



HDX-15 Research Report

When good isn't good enough: baselining to find best practices and prioritize digital patient experience

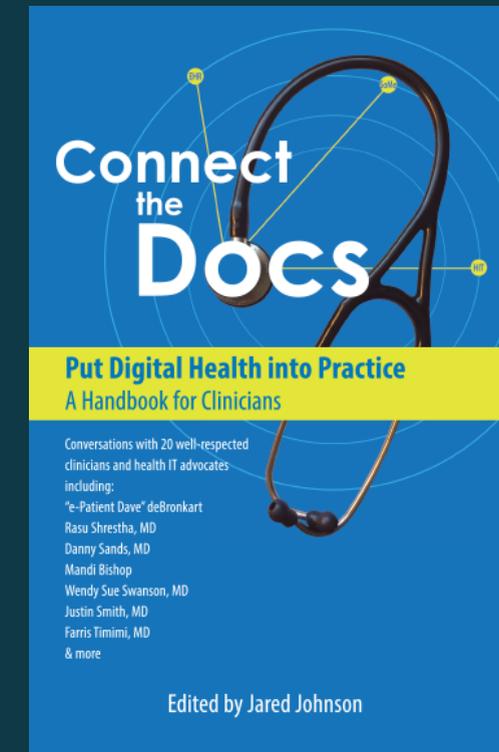
Health Care Internet Conference
November 7, 2016



“If you want to engage with influencers, try being one: contribute freely and be unique.”

@JaredPiano
@PhxChildrens

Jared Johnson



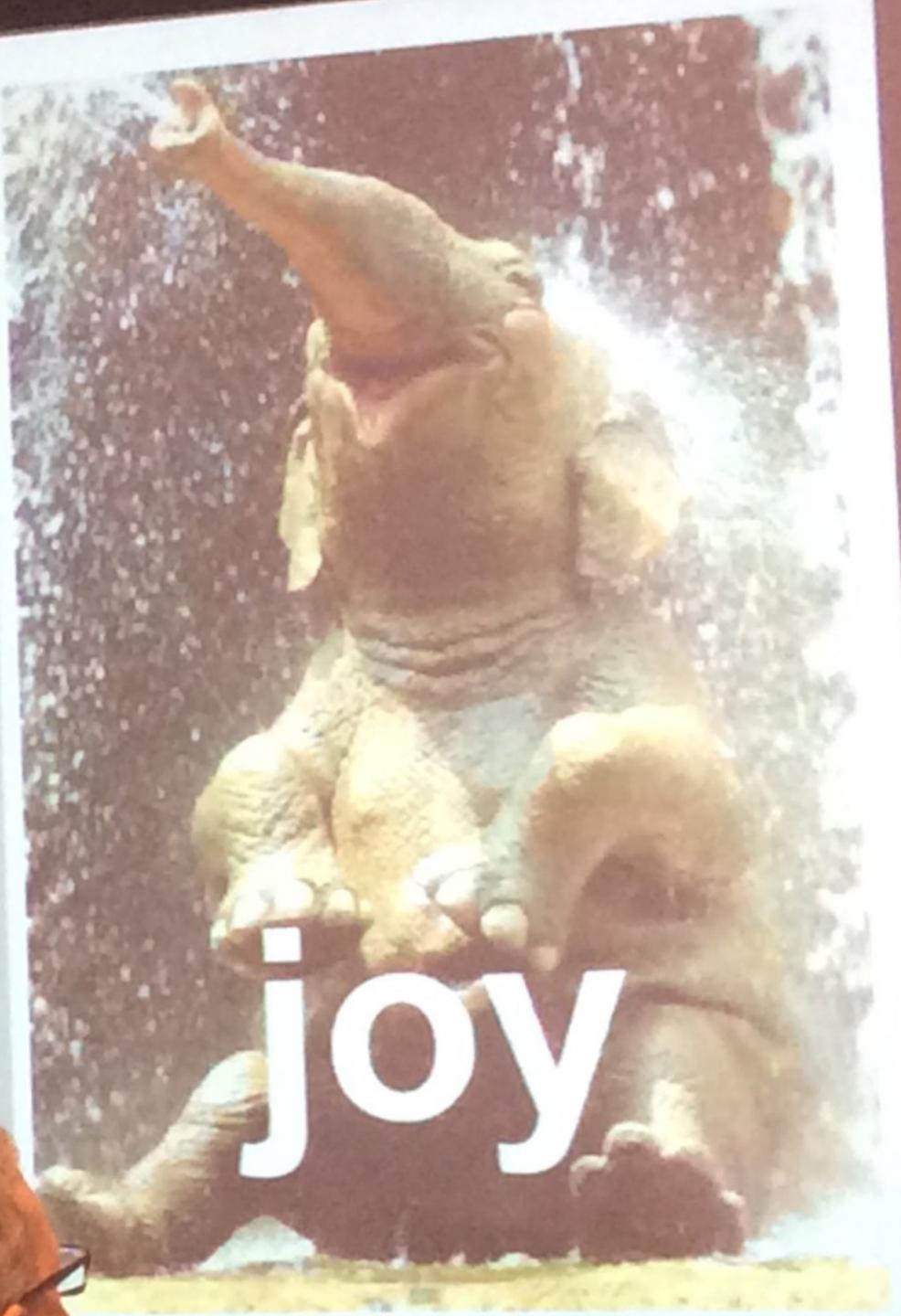


“In the age of the customer, companies that are loved win.”

@UsefulArts
@ConnectiveDX

Dave Wieneke





Customer proximity

Humanity before design

Culture as a catalyst

Mattering more



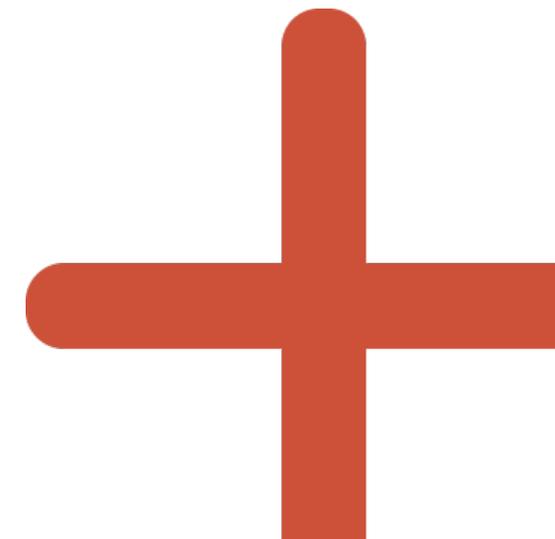
Introducing the Hospital Digital Experience Index

The Hospital Digital Experience (HDX) Index uses an objective, rigorous combination of data and observation to spotlight emerging best practices among hospital public websites. Our goal is to provide healthcare marketing and technology leaders with an objective and informed view for improving the digital engagement of their most important audiences.

ENTER



Websites are even more important

- Influence 80% of care choices
 - 35% annual growth rate
 - Few guideposts
 - Foundation for clinical innovation
- 

Phoenix Children's Hospital: It's a growing health system

- 6th largest children's hospital in U.S.
- Shifting to continuum of care through clinically integrated network
- Acquired general pediatrics practice
- Becoming destination hospital in Southwest, not just Arizona

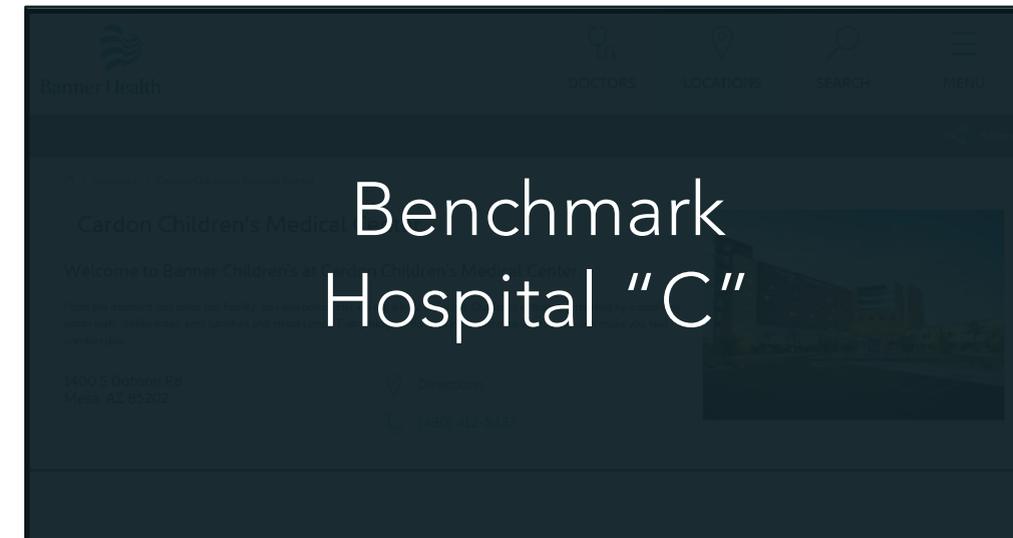
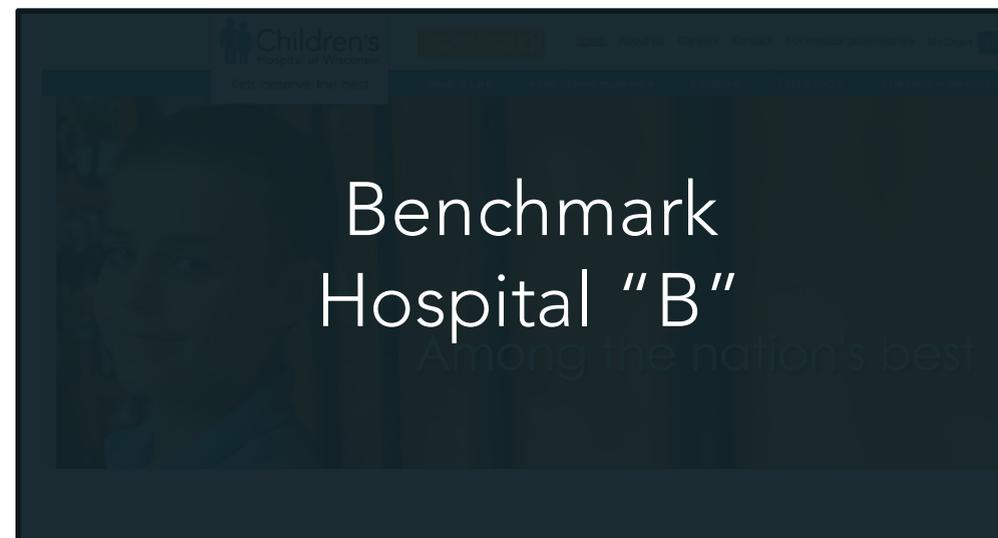
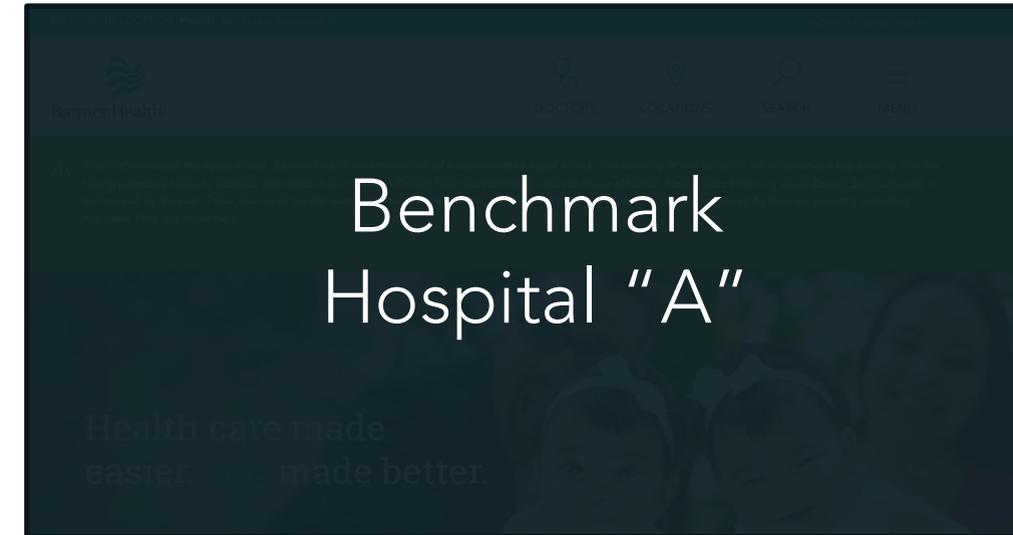
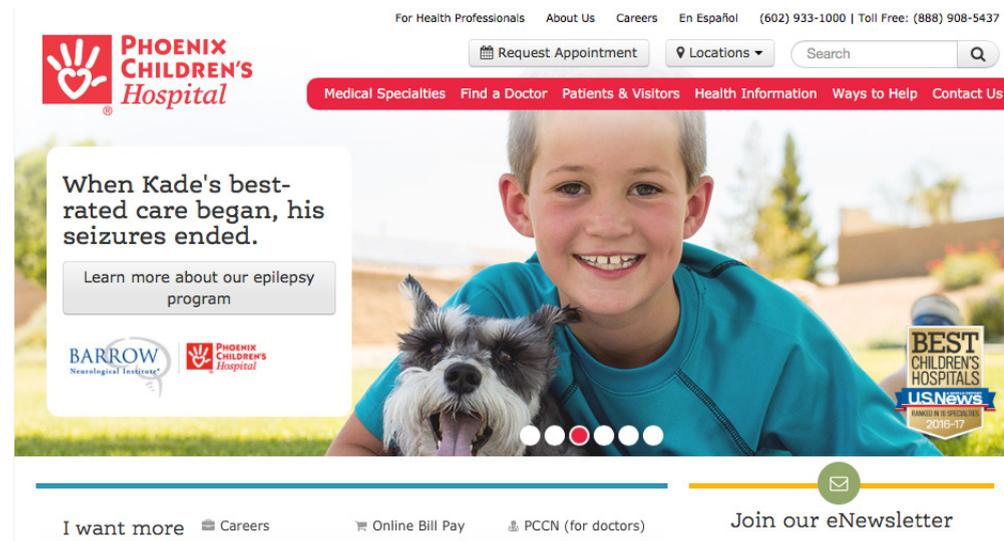
The screenshot shows the Phoenix Children's Hospital website. At the top, there is a navigation bar with links for 'For Health Professionals', 'About Us', 'Careers', 'En Español', '(602) 933-1000 | Toll Free: (888) 908-5437', 'Request Appointment', 'Locations', and a search bar. Below this is a main banner featuring a smiling young boy with a dog, with text: 'When Kade's best-rated care began, his seizures ended.' and 'Learn more about our epilepsy program'. There are also logos for 'BARROW Neurological Institute' and 'BEST CHILDREN'S HOSPITALS USNews RANKED IN 10 SPECIALTIES 2016-17'. Below the banner is a utility section with 'I want more information about:' and a list of services: Careers, Online Bill Pay, PCCN (for doctors), Community Programs, Pharmacy, Request Appointment, Events, Patient Portal, Urgent Care, Find a Doctor, Photo & Video, Volunteering, Quality, and Phone Numbers. To the right is a 'Join our eNewsletter' section with an email address input field and a 'Urgent Care Centers' section with a 'Locate one near you' button. The main content area features three news items: 'Phoenix Children's Hospital is Now Ranked in 10 out of 10 Specialties' (with a 'BEST CHILDREN'S HOSPITALS USNews' award image), 'Phoenix Children's Honors A+ Providers' (with an 'A+' chalkboard image), and 'New Emergency Department & Level One Pediatric Trauma Center' (with a building image). Each news item includes a brief description and a 'Learn more' link. The footer contains five columns: 'Connect with us' (Twitter, Facebook, Pinterest, Instagram, YouTube), 'Online Services' (Patient Portal, Pay My Bill, Appointment Request, Request Health Info), 'About Us' (Phoenix Children's Hospital, Careers, Newsroom, Board of Directors), 'For Professionals' (Physicians, Residents, Fellows, Nurses), and 'Contact Us' (Phone Numbers, Contact Us Online, Locations & Directions, Urgent Care Centers).

