



## Five Questions with Scott Wilkerson

### A Vision for Human-Centered Healthcare Consulting

At Do Tank, we are passionate about helping healthcare organizations embrace innovation through human-centered design, quality improvement, and change transformation. Recently, we had the pleasure of speaking with [Scott Wilkerson](#), CEO of [Wilkerson Strategies LLC](#), to gain his insights on value-based care and the future of healthcare. Here's what he had to say:



#### **1. Tell us a bit about your background? Where did you start? And how did you get involved in healthcare?**

My journey in healthcare started after graduating from the University of Oklahoma with a business degree, specializing in accounting. I then joined KPMG, where I focused on **financial audits for healthcare businesses**. I was drawn to the complexity of the industry and the opportunity to make a real difference in people's lives. From there, I transitioned to **strategic planning, working with physician groups, health plans, and hospitals**. I even had led a provider-sponsored health plan as CEO. Eventually, I decided to establish [Wilkerson Strategies LLC](#), where I now use my experience to help healthcare organizations improve and deliver more value to their patients.

#### **2. You practice something called “value-based care.” What is value-based care? How does it improve patient lives? Healthcare efficiency?**

Value-based care is a shift from the traditional volume-based model. Instead of focusing on the quantity of services, it prioritizes patient outcomes, quality of care, and cost-effectiveness. This approach **addresses the growing costs and inefficiencies in our healthcare system** by encouraging providers to focus on preventative care, coordinated services, and patient engagement. Ultimately, this leads to better health outcomes and increased patient satisfaction.

#### **3. Human-centered design is about bringing multiple perspectives to the table. Describe the provider and the payer relationship—where should they meet to provide quality care?**

At the heart of both the provider's and the payer's roles are the patient. While payers focus on managing costs and providers on delivering care, their efforts should intersect at the point of the patient's needs. **Human-centered design in healthcare means understanding the patient's perspective, empathizing with their challenges, and designing solutions that address their unique concerns**. Providers and payers need to collaborate effectively to achieve this, streamlining processes, reducing friction in referrals, and leveraging data to personalize care.



**4. What are some of the biggest challenges, hurdles, and barriers to success in healthcare today? What is your solution?**

There are several challenges facing healthcare today. One is efficiently matching patients with the right specialists. We need to streamline the referral process and use data to ensure patients receive prompt and appropriate care. This includes pre-visit testing and care coordination to minimize unnecessary appointments and delays. Another challenge is effectively leveraging the wealth of data available in electronic medical records. **We need to better utilize this data to identify trends, anticipate future needs, and improve care pathways.** Finally, we need to address the rise in emergency room visits. By analyzing data, we can understand the reasons behind this trend and explore solutions like expanding primary care access, offering urgent care options, and implementing virtual care to provide more immediate and cost-effective alternatives.

**5. In what way do patients not have a seat at the “healthcare table” today? Why should we elevate patient (customer) voices?**

Patient feedback is essential for designing effective healthcare solutions. While surveys and focus groups exist, we need to gather both quantitative and qualitative data to truly understand the patient experience. By actively listening to patient stories and incorporating their perspectives into the design and implementation of new processes and technologies, we can **create more human-centered systems that genuinely meet their needs.** Patients should be viewed as partners in their care, leading to greater satisfaction, improved treatment adherence, and ultimately, better health outcomes.

**Learn More**

To learn more about [Scott Wilkerson](#) and his work, visit [wilkersonstrategies.com](http://wilkersonstrategies.com) or connect with him on LinkedIn. And for all things human-centered design, change transformation, and quality improvement, visit [dotankdo.com](http://dotankdo.com) or connect with us on LinkedIn.

**Think big. Be bold.**