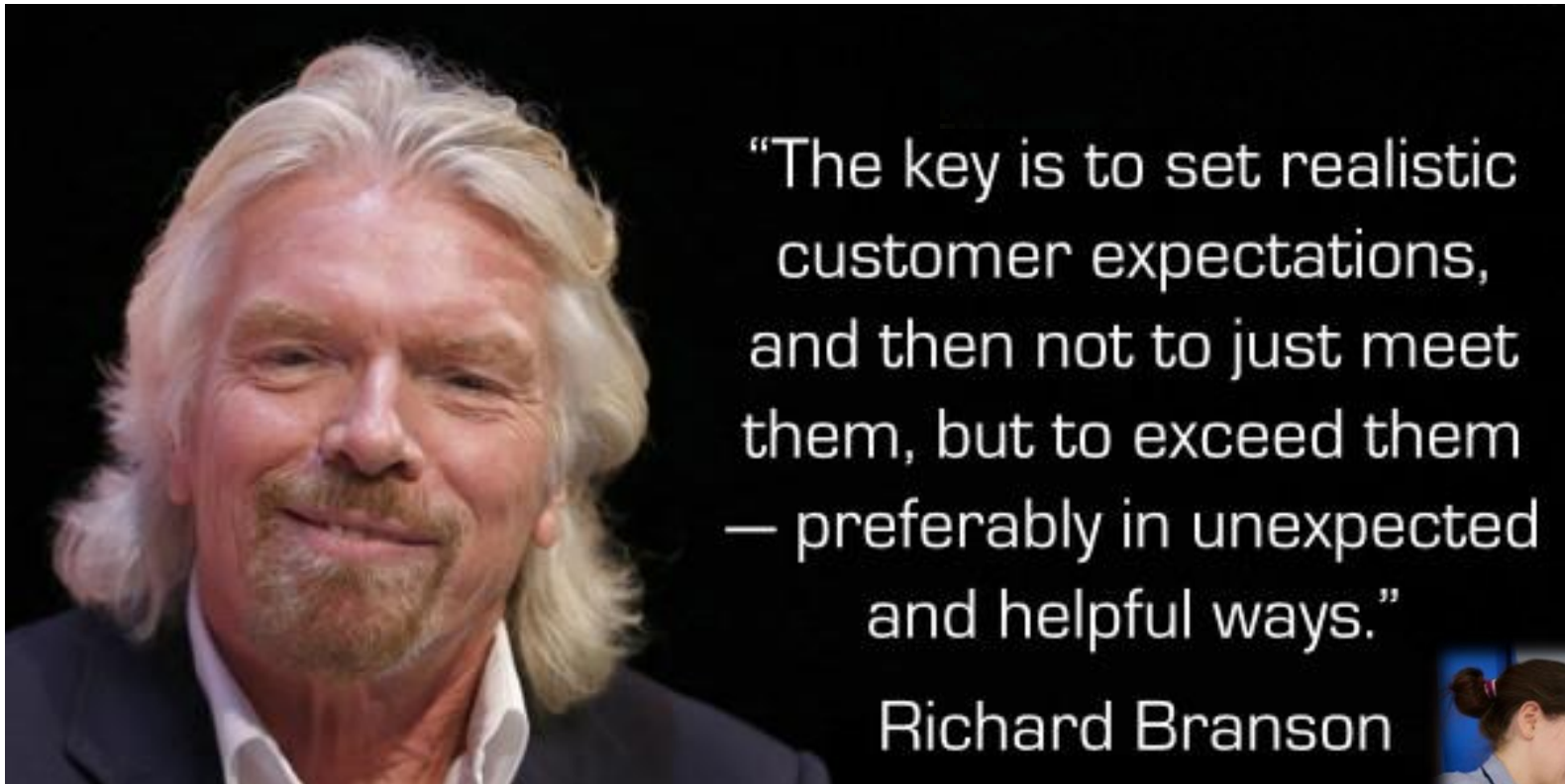
Maya Angelou

## 2. Invest in people experience



*“Train people well enough so they can leave, treat them well enough so they don't want to. If you look after your staff, they'll look after your customers. It's that simple.”*