Value of benchmarking against top hospitals as we evaluate going into a redesign phase:

How do we choose which improvements will have the greatest impact for our users?

The screenshot shows the Phoenix Children's Hospital website. At the top, there is a navigation bar with links for 'For Health Professionals', 'About Us', 'Careers', 'En Español', '(602) 933-1000 | Toll Free: (888) 908-5437', 'Request Appointment', 'Locations', and a search bar. Below this is a red navigation bar with links for 'Medical Specialties', 'Find a Doctor', 'Patients & Visitors', 'Health Information', 'Ways to Help', and 'Contact Us'. The main content area features a hero banner with a smiling child holding a dog, accompanied by the text 'When Kade's best-rated care began, his seizures ended.' and a button to 'Learn more about our epilepsy program'. Below the banner is a utility menu with links for 'I want more information about:' (Careers, Online Bill Pay, PCCN, Community Programs, Pharmacy, Request Appointment, Events, Patient Portal, Urgent Care, Find a Doctor, Photo & Video, Volunteering, Quality, Phone Numbers). To the right is a 'Join our eNewsletter' form and 'Urgent Care Centers' with a 'Locate one near you' button. The main content area contains three news articles: 'Phoenix Children's Hospital is Now Ranked in 10 out of 10 Specialties' (with a 'BEST CHILDREN'S HOSPITALS' award badge), 'Phoenix Children's Honors A+ Providers' (with an 'A+' grade graphic), and 'New Emergency Department & Level One Pediatric Trauma Center' (with a photo of the new building). Each article includes a brief description and a 'Learn more' link. The footer contains five columns of links: 'Connect with us' (Twitter, Facebook, Pinterest, Instagram, YouTube), 'Online Services' (Patient Portal, Pay My Bill, Appointment Request, Request Health Info), 'About Us' (Phoenix Children's Hospital, Careers, Newsroom, Board of Directors), 'For Professionals' (Physicians, Residents, Fellows, Nurses), and 'Contact Us' (Phone Numbers, Contact Us Online, Locations & Directions, Urgent Care Centers).

Testing the HDX Index on local and national peer hospitals



Best Hospitals 2015-16* Honor Roll

- Barnes-Jewish Hospital, *St. Louis*
- Brigham and Women's Hospital, *Boston*
- Cleveland Clinic
- Duke University Hospital, *Durham*
- Johns Hopkins Hospital, *Baltimore*
- Massachusetts General Hospital, *Boston*
- Mayo Clinic, Rochester, *Minnesota*
- New York-Presbyterian, *New York*
- Northwestern Memorial Hospital, *Chicago*
- NYU Langone Medical Center, *New York*
- Penn Medicine, *Philadelphia*
- Stanford Health-Stanford Hospital, *Stanford*
- UCLA Medical Center, *Los Angeles*
- UCSF Medical Center, *San Francisco*
- UPMC-University of Pittsburgh Medical Center

*U.S. News & World Report released its top hospital ranking for 2016-17 after HDX Index research was completed.

Our methodology

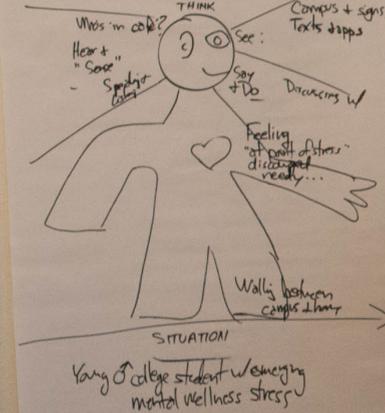
- Build rubrics from evaluations
- Smoke-test to see if scores work
- Test evaluations with digital teams
- Compare top scored practices
- Measure before/after site launches

LIFECYCLE SERVICE DESIGN

9:00 START - INTROS
9:30 METHODOLOGY TALK
Q+A on PROCESS
10:00 GROUPS BY SECTOR
CHALLENGE MAPS
10:30 BREAK
NEEDFINDING / EMPATHY
LUNCH
11:30 LUNCH
12:30 STUDIO - SERVICE JOURNEY
1:30 MODEL + CASE STUDY
2:00 SOFT SERVICE METHOD
3:00 BREAK
INNOVATION LOCATION
PRESENTATIONS
DISCUSSION
4:30 END

Signal Book at end
Slides 0 Online Link

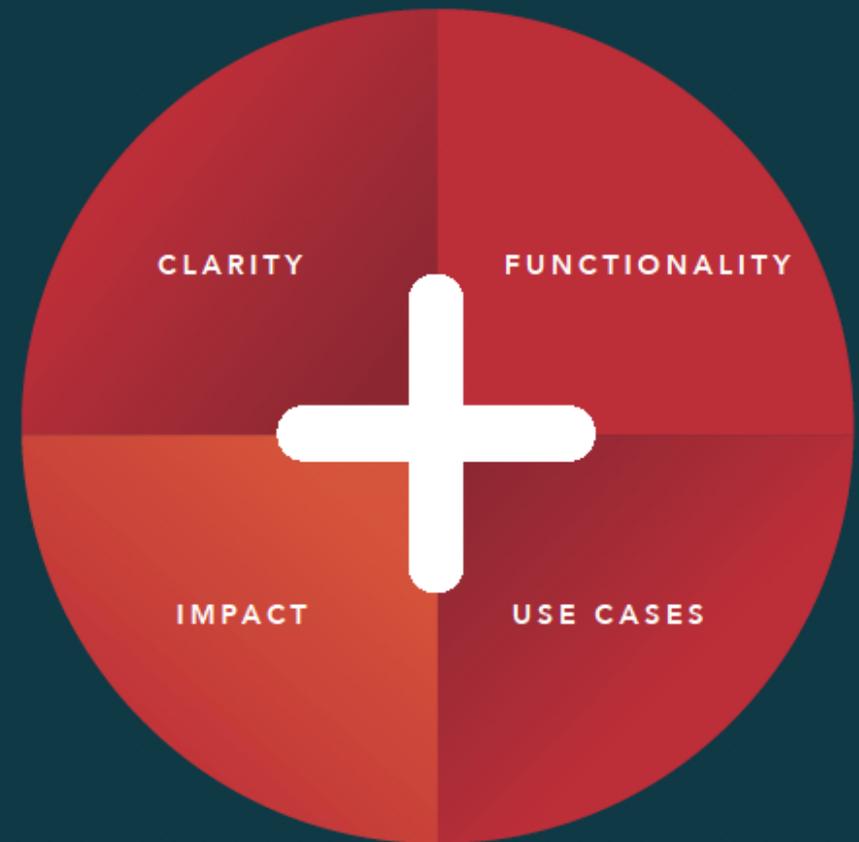
WHOLE BODY EMPATHY MAP



How does identity change when a patient?

Touchpoints of a long duration, low frequency activity lifecycle (Highly reduced)
- Clinical service can be either/both low frequency (specialist) or high (primary)

Health Seeking | Patient Journey



Clarity

How do hospital websites project organizational identity, expertise and caring? We test for the use of clear and simple language and whether pathways to complete top tasks are clear or obscured by organizational complexity.

- Brand clarity
- Plain language
- Geographic complexity

Functionality

Recognizing the broad use of search on hospital websites, the HDX Index takes a detailed look at site search and doctor finders. We test whether sites are mobile friendly and compare the quality and speed of both desktop and mobile experiences.

- Site search
- Doctor finder
- Responsive design
- Site speed

Impact

Using licensed data sources, the HDX Index uses in-market results by comparing calculated levels of website traffic, signs of engagement and hospitals' success in gaining high search authority scores and prominent search engine results on non-branded, geographically focused terms.

- Total traffic
- Time on site
- Search authority
- Search visibility

Use cases

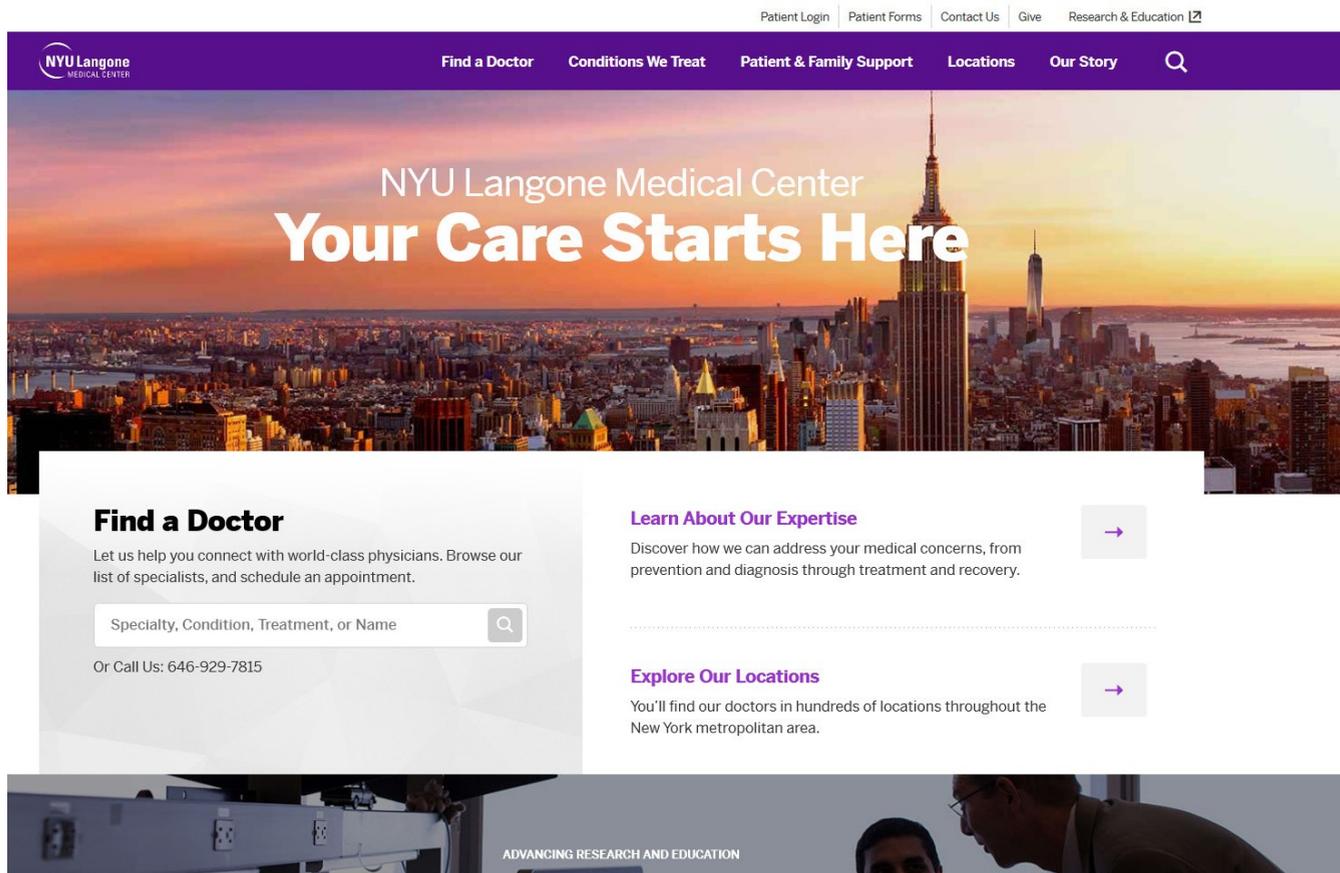
Our testers observe how a site's organization, content and tools work together to support the completion of tasks, from becoming a patient to finding the emergency room to engaging with referring providers.

