Healthcare is evolving to resemble the delivery of goods and services, over satisfaction, and blue touchpoints. How do you balance the needs of patients with increasing pressure to treat them as customers?

- **Jennifer**, 32, Visiting Father
  - **Age**: 32
  - **Condition**: In the hospital for a procedure.
  - **Person's needs**: Comfort, clear communication, respect for her body and privacy.
  - **Provider interaction**: Provider's focus is on outcomes, and Jennifer feels the impact of her condition on her life and body.

- **Fred**, 55, Visiting Daughter
  - **Age**: 55
  - **Condition**: Recovering from surgery.
  - **Person's needs**: Knowledge about her condition and treatment options, understanding of follow-up care.
  - **Provider interaction**: Provider's focus is on outcomes, and Fred feels the impact of her condition on her life and body.

- **Allimay**, 30, Visiting Family
  - **Age**: 30
  - **Condition**: Recovering from a medical event.
  - **Person's needs**: Support, clear information, and a sense of control.
  - **Provider interaction**: Provider's focus is on outcomes, and Allimay feels the impact of her condition on her life and body.

Dealing with healthcare can be stressful and overwhelming, and patients often feel vulnerable, creating a need for trusted knowledge and a caring environment. How else can providers be/t_ter understand the needs of patients with increasing pressure to treat them as customers?