



# Experience Team Structure

**Chief Experience Officer**

	New Product Research & Development				Transformation Office		
Function	Consumer Insights and Analytics	Consumer Products and Digital Experience	Integrated Experience	Brand Experience	Data Integration	Strategic Integration	Operational Transformation
Purpose	<i>To generate actionable insights on target consumer needs, behaviors and preferences</i>	<i>To design new products &amp; services to support Texas Health's integrated consumer experience</i>	<i>To manage &amp; enhance existing products and services to ensure delivery of an integrated consumer and care team experience</i>	<i>To communicate the Texas Health consumer value proposition and increase brand value</i>	<i>To drive performance management and product and services development with comprehensive data analytics</i>	<i>To transform and position Texas Health to deliver on its strategic objectives and value proposition</i>	
Key roles and activities	<ul style="list-style-type: none"> <li>Identify target consumer segments</li> <li>Develop sub-segment level consumer insights</li> <li>Evaluate Texas Health performance in target segments vs. competitors</li> <li>Identify high and low performance experience factors for Texas Health</li> <li>Develop and implement consumer surveys and outcome metrics</li> </ul>	<ul style="list-style-type: none"> <li>Design new products and services to meet Texas Health's value proposition</li> <li>Develop tools and training for Texas Health on Consumer</li> <li>Build and improve consumer and community engagement programs</li> <li>Design and implement technology solutions to improve consumer and care team experience</li> </ul>	<ul style="list-style-type: none"> <li>Design improvements to existing Texas Health products and services and offer to target segments</li> <li>Ensure consistency of consumer and care team experience across Texas Health ecosystem</li> <li>Assess and manage performance of consumer programs and services</li> <li>Develop integrated concierge contact center</li> </ul>	<ul style="list-style-type: none"> <li>Develop external brand vision and promote awareness</li> <li>Develop specific marketing tactics for consumer segments</li> <li>Develop marketing channels for outreach</li> <li>Evaluate effectiveness of marketing and brand strategies</li> <li>Develop environmental brand standards</li> </ul>	<ul style="list-style-type: none"> <li>Integrate cross-functional data within a unified and integrated data warehouse</li> <li>Develop reporting dashboards and data platforms to support performance management</li> <li>Perform cross-functional analytics, including predictive analytics, to inform program development and answer multi-dimensional complex business questions</li> </ul>	<ul style="list-style-type: none"> <li>Drive cross-functional transformation efforts to integrate clinical, consumer and caregiver requirements into a highly reliable experience</li> <li>Coordinate and integrate strategic initiatives with key partners, including Southwestern Health Resources and Texas Health Aetna</li> <li>Introduce and implement consumer experience initiatives and capabilities to Texas Health</li> <li>Design and deploy enhanced care team experience initiatives</li> <li>Continue operational optimization efforts to achieve value realization targets</li> </ul>	