- Emergency care
- Referring physician
- Traveling patients

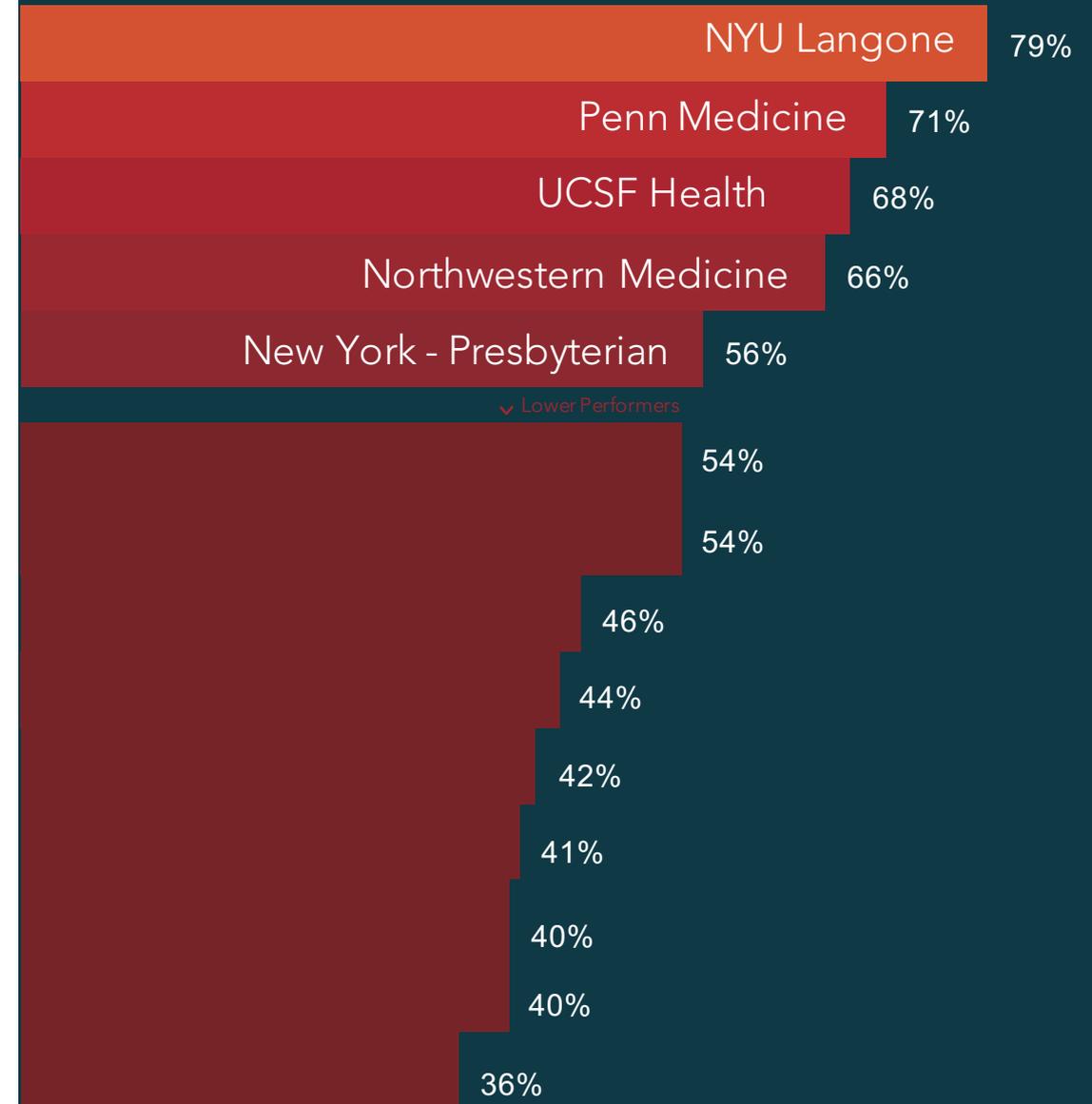


- Brand clarity
- Plain language
- Geographic complexity

Clarity



Leaders in branding and content clarity among top U.S. hospitals





Geographic complexity

- Drive for scale and regional consolidation
- Global expansion and partnership
- Consumerization of services
- Mobility of staff and resources





Geographic complexity

- Facility nomenclature
- Data structures for staff multi-siting
- Contaminated search results
- Google Maps/PDFs aren't wayfinding



Robert Debbs, DO, FACOG

Director, Pennsylvania Hospital Maternal Fetal Medicine Network
Clinical Professor of Obstetrics and Gynecology

Obstetrics and Gynecology

[Request an Appointment](#)

Location:

Penn Medicine Washington Square
Plainsboro, NJ
Princeton, NJ
Somers Point, NJ
Voorhees, NJ
Woodbury, NJ



Honors (2 of 5)

- Duke
- Penn
- UCSF
- UPMC
- NYU Langone

The screenshot shows a Google Maps interface for UCSF Medical Center. On the left, a list of locations is displayed:

- UCSF Medical Center
- UCSF Benioff Children's Hospital
- Adult Infusion Center, UCSF at Mount Zion (Hospital - Elevator floor 6)
- Anal Neoplasia Clinic, Research and Education Center, Mount Zion (Medical Building 2 - Floor 4)
- Art for Recovery, UCSF at Mount Zion (Hospital - Elevator floor 1)
- Asian Heart and Vascular Center, UCSF at Mount Zion (Hospital - Elevator floor 2)
- Asian Heart and Vascular Center Library, UCSF at Mount Zion (Hospital - Elevator floor 2)

The map shows the area around 1600 Divisadero St, San Francisco, CA 94115. A pop-up window for "Art for Recovery" provides the address and a floor indicator. On the right, directions are provided:

Directions from: City Church San Francisco

Directions to: Art for Recovery, UCSF at Mount Zion (Hospital - Elevator floor 1), 1600 Divisadero St, San Francisco, CA 94115

Your Driving Directions to Hospital: Onsite parking is available.

Your Walking Directions to Art for Recovery:

1. Follow the signs to the Hospital Entrance
2. From the Hospital Entrance, follow the signs to Elevator A
3. From Elevator A, follow the signs to ART for Recovery

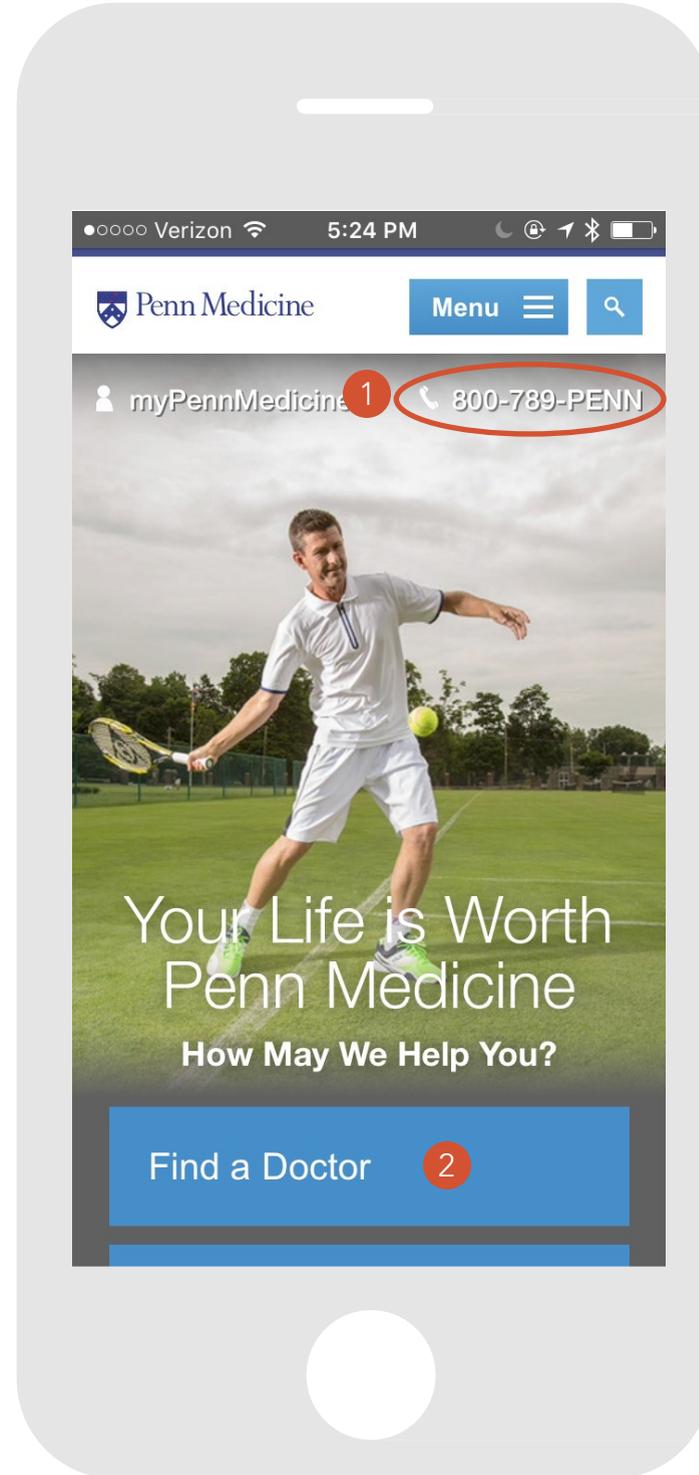
Additional text at the bottom right of the map interface includes: "About the Medical Center | Contact Us | Terms of Use", "Copyright © 2011 The Regents of the University of California", and "Map data ©2011 Google".

The screenshot shows the UPMC website with the following sections:

- UPMC LIFE CHANGING MEDICINE** (Logo)
- Navigation: MyUPMC, Find a Doctor, Careers, Resources
- Target Audience: For Patients, Families & Visitors; For Health Care Professionals; About UPMC
- UPMC Locations**: From hospitals to specialty and community health services, UPMC provides compassionate patient-centered care throughout western Pennsylvania and the world.
- Hospitals**: UPMC's multiple hospitals in Pittsburgh and western Pennsylvania combine high-tech medicine with world-class health care.
- Urgent Care Facilities**: UPMC Urgent Care offers full-service, walk-in care — 12 hours a day, seven days a week — at ten locations throughout western Pennsylvania.
- Community Outpatient Facilities**: UPMC operates numerous community health and outpatient surgical facilities, along with a variety of neighborhood health and wellness services.
- Rehabilitation**: As the largest rehabilitation network in western Pennsylvania, UPMC provides inpatient rehab at eight hospitals and outpatient therapy at more than 60 locations.
- Cancer Care Locations**: With more than 35 locations and 190 affiliated oncologists across western Pennsylvania, UPMC CancerCenter provides convenient access to the most advanced cancer care available.
- Imaging Facilities**: UPMC Imaging Services offers early morning, evening, and weekend hours at more than 50 convenient locations.
- International Locations**: UPMC brings cutting-edge health care and technologies to patients in Ireland, Italy, and other international locations.
- Pharmacies**: UPMC's 66 pharmacies provide clinical and pharmacy services to UPMC patients and employees, and University of Pittsburgh faculty and staff.
- Retirement and Long-term Care**: UPMC Senior Communities provides affordable independent- and assisted-living options, along with state-of-the-art memory care, in 17 Pittsburgh-area locations.
- After-Hours Care**: Our after-hours primary health care clinics serve both UPMC and non-UPMC patients in the evenings and on weekends.

