



Creating value through elevated patient experience

How Personalised Care Drives Perceived Value and Sustainable Differentiation in Elective Healthcare

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In today's private healthcare market, where clinical outcomes and modern technology are expected as standard, it is the quality of the patient experience that increasingly defines the value patients place on care. This paper explores how elevated patient experience influences perceived value, strengthens patient-provider relationships, and enables providers to avoid commoditization. It also examines how digital engagement empowers clinics to deliver personalised, high-touch care at scale.

How Experience Shapes Perceived Value

Patients assess the value of care not just by clinical results, but by how they feel throughout the process. Personal attention, clarity, responsiveness, and emotional support all influence how patients perceive the worth of the service they receive. When these elements are strong, patients view care as more comprehensive, personal, and worth the investment. A 2023 study in the *International Journal of Environmental Research and Public Health* found that communication quality, emotional support, and responsiveness significantly impact patients' perceptions of value ([Zhao et al., 2023](#)).

Bain & Company's research also shows that patients who report excellent experiences are five times more likely to use additional services and more willing to pay for premium care. In markets where outcomes and technology are comparable, perceived value becomes the frontline of differentiation. Providers who deliver elevated, relationship-centered experiences are better positioned to avoid price competition, protect margins, and maintain sustainable growth. As *Deloitte's* research confirms, hospitals with top patient experience scores also achieve significantly higher net margins, even when clinical quality is controlled.

Digital Engagement: Enabling Personalised Care at Scale

Digital engagement enables providers to deliver personalised, high-touch care across every stage of the patient journey—at scale. From the first contact, it helps build trust by sharing relevant educational content that sets expectations, reduces uncertainty, and prepares patients for meaningful conversations with their care team. This early support fosters a sense of connection and confidence before the first appointment even takes place. As care progresses, digital tools continue to enrich the experience by delivering timely, individualised communication—such as reminders, procedure instructions, follow-up guidance, and wellness check-ins. These messages can be delivered through email, text, video, or voice, and tailored to the patient's condition, treatment path, or level of engagement. This communication not only improves coordination and convenience, but also provides emotional reassurance. Patients feel more informed, more involved, and more connected. For providers, this translates into stronger patient relationships, increased perceived value, and a more defensible position in a crowded, price-sensitive market.

Perceived value in elective healthcare is shaped by experience, not just outcomes. Patients are willing to invest more when they feel cared for, informed, and actively included in their treatment. Digital engagement enables providers to deliver this level of personalised care at scale—turning experience into value, and value into long-term differentiation.

