The Digital Patient Experience

Using Online Tools to Build Relationships and Engagement
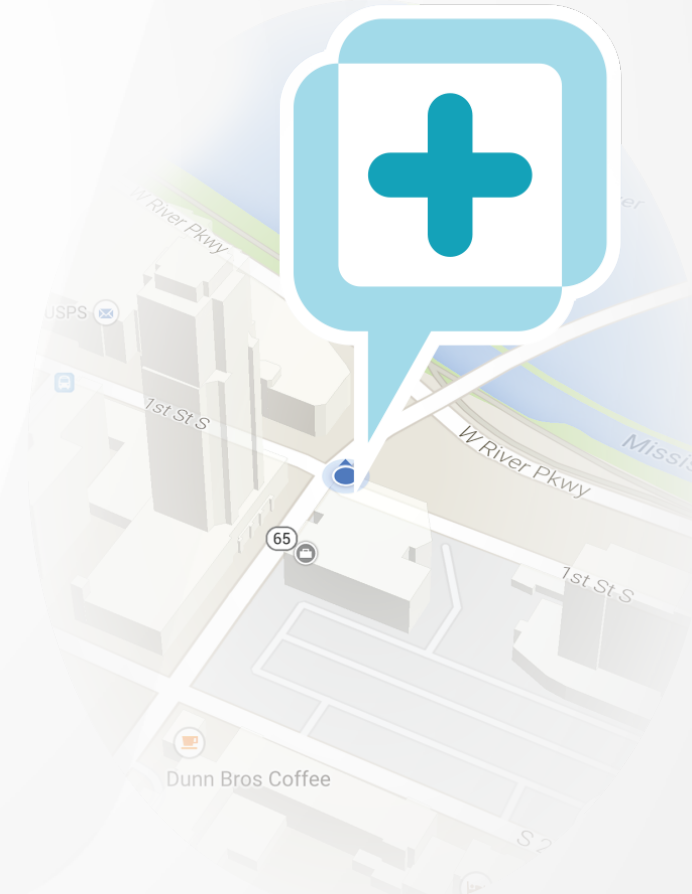
Chris Boyer
Digital Strategist and Principal,
@chrisboyer LLC

Medicom Health

"Medicom Health helps our health system turn the unknown into the known."

Healthcare Executive, Top 5 U.S. Health System

- 10+ years experience leading digital marketing and communications strategies solutions for hospitals and health systems

- NorthWell Health (formerly North Shore-LIJ) in New York and Inova Health System in Washington, DC

- Nationally known speaker and presenter on digital marketing, clinical transformation and digital patient experiences

- Founding and Platinum Member of the Mayo Clinic Social Media Health Network

Chris Boyer

Principal, Owner
@chrisboyer LLC
www.chrisboyerllc.com

Medicom Health

What is the Online Patient Experience?

Beryl Institute:

"The sum of all **interactions**, shaped by an organization's **culture**, that influence patient **perceptions** across the **continuum of care**"

INTERACTIONS	CULTURE
The orchestrated touch-points of people, processes, policies, communications, actions, and environment	The vision, values, people – at all levels and in all parts of the organization and community

PERCEPTION	CONTINUUM OF CARE
What is recognized, understood and remembered by patients and support people. Perceptions vary based on individual experiences such as beliefs, values, cultural background, etc.	Before, during and after the delivery of care

Medicom Health

How is Patient Experience Traditionally Measured?

Robert Wood Johnson Foundation:

Administrative and clinical practice data can be used to measure quality performance, but patients are the best source to measure "patient centeredness"

▶ Patient surveys (HCAPS, etc.)

▶ Focus groups and interviews

▶ "Mystery Shoppers" - observations and from the eyes of the patient

▶ Online research and surveys

Medicom Health

BUT WHAT IS MISSING?

aka:

- Online Patient Experience
- Enterprise Digital Strategy
- Voice of Customer Strategy

Online Patient Experience

Primary Activities:

▶ Know Your Customers

  ✓ Segmentation, personas, "Voice of Customer" and Customer Journey Mapping

▶ Develop Digital Experience Strategies

  ✓ Aligning the online experience to your overall business, brand, mission and vision strategies

▶ Bring These Experiences to Life

  ✓ Aligning existing digital efforts, designing new experiences, developing data-driven insight based on real-time patient experiences

▶ Monitor Success

  ✓ Measure, optimize, improve, align off-line experiences, rinse and repeat

Medicom Health

Online Patient Experience

Support Activities:

▶ Customer Data

  ✓ Develop consistent data models, share data among systems - gain insight

▶ Technologies

  ✓ Omni-channel, interoperable marketing technology stack

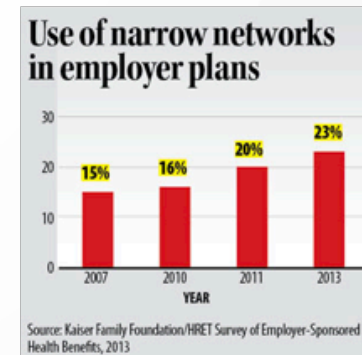▶ Processes

  ✓ Align audiences, systems and customer information across processes and channels

▶ People/Culture

  ✓ Develop a "digital-first" culture to empower employees and patients to use digital to shape their experience(s)

Medicom Health

Enterprise-level Applications

DIGITAL MARKETING

Care Management

mission
vision analysis
STRATEGIC
PLANNING
organization
statement
goals

POPULATION
HEALTH
MANAGEMENT

patientexperience

Patient
access

FUNDRAISING

Use of narrow networks
in employer plans

Source: Kaiser Family Foundation/HRET Survey of Employer-Sponsored
Health Benefits, 2013

Medicom Health

How Digital is Changing the Future

▶ Transparency

▶ Clinical management

▶ Decision support

  ✓ Preventative care

  ✓ Self-service tools

▶ Addressing Consumerism

  ✓ Convenience

  ✓ Affordability

  ✓ Relevance

Medicom Health

Developing A Digital Patient Experience

Your partners, technology, processes and people need to shift their mind-set to embrace the following characteristics:

- ▶ Relevancy
- ▶ Ease of use
- ▶ Engagement-first
- ▶ Interoperable

- ▶ Actionable
- ▶ Measure
- ▶ Optimize

Medicom Health ✚

The Role of Medicom

Medicom's risk profilers and Self-care Planners are designed with the Digital Patient Experience in mind:

- ▶ Relevant to potential patients, existing patients and the larger community

- ▶ Easy to use and implement – through various digital channels and supporting various digital initiatives

- ▶ Highly engaging, interactive platforms that provide meaningful information

- ▶ Interoperable with the larger technology stack – CRM, marketing automation, websites/CMS, social media, patient portal, etc.

- ▶ Back-end databases that provide actionable data to support branding, patient acquisition and other initiatives

- ▶ Help identify potential patients as well as determining risk of the larger population

Medicom Health ➕

Medicom Health Enterprise Application

- ▶ Marketing/communications
- ▶ Partnerships
- ▶ Patient Access
- ▶ Care Management
- ▶ Population Health Management

- ▶ Fundraising
- ▶ Strategic Planning
- ▶ Patient Experience
- ▶ Provider-sponsored Plans

Medicom Health

Questions

Chris Boyer
Digital Strategist and Principal,
@chrisboyer LLC

www.chrisboyerllc.com

chris@chrisboyerllc.com

Josh Fieldman
VP of Sales & Customer Success
Medicom Health

www.medicomhealth.com

jfieldman@medicomhealth.com

For a Self-Guided Patient Experience Demo visit:
connect.medicomhealth.com/**demo**

Medicom Health