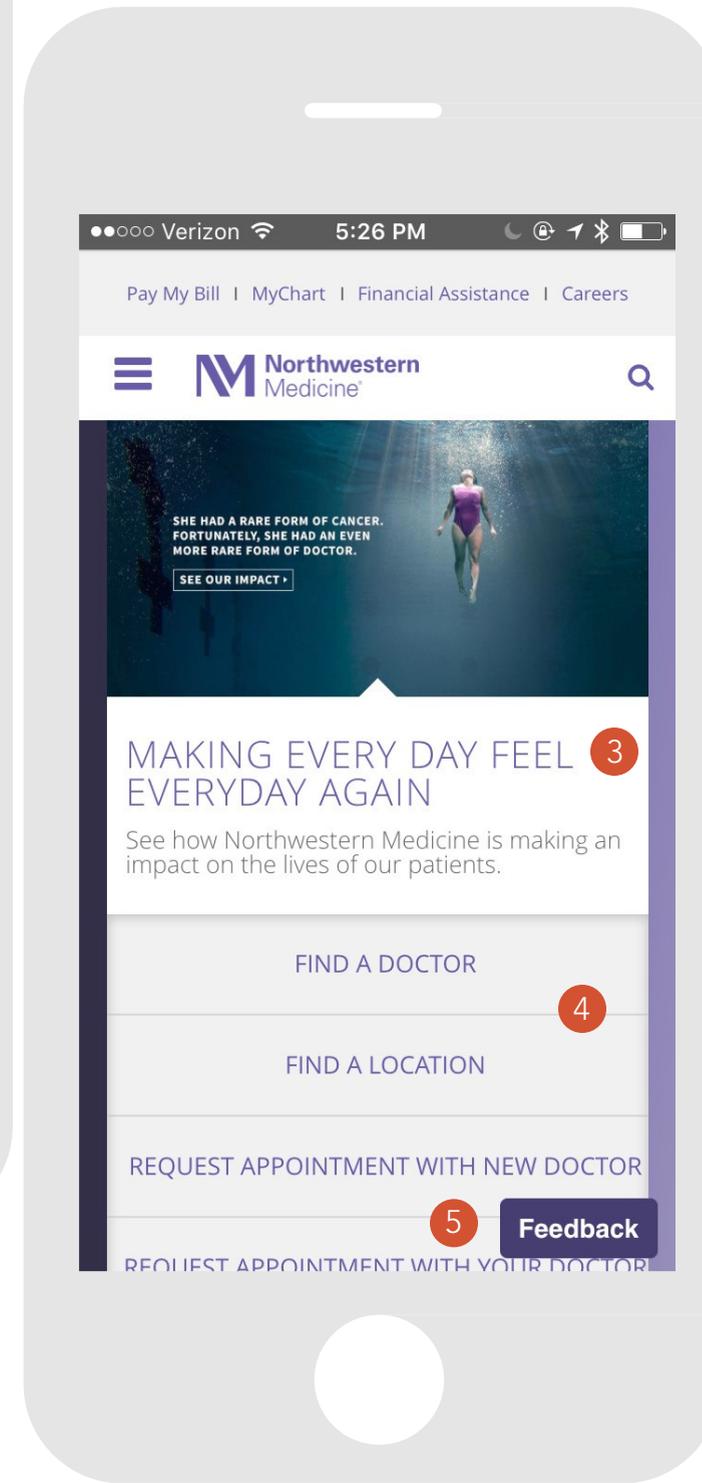
Mobile and responsive design

Ten of the HDX-15 hospitals have responsive websites. Among these, Northwestern Medicine, New York- Presbyterian, NYU Langone and Penn Medicine received top scores for providing highly effective, comprehensive mobile experiences that maintain strong branding and provide the same content and utility as their desktop experience.



Small screen, big impact

- 1 Phone number at top
- 2 Action buttons



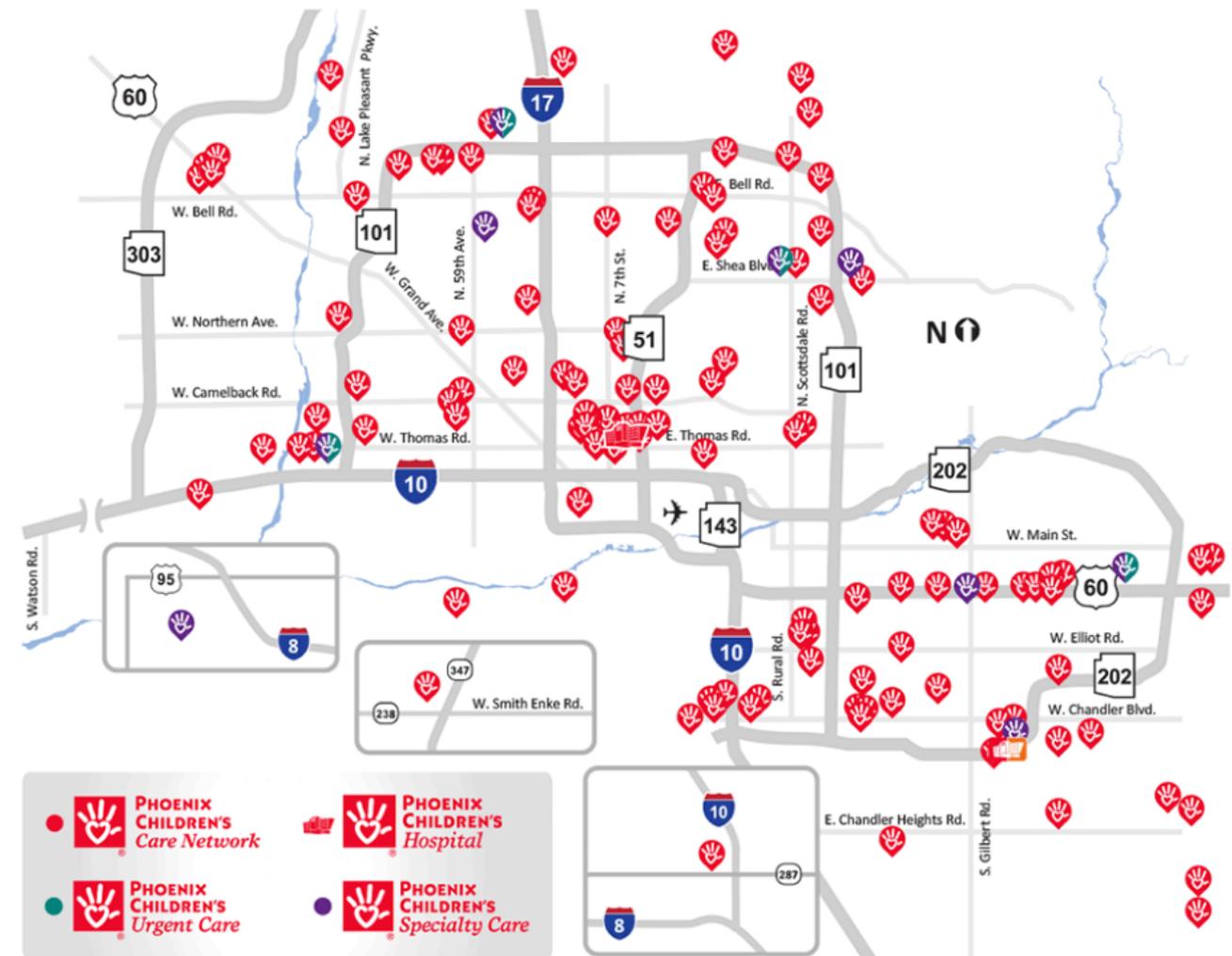
'Mobilizing' the brand

- 3 Patient stories
- 4 Action buttons
- 5 Feedback option



Geographic complexity: a growing challenge for digital experience

- Clinically integrated network
- Medical staff vs. network physicians
- Outside of our metro area (30-mile radius)



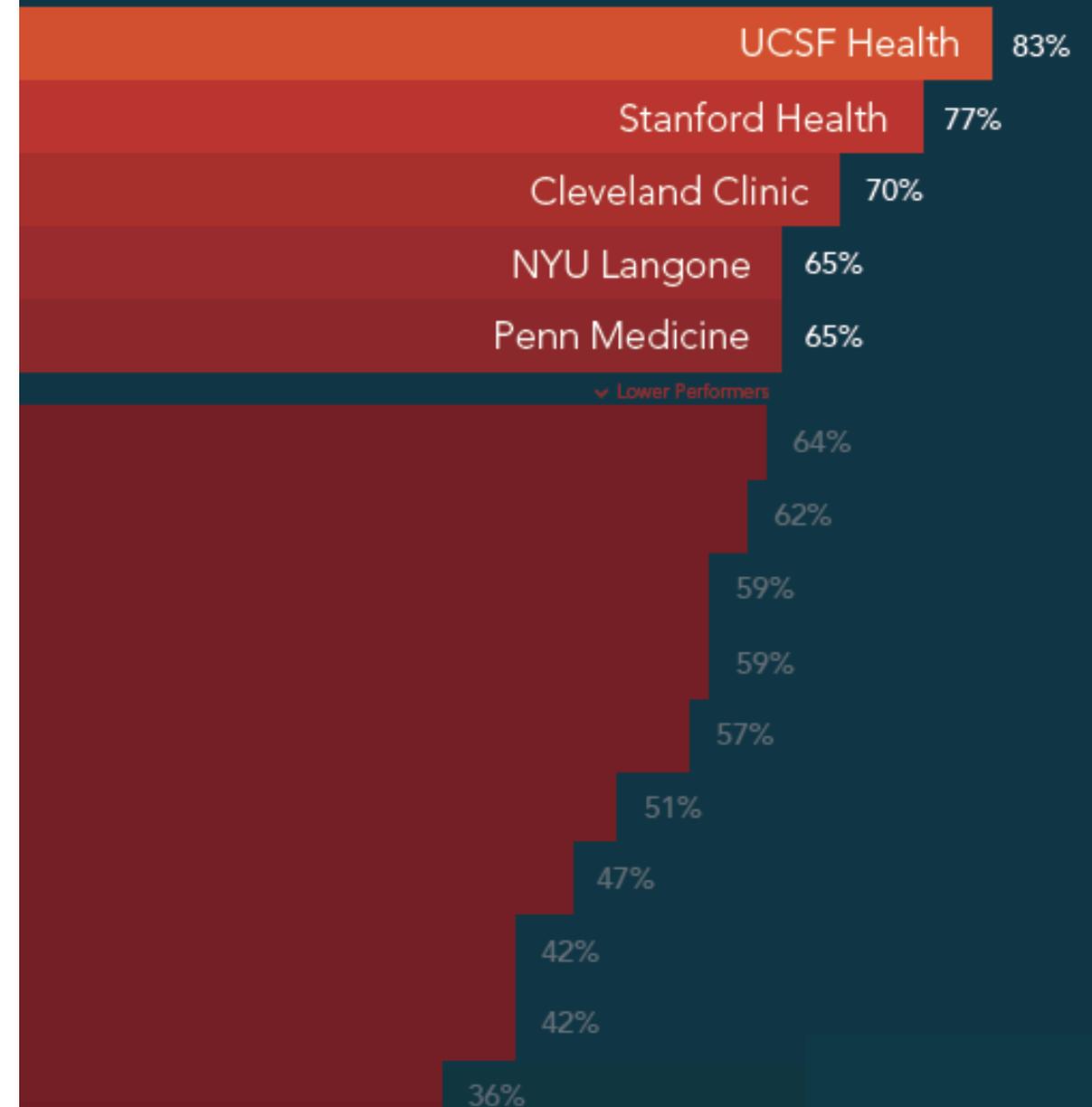


Functionality

This section of the HDX Index scores how patients experience key digital processes and features, such as:

- Site search
- Doctor finder
- Responsive design
- Site speed

Hospital system websites with the strongest functional capabilities





Four phases of search

Structure request

- Predictive entry
- Pick lists
- Preset conditions

View results

- Detail for selecting
- Visual hierarchy
- Exposed controls and context

Filter results

- Filtering criteria
- Context measures

Content experience

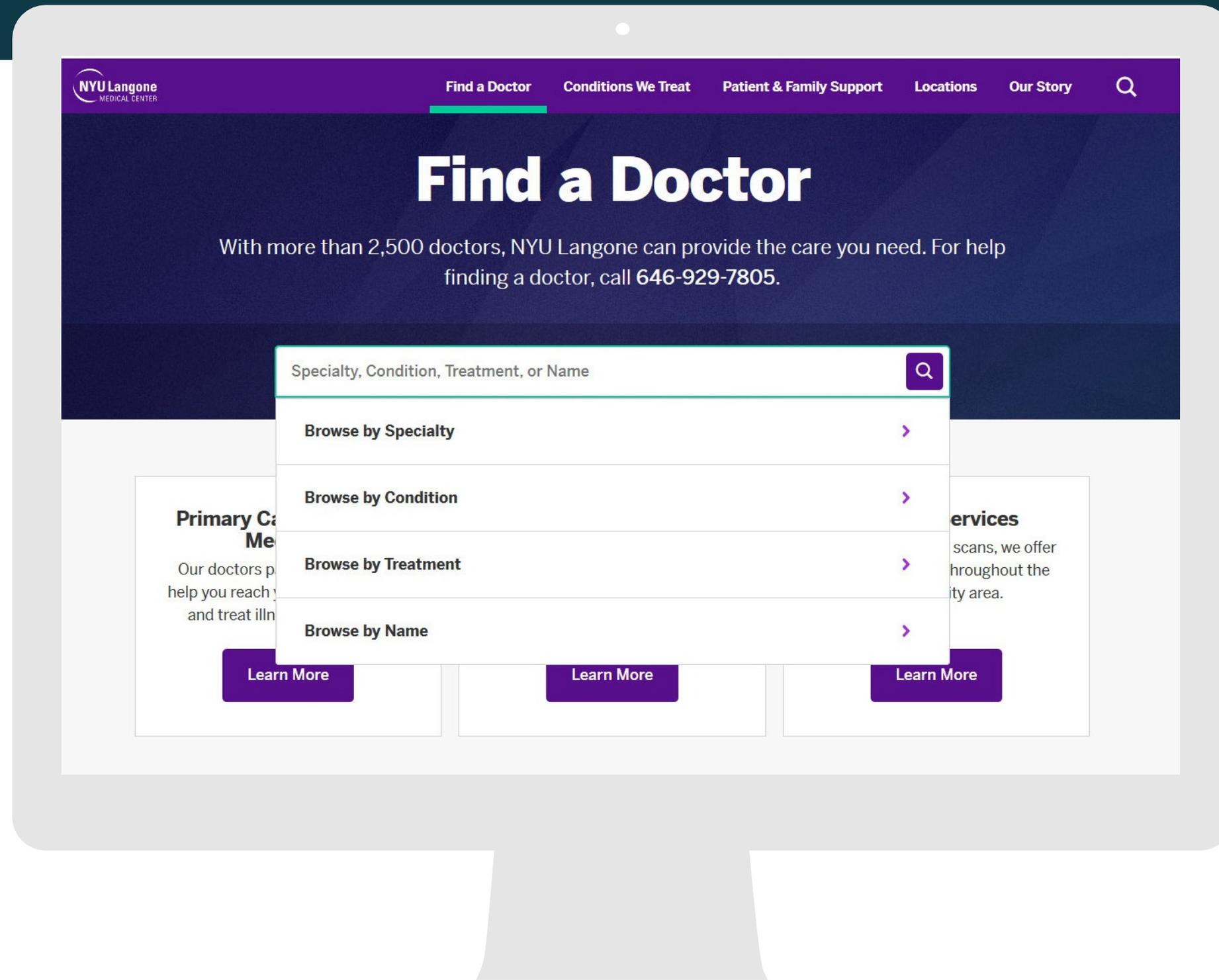
- Helpful
 - Links to other relevant content
-

Step 1: Structure a request



Scoring Method

SEARCH



Structure request

- Predictive entry
- Pick lists
- Preset conditions

Step 2: Receive results



Scoring Method

SEARCH

Site Search Results

Looking for children's services and specialists?