### 3. Design for delight



# 4. Involve users

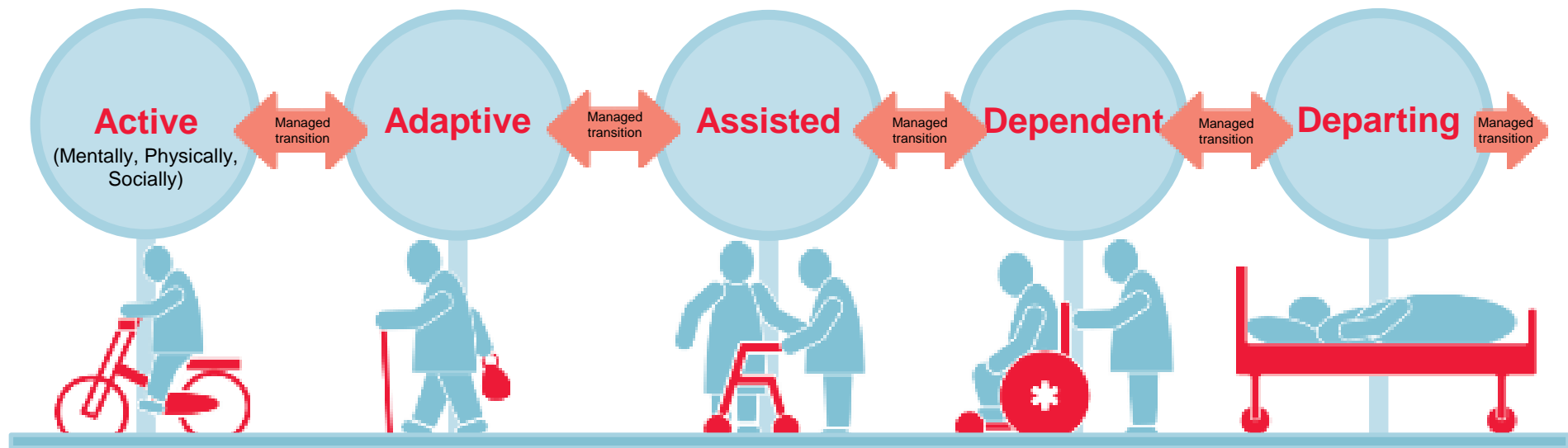


- Examples in practice;**
1. Sexual health
  2. Young people
  3. Citizen's panel
  4. Aging well segmentation





# 5. Design around what matters to users



## 6. Empower with self-service



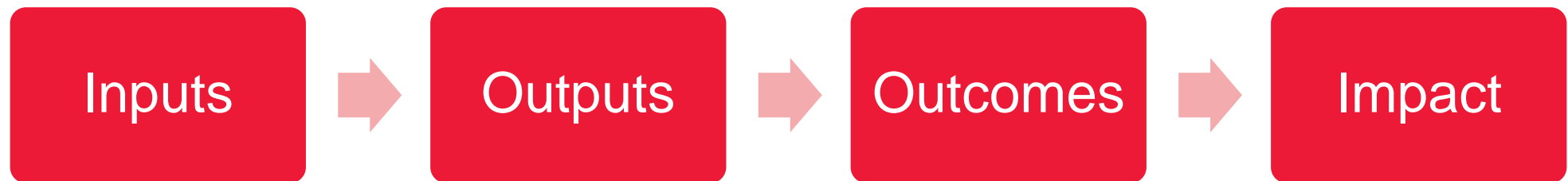
# 7. Support carers

The screenshot shows the top section of the Virgin Care website. At the top left is the Carers Club logo, which consists of two interlocking circles with a red heart in the center, and the text "carersclub" below it. To the right of the logo are accessibility icons for a screen reader, a speaker, and the text "AAA". Further right is the Virgin Care logo, featuring a red flower icon and the text "virgincare". Below these is a dark red navigation bar with the following links: "About us", "Get advice", "Find a deal", and "Latest news". To the right of these links is a search bar with the placeholder text "Search the site..." and a magnifying glass icon. The main banner area has a light blue background with a faint map of the UK and icons representing various services like a laptop, a telephone, a shopping bag, and a person. The text in the banner reads: "There are seven million carers in the UK, **so you're not alone.** Get your care-life balance right with guidance from Carers Club...". Below this text is a white horizontal line with two white circles. At the bottom of the banner is a dark blue bar with the text "Join the club! Sign up to receive our newsletter" and a red "SIGN UP" button. Below the banner are two smaller boxes: the left one shows a newspaper icon with the text "LATEST NEWS" and the right one shows a red question mark.

## 8. Look beyond “health”



## 9. Measure outcomes & impact



# 10. Plan for the future



Thank you for listening and  
welcoming us to your event!

*Feel the difference*

[www.virginicare.co.uk](http://www.virginicare.co.uk)