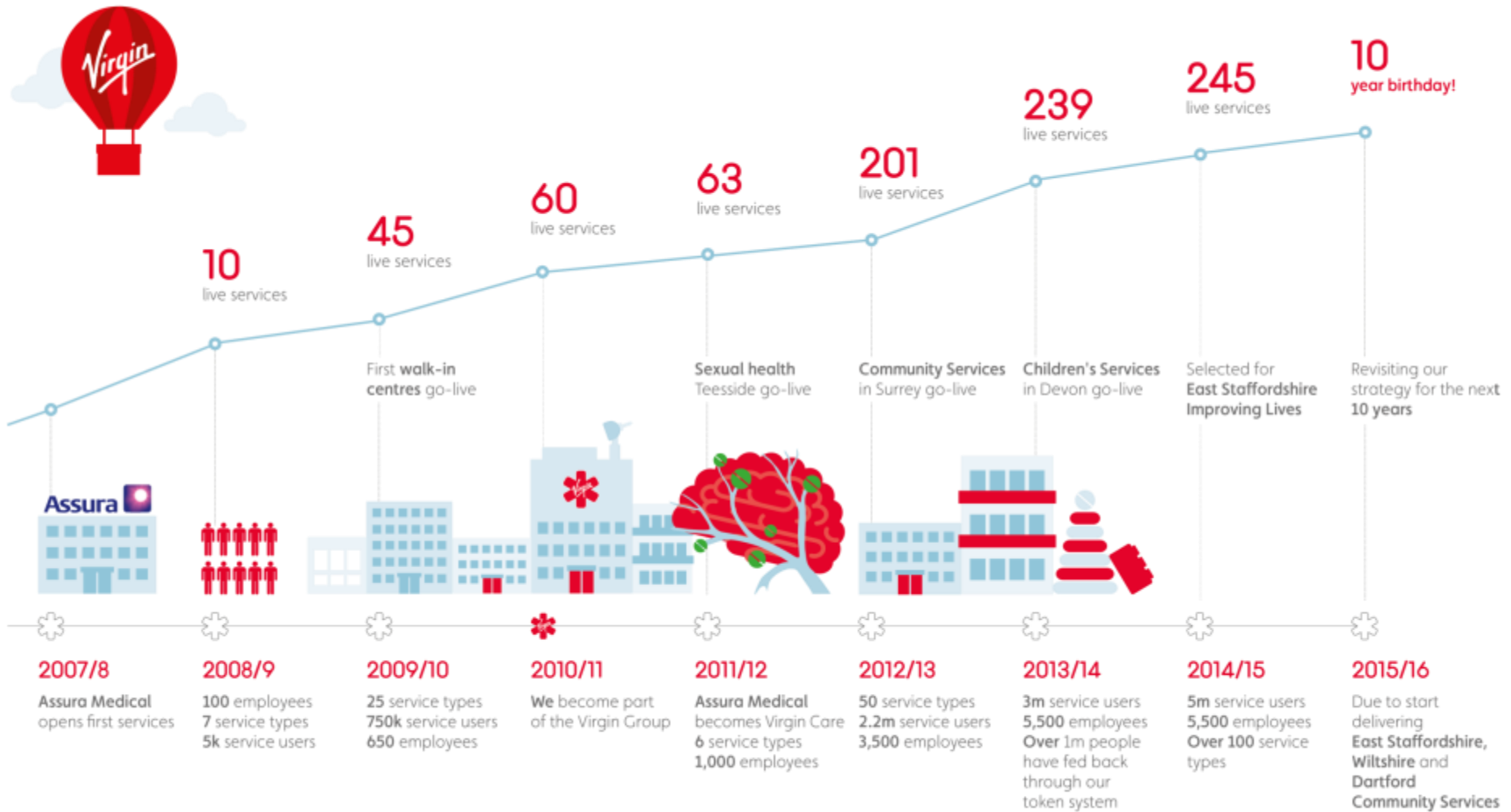




# Virgin Care

## CX STRATEGY AND INNOVATION LEADERS FORUM

# Who is Virgin Care?



# How do we engage 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

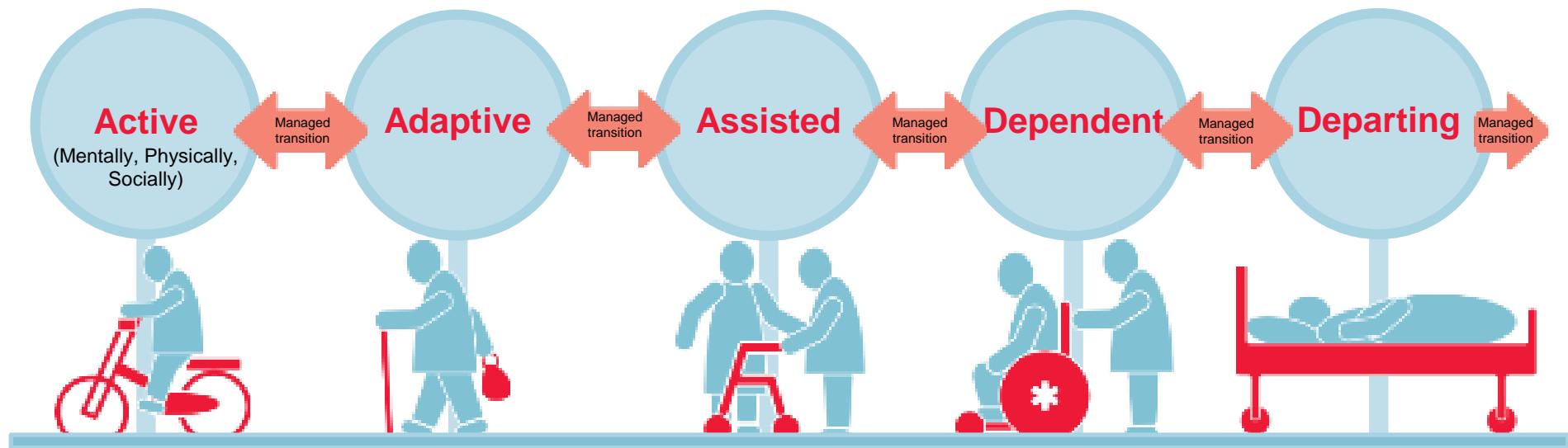


## Examples in practice;

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



Log in

- Sex & relationships
- STIs
- Pregnancy
- Contraception
- Health & wellbeing
- Services near you
- Book appointment

## A Sexual Health Hub that works for you.

Easily manage your sexual health with Virgin Care's free sexual health services designed to suit your lifestyle.



How can we help today?

I want to

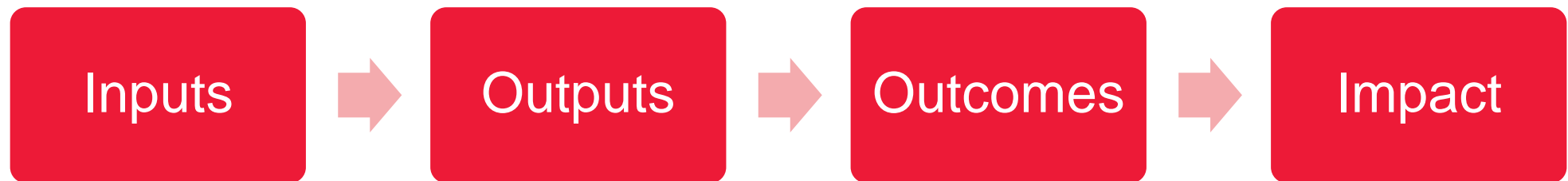
# 7. Support carers

The screenshot shows the top of the Virgin Care website. At the top left is the Carers Club logo, which consists of two interlocking 'C' shapes with a red heart in the center, and the text 'carersclub' below it. To the right of the Carers Club logo is the Virgin Care logo, which features a red flower-like icon and the text 'virgincare'. In the top right corner, there are accessibility icons for a screen reader, a speaker, and the text 'AAA'. Below the logos 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 various icons representing care and technology. 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 row of ten white human icons. At the bottom of the banner, there 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: one with a newspaper icon and the text 'LATEST NEWS', and another with a red question mark icon. On the right edge of the banner, there is a vertical 'PAUSE II' button.

## 8. Look beyond “health”



## 9. Measure outcomes and 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)