Search UCSF Benioff Children's Hospital

Can't find what you're looking for?

Contact the UCSF Referral Center at (888) 689-8273 or referral.center@ucsfmedctr.org

About 15 results (0.19 seconds)



[Ankle Sprain | Conditions & Treatments | UCSF Medical Center](https://www.ucsfhealth.org/conditions/ankle_sprain/)

An **ankle** sprain is a very common injury — approximately 25,000 people experience it each day. **Ankle** sprains happen when the foot twists, rolls or turns ...

https://www.ucsfhealth.org/conditions/ankle_sprain/



[Stress Fracture | Conditions & Treatments | UCSF Medical Center](https://www.ucsfhealth.org/conditions/stress_fracture/)

Stress fractures in the fifth metatarsal bone (on the outer side of the foot) or in the navicular or talus bones (the bone that forms the lower part of the **ankle** joint) ...

https://www.ucsfhealth.org/conditions/stress_fracture/

View results

- Detail for selecting
- Visual hierarchy
- Exposed controls and context

Step 3: Filter those results



Scoring Method

SEARCH

Filter results

- Filtering criteria
- Context measures

The screenshot shows the DukeHealth website's doctor search interface. At the top, there is a navigation bar with the DukeHealth logo and links for DOCTORS, TREATMENTS, LOCATIONS, PATIENTS & VISITORS, and DUKE MYCHART, along with a search button. The main heading reads "Find a doctor that's right for you." Below this, users can specify their search criteria: "I want to see a *specialist* in *cancer* for *testicular cancer*". The interface shows 27 matching results. Below the search criteria, there are filters for insurance (Blue Advantage), location (with a search box and "within Any distance" dropdown), and sorting (Relevance). Two doctor profiles are visible: Cary Robertson, MD (Urologic Oncologist, 4.8 out of 5 stars, accepts insurance) and Brant Inman, MD, MS (Surgical Oncologist, Urologic Oncologist, Urologist, accepts insurance).

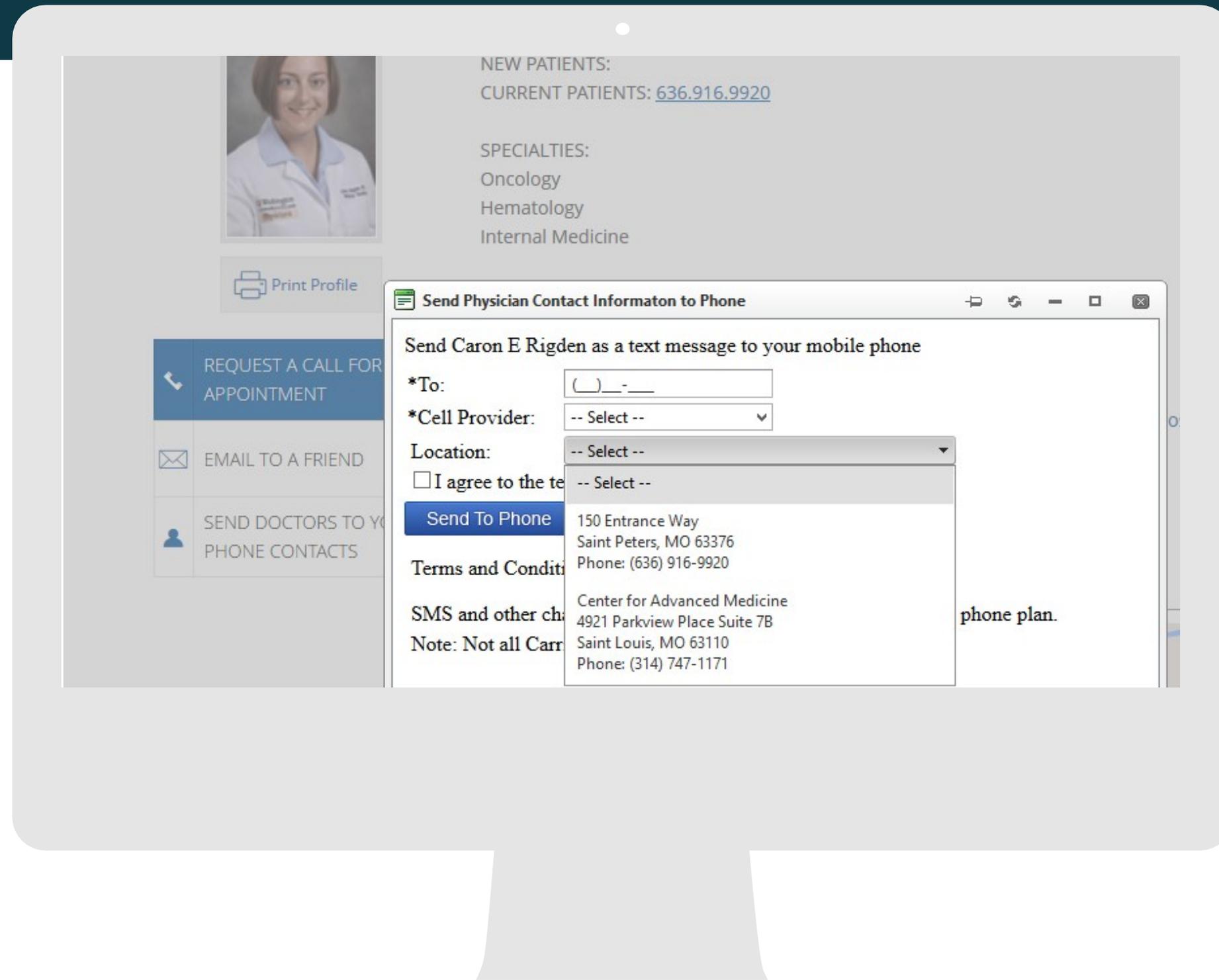
Step 4: Read or archive resulting pages



Scoring

Method

SEARCH



Content experience

- Helpful
- Links to other relevant content

Service line sites



Education | Clinical & Lab Research | Resources for Medical Professionals | **Be the Next One** | Cleveland Clinic Careers | Phone Directory

Cleveland Clinic MAKE A GIFT

Search For: Go

Online Services | Health Information | Find a Doctor | Appointments | Patients & Visitors | Locations & Directions | Institutes & Services

Institutes & Services

Cole Eye Institute

Cole Eye Institute

About Cole Eye Institute

Diseases & Conditions

Services +

Our Doctors

Appointments

Research & Innovations +

Patient Education +

For Medical Professionals +

Appointments **Questions**

866.320.4573 **800.223.2273**

[Request an Appointment](#) [Contact us with Questions](#)

[Live Chat](#) [More Options](#)

[Share](#) [Tweet](#) [Share](#) [Print](#)

Cole Eye Institute

Eye Care on Health Essentials
Free, timely eye health information from our experts.

Treatment Guides

- [Age-Related Macular Degeneration \(AMD\)](#)
- [Cataract Surgery](#)
- [Diabetic Retinopathy](#)
- [Laser Vision Correction](#)
- [Retinal Diseases](#)

About Cole Eye Institute [Diseases & Conditions](#)

Specializing in a range of options for treating eye diseases. Information on eye diseases and conditions we treat.

UCSF Medical Center MyChart Find a Doctor Search the Site

[Find a Doctor](#) [Medical Services](#) [Patients & Visitors](#) [Referring Physicians](#) [About Us](#)

Doctors

- [Doctor & Staff Directory](#)
- [Find a Doctor](#)
- [Health Insurance](#)

Clinics

- [All Clinics & Centers](#)
- [Specialty Care Clinics](#)
- [Find a Clinic](#)

Foot & Ankle Clinic

Our **Foot and Ankle Service** specializes in evaluating and managing disorders of the lower leg, ankle and foot. Our staff is experienced in treating conditions that require surgeries to repair the small bones and tendons of the foot and ankle. Our experts also advise on simple lifestyle changes, such as choosing well-fitting shoes, to treat some conditions.

To manage major injuries, microsurgery specialists and plastic surgeons are available. Physical medicine specialists, rehabilitative physicians and a pain management team assist with problems associated with chronic conditions such as arthritis.

BEST HOSPITALS
US News
ORTHOPEDICS
2015-16

[Visiting the Clinic](#) [Parking](#)

[Request an Appointment](#)
[Getting Here](#)

RELATED INFORMATION

- [Ways to Give](#)
- [Clinics & Centers](#)
- [Orthopaedic Institute](#)



Find a doctor: user considerations

- How do users search—by specialty? Location?
- Prominence of photo, specialties, contact information

PHOENIX CHILDREN'S Hospital

Request Appointment Locations Search

Medical Specialties Find a Doctor Patients & Visitors Health Information Ways to Help Contact Us

Find a Doctor

Last Name, Specialty or other Keywords...

Advanced Search

Select a Specialty (Optional) Gender (Optional)

Choose a Location (Optional) Provider Relationship (Optional)

Search

PHOENIX CHILDREN'S Hospital

Request Appointment Locations Search

Medical Specialties Find a Doctor Patients & Visitors Health Information Ways to Help Contact Us

Find a Doctor

Last Name, Specialty, or other Keywords...

13 doctors matching your criteria

Clear Criteria Results per page 15

View List View on Map

P. David Adelson, MD
Neurosurgeon
(602) 933-0975
Phoenix Children's Medical Group - Neurosurgery
1919 E Thomas Rd
Phoenix, AZ 85016

Taryn M. Bragg, MD
Neurosurgeon
(602) 933-0975
Phoenix Children's Medical Group - Neurosurgery
1919 E Thomas Rd
Phoenix, AZ 85016

Specialty

- Adolescent Medicine (3)
- Allergy & Immunology (21)
- Anesthesiology (72)
- Cardiology (26)
- Cardiovascular ICU (9)
- Critical Care (18)
- Dentistry & Oral Surgery (35)
- Dermatology (7)
- Developmental Medicine (1)
- Developmental Pediatrics (2)
- Emergency Medicine (92)
- Endocrinology (14)

Location / Distance

Within 20 miles

Of enter ZIP GO

Last Name

A B C D E F

Find a doctor: staff challenges

- Docs updating their profiles!
- Include advanced practice providers (NPs, PAs)?

The screenshot shows the 'Find a Doctor' page for P. David Adelson, MD, at Phoenix Children's Hospital. The page includes a navigation bar with links for 'Medical Specialties', 'Find a Doctor', 'Patients & Visitors', 'Health Information', 'Ways to Help', and 'Contact Us'. The main content area features a profile for P. David Adelson, MD, with a photo, a 'Request appointment' button, and a 'Physician Referral' button. His specialty is 'Neurosurgery', and he is the 'Medical Staff Section Chief, PCMG Division Chief'. The page lists his areas of expertise, office location, address, phone, fax, and board certification. A 'PHOENIX magazine TOP DOCTOR' badge is also visible. The bottom of the page has a section for 'ABOUT THE DOCTOR:' with links for 'Locations', 'Education & Training', 'Q & A', 'Research', and 'Academic Affiliations'.

PHOENIX CHILDREN'S Hospital

For Health Professionals | About Us | Careers | En Español | (602) 933-1000 | Toll Free: (888) 900-5437

Request Appointment | Locations | Search

Medical Specialties | Find a Doctor | Patients & Visitors | Health Information | Ways to Help | Contact Us

Find a Doctor

You are here: [Home](#) > [Find a Doctor](#) > P. David Adelson, MD

[Edit Profile](#)  

P. David Adelson, MD



Specialty: [Neurosurgery](#)

Medical Staff Section Chief, PCMG Division Chief

AREAS OF EXPERTISE

- Ped. Neurosurgery
- Epilepsy
- Brain Tumors
- Vasc. Malformation
- Traumatic Brain Inj.
- Brachial Plexus Inj.
- Chiari Malformation
- Neurocritical Care

Office: Phoenix Children's Medical Group - Neurosurgery

Address: 1919 E Thomas Rd, Phoenix, AZ 85016-7710

Phone: (602) 933-0975

Fax: (602) 933-4257

Board Certification: Neurological Surgery; Pediatric Neurosurgery; Adolescent Medicine

ABOUT THE DOCTOR:

[Locations](#) [Education & Training](#) [Q & A](#) [Research](#) [Academic Affiliations](#)

PHOENIX magazine **TOP DOCTOR**

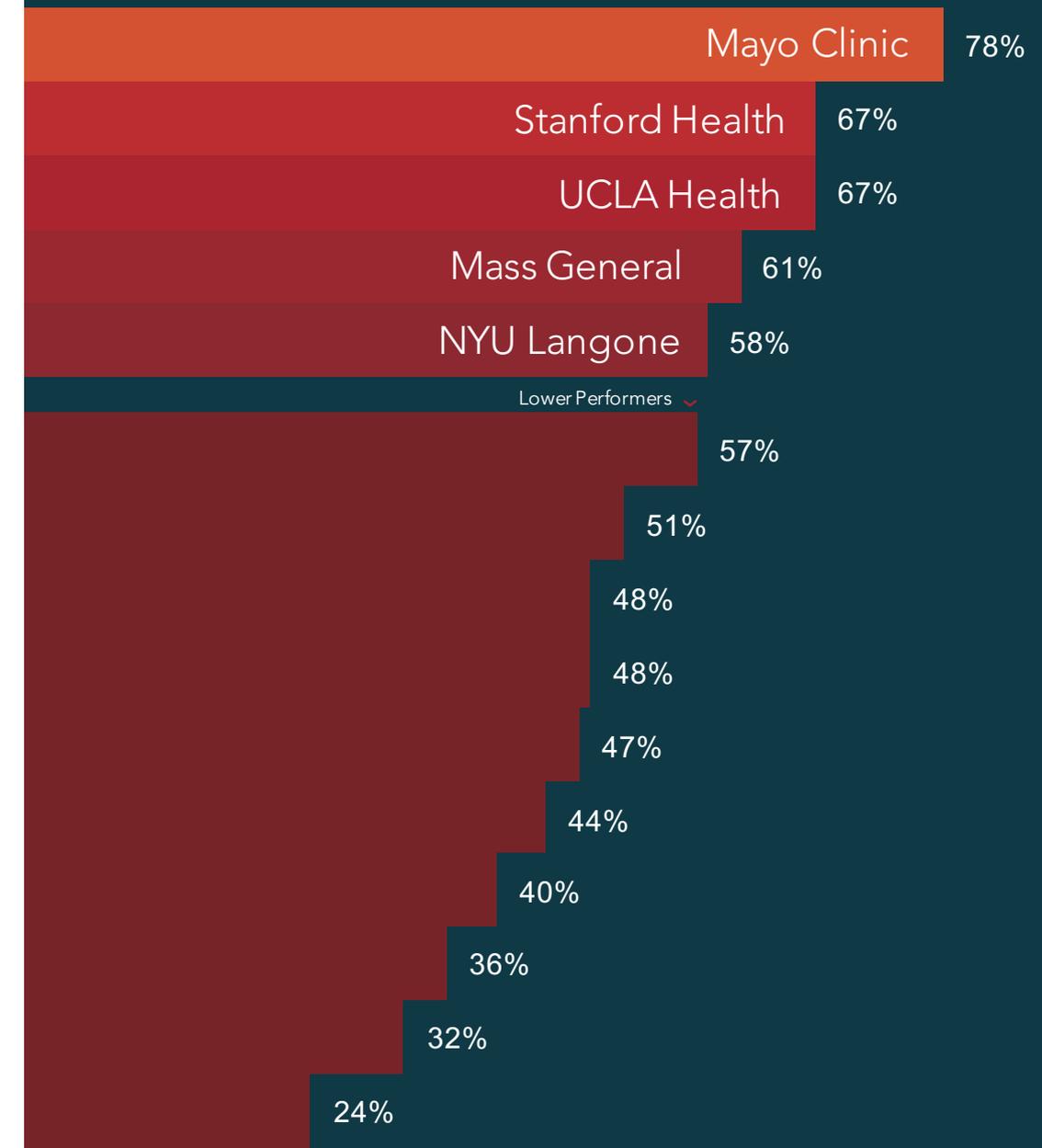


Use cases

In this section, we evaluated how a website's organization, content and tools work together to help patients complete tasks.

- Find emergency care
- Refer a patient
- Attract traveling patients
- Engage prospective patients

Top sites deliver exceptional integrated experiences





There are leaders in this area such as Northwestern Medicine, Stanford Health, NYU Langone and UPMC, which each earned the maximum score for digitally supporting their patient's journey to the ER.



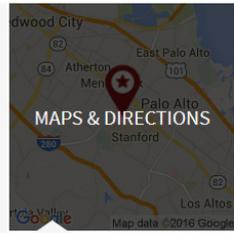
- Doctors
- Clinics & Locations
- Conditions & Treatments
- Patients & Visitors
- MyHealth Login

Emergency Department

- ABOUT
- OUR DOCTORS
- CARE & TREATMENT
- FOR PATIENTS

Level 1 Pediatric and Adult Trauma Center

The Stanford ED is a Level 1 Pediatric and Adult Trauma Center serving children and adults. We treat major and minor illnesses and injuries. From arrival to discharge and every step in between, find out what to expect during your visit.



900 Quarry Road
Extension
Stanford, CA 94304
Phone: 650-723-5111

[Getting Here »](#)

Current ED Wait Time
00:04

Estimated wait times are approximate and subject to change.

[Learn More »](#)

Our Doctors

Donald Schreiber, MD Emergency medicine doctor	Phillips Perera, MD Emergency medicine doctor	Sam Shen, MD Emergency medicine doctor	Ian Ferguson Emergency medicine doctor
	Jessica Ngo, MD Emergency medicine doctor	Tsuyoshi Mitarai, MD Emergency medicine doctor	Grant Lipman, MD Emergency medicine doctor

65
Doctors
[View All »](#)

Care and Treatment for Emergencies

- Expertise** > **Emergency Department Expertise**
- Fast Track** > The Marc and Laura Andreessen Emergency Department at Stanford is a Level 1 Adult Trauma Center and Level 1 Pediatric Trauma Center. We are also a designated Comprehensive Stroke Center and Chest Pain Center dedicated to rapid intervention for acute stroke and myocardial infarction.
- Your Care Team** > The emergency department is staffed by board certified emergency medicine doctors, doctor assistants, and nurses.
- Programs and Services** > Members of our team have been recognized nationally and internationally for their clinical care, teaching, research, humanitarian efforts, and contributions to advancing the specialty of emergency medicine.
- Call Back Nurse Program** > Wait Times
- Wait Times** > What to Expect
- What to Expect** > FAQs
- FAQs** >



Massachusetts General Hospital

This Site

Centers & Departments

MASSACHUSETTS GENERAL HOSPITAL
EMERGENCY MEDICINE

Support Us

About Us

Our Providers

Divisions, Centers & Programs

Education & Training

Research

News

Support This Department

Full-service, State-of-the-Art Emergency Care 24/7

Our doctors are equipped to handle any medical emergency.

LEARN MORE ABOUT THIS DEPARTMENT >

Health Care Professionals | Patients and Families

For Healthcare Professionals

Harvard Affiliated Emergency Medicine Residency (HAEMR) is a four-year training program sponsored by Brigham and Women's Hospital and Massachusetts General Hospital.

[Learn more](#)

- Fellowship Programs
- ACLS Training
- Emergency Medicine Courses
- Other Courses

HAZMAT Exercise Slideshow

View a slideshow with scenes from an MGH HAZMAT team exercise.

Centers & Divisions

- Center for Disaster Medicine
- Center for Neurologic Emergencies
- Center for Vascular Emergencies
- Division of Global Health & Human Rights
- Division of Ultrasound in Emergency Medicine
- Division of Emergency Medical Simulation
- Division of Pediatric Emergency Medicine
- Division of Wilderness Medicine
- Prehospital Care - Emergency Medical Services
- Freedom Clinic

CONTACT US

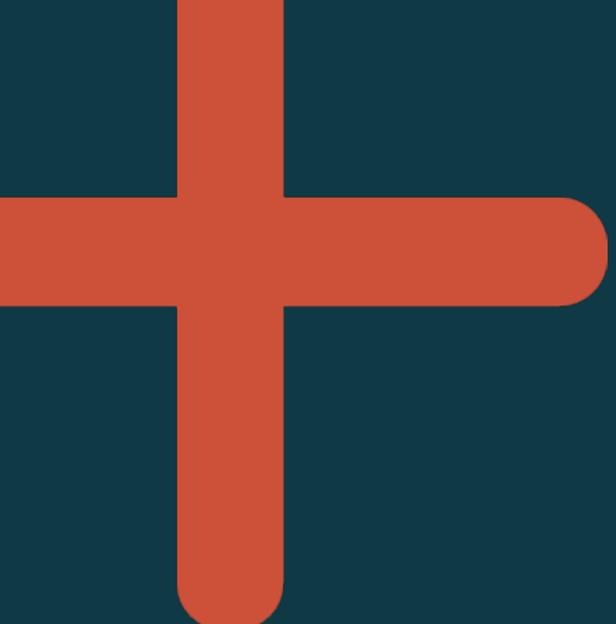
Department of Emergency Medicine
55 Fruit Street
Boston, MA 02144

[Get Directions](#)

Near Public Transit

Handicapped Accessible

Phone: 617-724-4100



Referring providers

Connecting to patients through referral relationships

Referring patients: there's an app for that

Several of the HDX-15 hospital systems have deployed applications for referring providers, including Cleveland Clinic, Mass General and Mayo Clinic.



FIND A DOCTOR | FIND HEALTH INFORMATION | REQUEST AN APPOINTMENT

Search for a doctor by specialty, name or keyword.

Search other member hospitals:

[Howard County General Hospital](#) | [Suburban Hospital](#) | [Sibley Memorial Hospital](#) | [Johns Hopkins All Children's Hospital](#)



I Want To...

- Refer a Patient
- Find Patient Care Locations
- Make a Gift
- Attend a Health Seminar
- Search Clinical Trials
- Pay My Bill

Patient Gateway | Patient & Visitor Info | For Health Professionals | Careers | News | Giving | English

MASSACHUSETTS GENERAL HOSPITAL

Conditions & Treatments | Centers & Departments | Education & Training | Research

Find a Doctor
Find a Researcher
Appointments & Referrals

Appointments & Referrals

Request an appointment or second opinion, refer a patient, find a doctor or view test results with Massachusetts General Hospital's secure online services.

Get Started | New Patients | Existing Patients | **Referring Providers**

Submit an Online Request or Access Patient Records

Refer your patient to a specialist at Mass General or view patient records through [Partners HealthCare Physician Gateway](#). Use online form only for appointments not needed within 72 hours.

[Refer Your Patient](#)

or

Call the Referral Management Office: 855-477-4755

The Referral Management Office (RMO) is available Monday-Friday, 8:30 am-5:00 pm. [Search our physician directory](#) for help choosing a doctor.

Request a Non-Acute Inpatient Transfer

877-MD-REFER (877-637-3337)

BILLING AND FINANCIAL ASSISTANCE >

Read more about our billing process and learn how Partners HealthCare can assist patients to pay their medical bills.

EXECUTIVE HEALTH SERVICES >

Find information about risk factors and early manifestation of disease or register for a network of primary care and specialty services at Mass General and around the world.

INTERNATIONAL PATIENT CENTER >

Receive assistance with appointments, transportation, language-interpretation services and other administrative details.

Referring Physicians

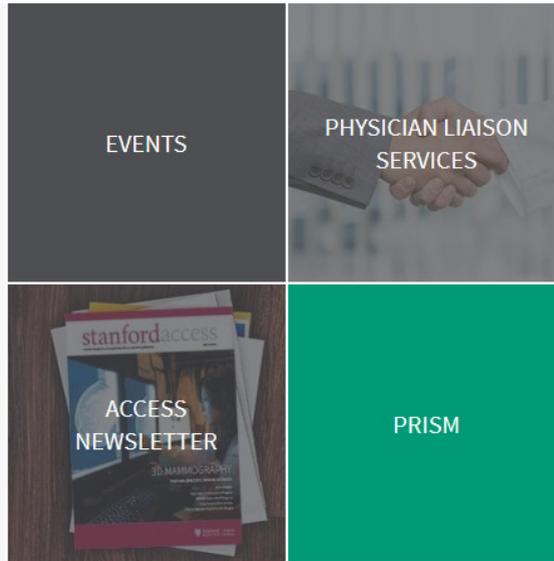
The decision to refer a patient to Stanford should be easy. We also want the referral process to be easy for you, your staff, and your patients.

TO REFER A NEW PATIENT

Fax a completed [referral form](#) to 650-320-9443

TO TRANSFER A PATIENT

Call the Transfer Center anytime at 1-800-800-1551



Referral Assistance

When you refer to us, we will keep you informed of your patients' progress to ensure a smooth continuation of care. If you ever have trouble reaching the right member of our team, please call the Physician Helpline at 1-866-742-4811 to speak with a nurse who can help you with:

- Navigating referrals to the appropriate clinic or specialist
- Connecting referring physicians and Stanford faculty via phone
- Updating referring physicians on the patients' progress

Physician Liaison Services

Our highly trained and responsive physician liaisons are ready to help you make the most of your relationship with Stanford.

[Meet our liaisons](#) »

PHYSICIAN HELPLINE

Phone: 1-866-742-4811

Fax: 650-320-9443

Business Hours

Monday – Friday
8 a.m. – 5 p.m. (PST)

[Helpline Details](#) »

FOR HEALTH CARE PROFESSIONALS



For Professionals

FOR PHYSICIANS

Physician to Physician Quick Contact

It's a challenging time to be a physician. There are more demands on your time, yet the need to provide more individualized patient care has never been stronger.

For Physicians

When you want or need support in patient care, connect with the Washington University physicians at Barnes-Jewish Hospital.

Maternal Fetal Transport to Barnes-Jewish Hospital

Whether for a consult or an admission, Barnes-Jewish Hospital physicians are your partners in care, supporting your patient treatment and maintaining timely communication about your patient's status. The result is optimum team care and increased satisfaction for your patients.

Women & Infants Referral

To connect you with specialist partners and valuable services, we offer the Doctors' Access Line — a toll-free number reserved exclusively for physicians who want to contact a Washington University School of Medicine specialist at Barnes-Jewish Hospital, a national healthcare leader.

Medical Staff Association >

Pre-Admission Orders Required

Washington University School of Medicine

One Call, Many Resources

The Doctors' Access Line is easy and convenient to use. Just call **800-252-DOCS (3627)** 24 hours a day, seven days a week to reach this centralized resource. One phone call offers:

Hospitalist Service

- **Direct Admissions** - You'll be connected to a specialist physician within minutes so your patients can be directly admitted for faster, streamlined care.

For Nurses >

- **Quick Consultations** - You'll receive prompt assistance in identifying an appropriate specialist or in speaking to a specific physician, whether you have questions or want to make a referral. You'll also get accurate, timely information on your patients' care.

Laboratory Test Catalog

Education for Medical Professionals >

- **Timely Appointments** - Your call to arrange an outpatient appointment results in more efficient care and satisfied patients.

Could our digital website experience have changed this parent's one-star experience?

 **Ryan Luithle**

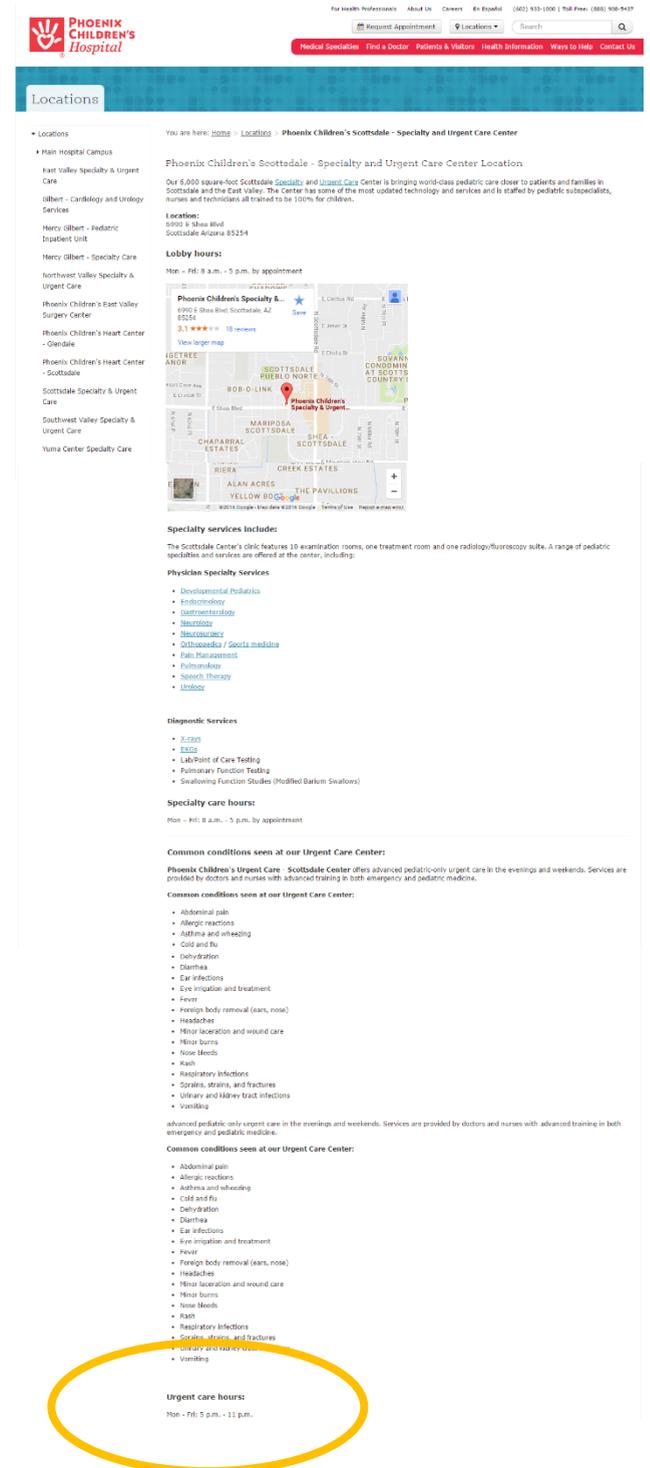
Rating
★☆☆☆☆

Review posted on
Oct 14, 2016

Told me I had to take my 4 year old son to the ER without being seen. Apparently it's only a children's after hours urgent care from 5pm -11pm M-F. This is the 3rd time we've gone to this location, yet the first we've been turned away. Previously we've had negative experiences with the treating pediatricians. If your in a semi "urgent" situation with one of you precious children...do yourself a favor and skip this place all together. You're better of driving to their main campus in Phoenix.

Should I go to the ER or urgent care?

Urgent care hours >



The screenshot shows the Phoenix Children's Hospital website. At the top, there is a navigation bar with links for 'Request Appointment', 'Locations', and a search bar. Below the navigation bar, there is a 'Locations' section with a list of hospital campuses. The 'Phoenix Children's Scottsdale - Specialty and Urgent Care Center' is highlighted. To the right of the list is a map showing the location of the Scottsdale center. Below the map, there is a 'Specialty services include:' section, a 'Physician Specialty Services' list, a 'Diagnostic Services' list, and a 'Specialty care hours:' section. The 'Specialty care hours:' section is circled in yellow and shows 'Mon - Fri: 8 a.m. - 5 p.m., by appointment'. Below this, there are sections for 'Common conditions seen at our Urgent Care Center:' and 'Common conditions seen at our Urgent Care Center:' (repeated). The 'Urgent care hours:' section is also circled in yellow and shows 'Mon - Fri: 5 p.m. - 11 p.m.'.

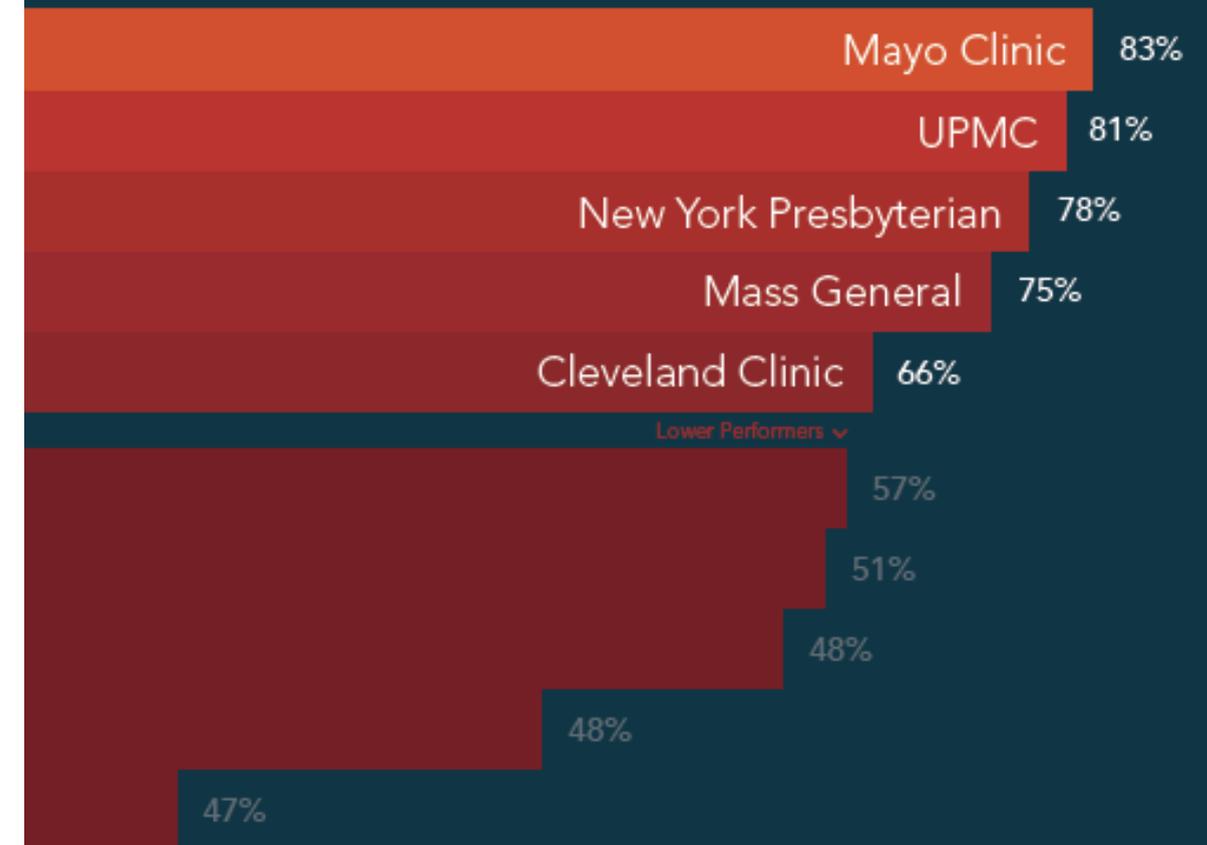


Impact

The HDX Index whether hospital websites have gained standing in local web searches. Scores are driven by:

- Ordinal rank of unique visits
- Visitors' time on site
- Site authority score (Google)
- Search visibility (nominal score)

Hospital systems with the strongest market impact

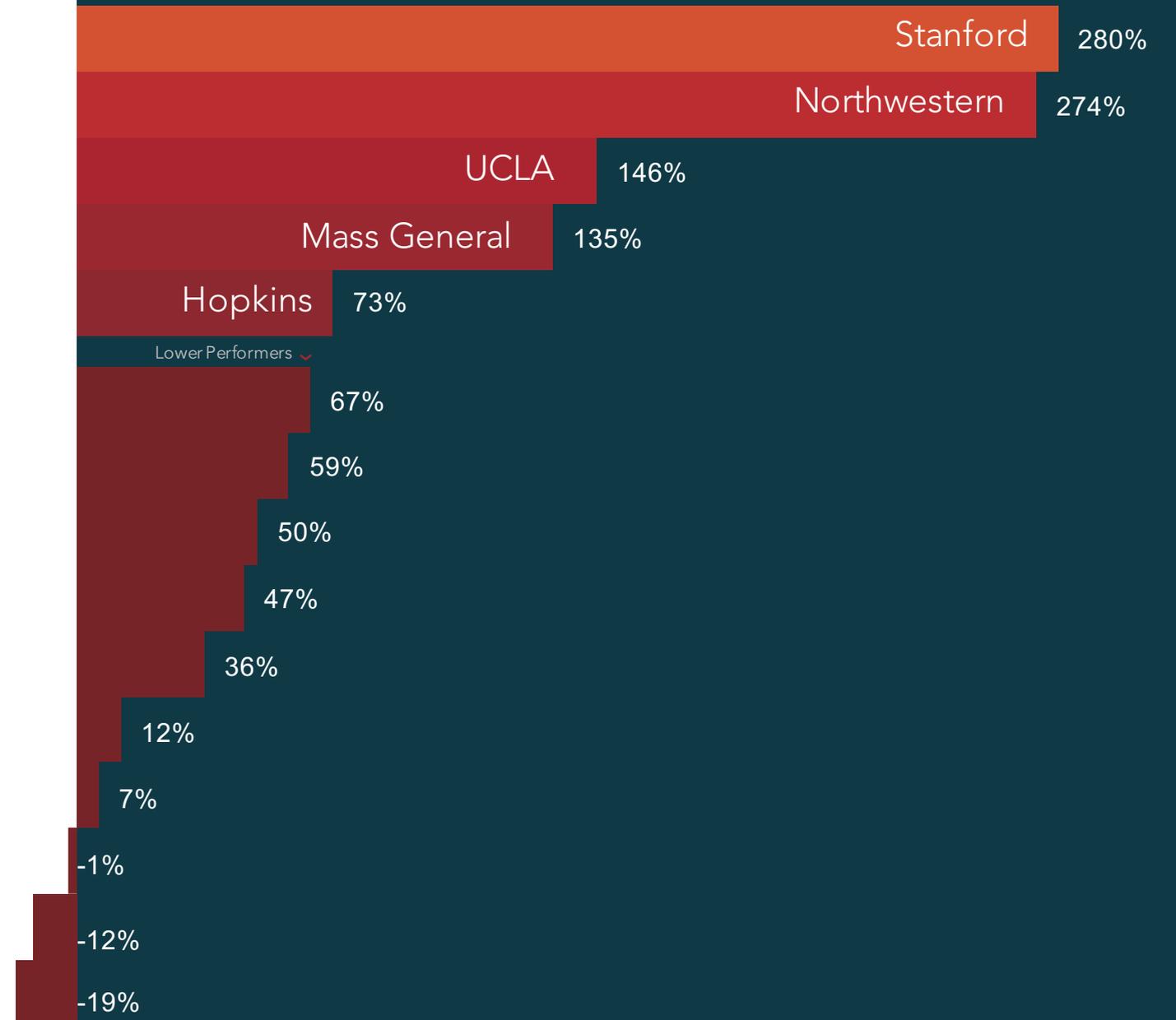




Growth in website use is concentrated among “fast gainers”

Calculated two-year growth rate (based on unique monthly visitors)

Although patients’ increasing web use is widely reported, our data shows this growth is uneven and concentrated among a set of ‘up and coming’ hospital systems.

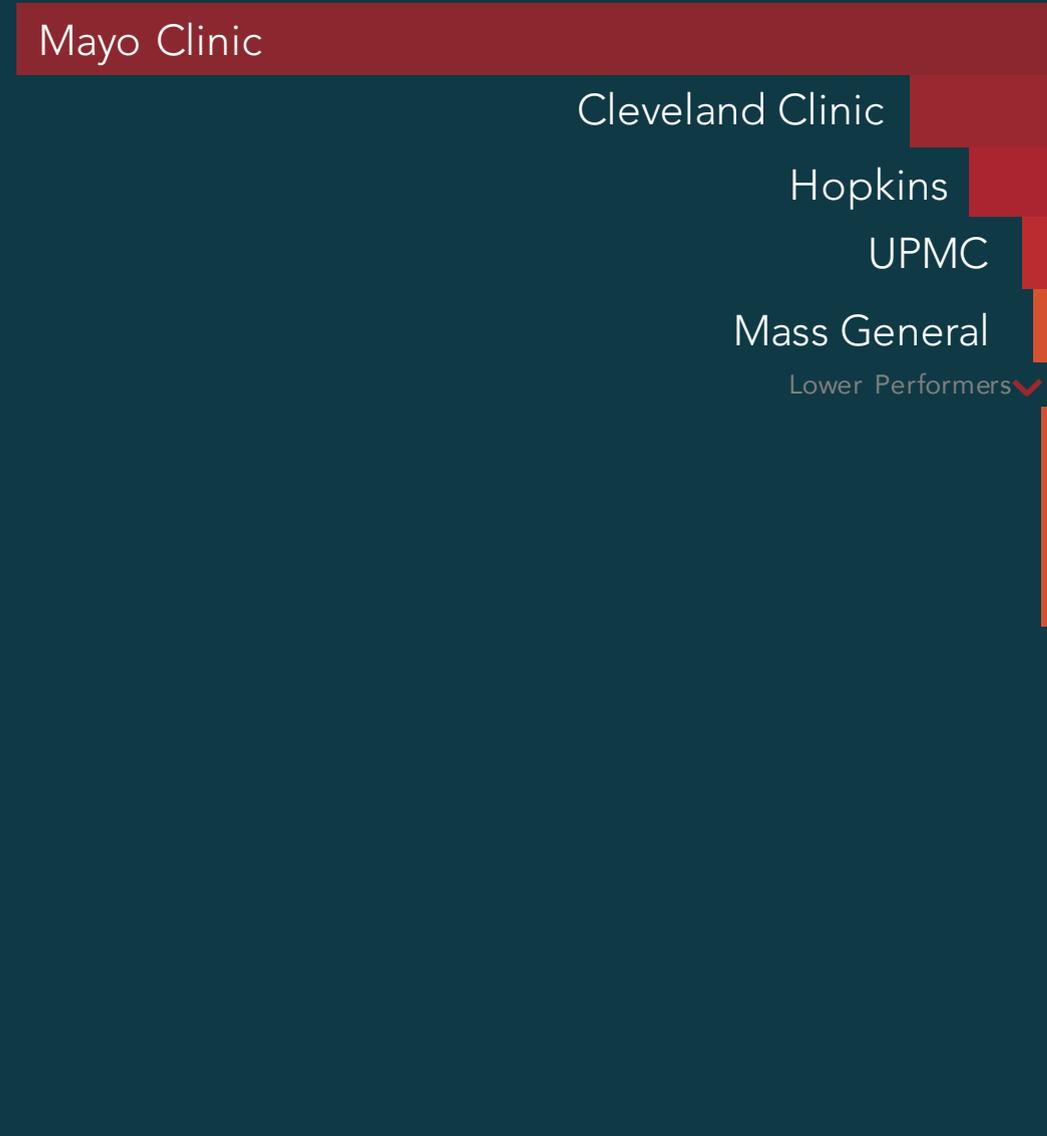




Volume concentrated by publisher

Mayo Clinic has achieved a scale in health publishing which differentiates it from other clinical leaders on the web.

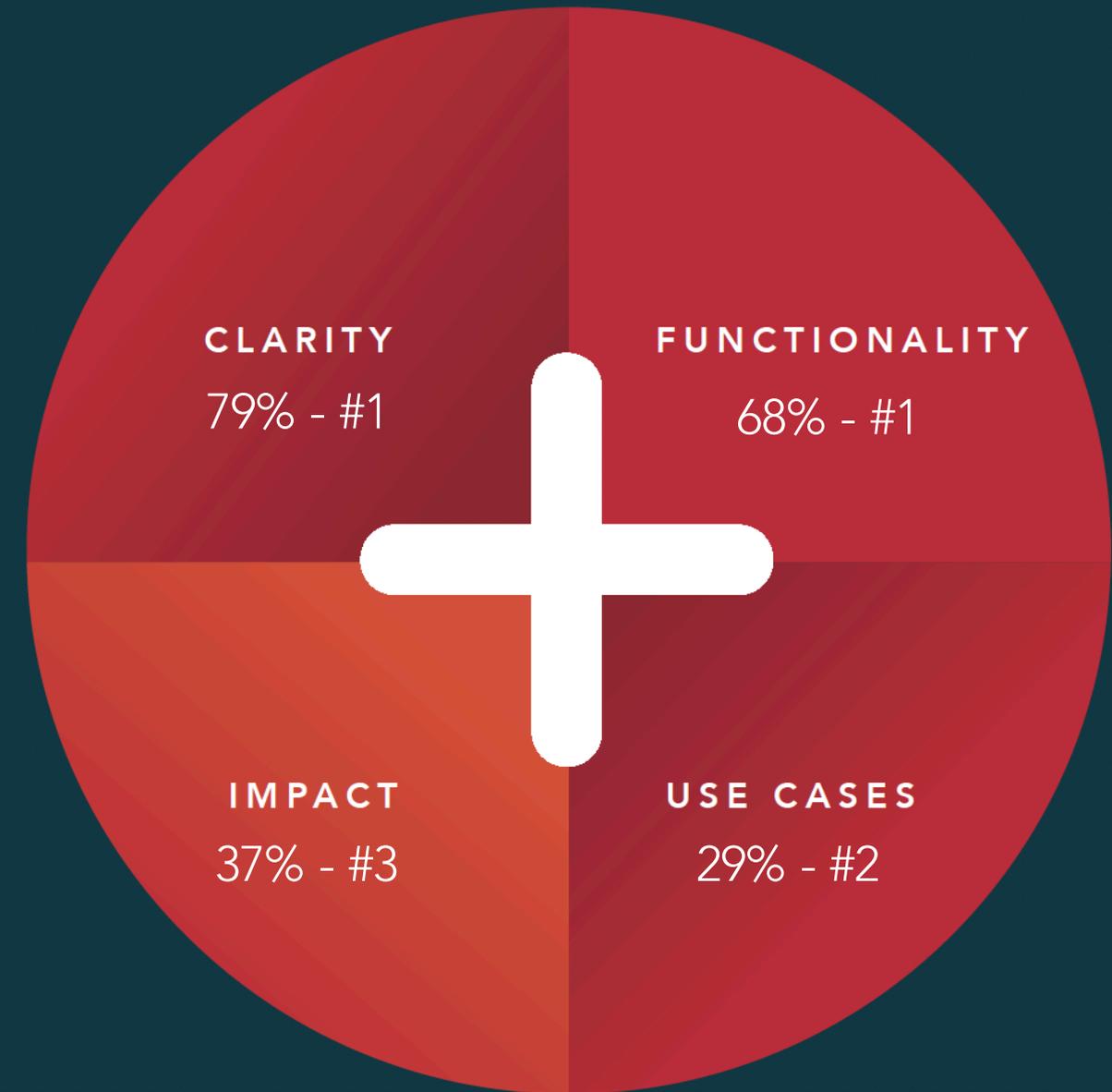
Top Performers in Unique Visits



Mass General and Johns Hopkins are fast growers, but Mayo Clinic and Cleveland Clinic have established a publishing scale that gives them materially greater reach.

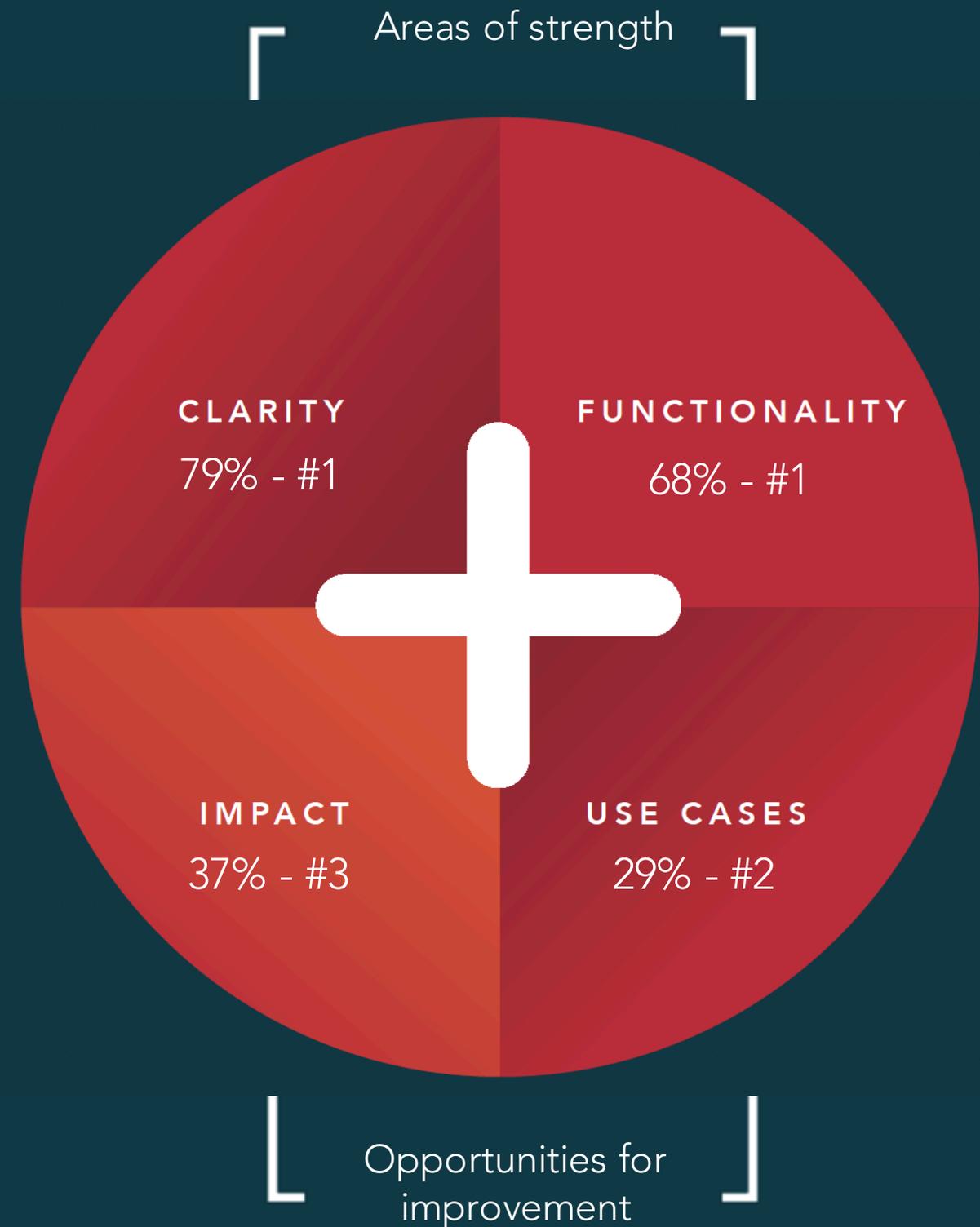
Phoenix Children's Results

Compared with 3
industry peers



Phoenix Children's Results

Score of 53
when compared
with 3 industry peers



HDX-15 hospital system scores and notable strengths

67	<p>Mayo Clinic</p> <p>#1 in market impact and usability</p>	58	<p>New York-Presbyterian</p> <p>#1 time on site, strong in mobile design and branding</p>	50	<p>Penn Medicine</p> <p>Leader in mobile design and geodata</p>
64	<p>Stanford Health</p> <p>Search-forward experience, strong referring MD</p>	56	<p>Mass General</p> <p>Multilingual traveling patient pages</p>	49 (tie)	<p>Johns Hopkins</p> <p>Best website readability</p>
62	<p>Cleveland Clinic</p> <p>Strong on telemedicine, physician reviews, home page routing, traveling patient resources</p>	54 (tie)	<p>UCLA Health</p> <p>Early use and promotion of telemedicine</p>	49 (tie)	<p>Barnes Jewish</p> <p>Strong referring provider section, doctor profile archive function</p>
60 (tie)	<p>NYU Langone</p> <p>#1 in content and brand clarity</p>	54 (tie)	<p>UPMC</p> <p>Strong market impact, ER site, geodata usage</p>	41	<p>Duke Medicine</p> <p>Dynamic doctor search process, doctor reviews and use of geodata</p>
60 (tie)	<p>UCSF Health</p> <p>#1 in site functionality, strong department page design</p>	53	<p>Northwestern Medicine</p> <p>Tied for highest traffic growth, mobile design leader</p>	37	<p>Brigham and Women's</p> <p>Extensive multilingual auto translation</p>



Jared Johnson

@JaredPiano
@PhxChildrens



Dave Wieneke

@UsefulArts
@ConnectiveDX

Thank you!
