



SCORPION[®]
DIGITAL HEALTHCARE SOLUTIONS

Understanding the
Effect Hospital
Websites Have on
Patient Healthcare
Decisions



Introduction

- **Brian Q. Davis**
- SVP, Scorpion Healthcare
- Consulted on digital strategy at over 50 healthcare organizations
- Dallas, TX





General Hospital

SURVEY / 2018



Participants who took the survey:

- Have visited a hospital's website
- Have been to the hospital and have visited a hospital's website



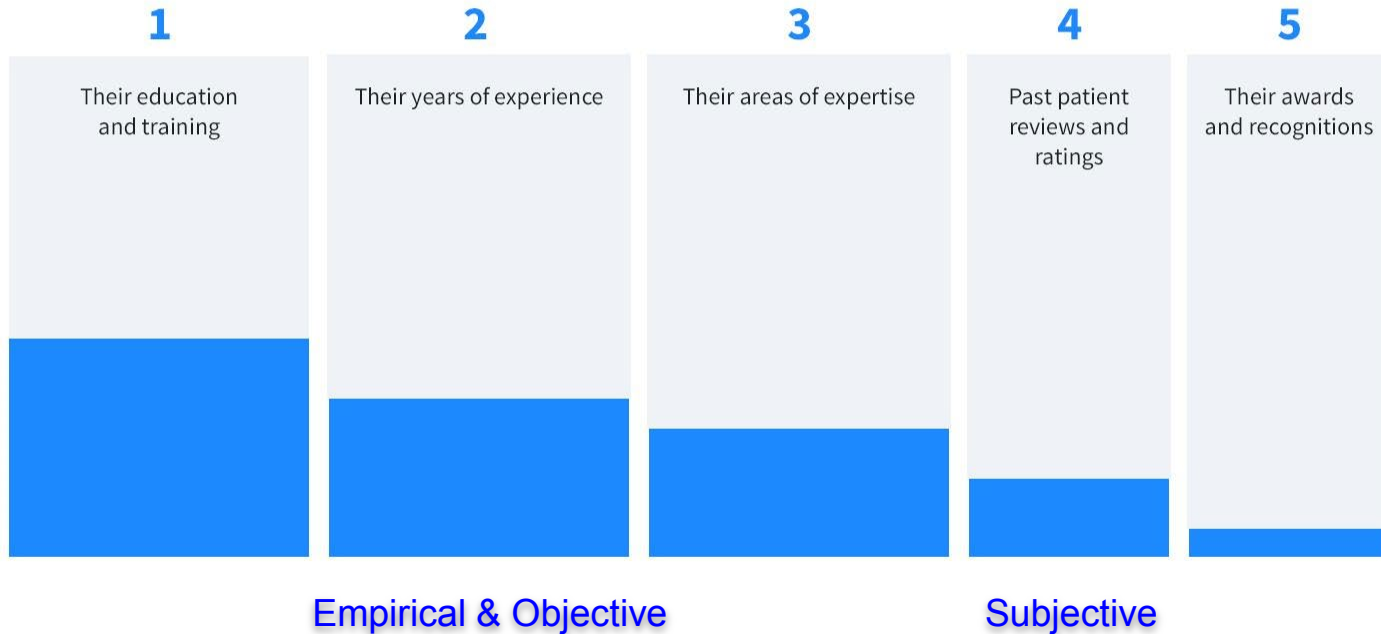


Q: When reviewing doctors, what is most important to you? (rank in order of importance)





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When everyone is a 5 -star doctor is anyone a 5-star doctor?

Are we becoming numb?



Dr. Dennis Lewis, MD

Age 50 | Family Medicine

★★★★★ 28 reviews

SCV Quality Care
23823 Valencia Blvd Ste 160
Valencia, CA 91355

• 1.3 miles away



Dr. Sonya Brown, MD

Age 47 | Family Medicine

★★★★★ 1 review

Santa Clarita Health Center
25751 McBean Pkwy Ste 210
Valencia, CA 91355

• 1.1 miles away



Dr. Geoffrey Lloyd, DO

Age 49 | Family Medicine

★★★★★ 13 reviews

Facey Medical Group
26357 McBean Pkwy Ste 320
Valencia, CA 91355

• 1.7 miles away



Dr. Saif Usman, MD

Family Medicine

★★★★★ 4 reviews

Facey Medical Group
23803 McBean Pkwy
Valencia, CA 91355

• 1.2 miles away



Dr. Brian Downs, DO

Age 60 | Family Medicine

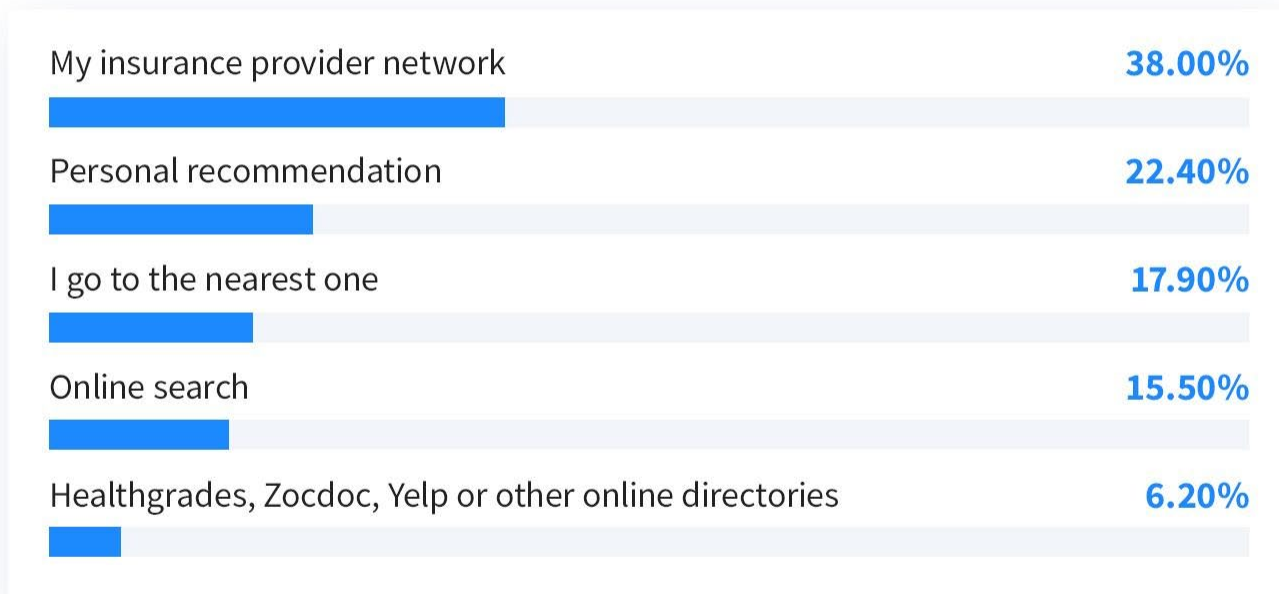
★★★★★ 2 reviews

23845 McBean Pkwy Ste E-16
Valencia, CA 91355

• 1.3 miles away

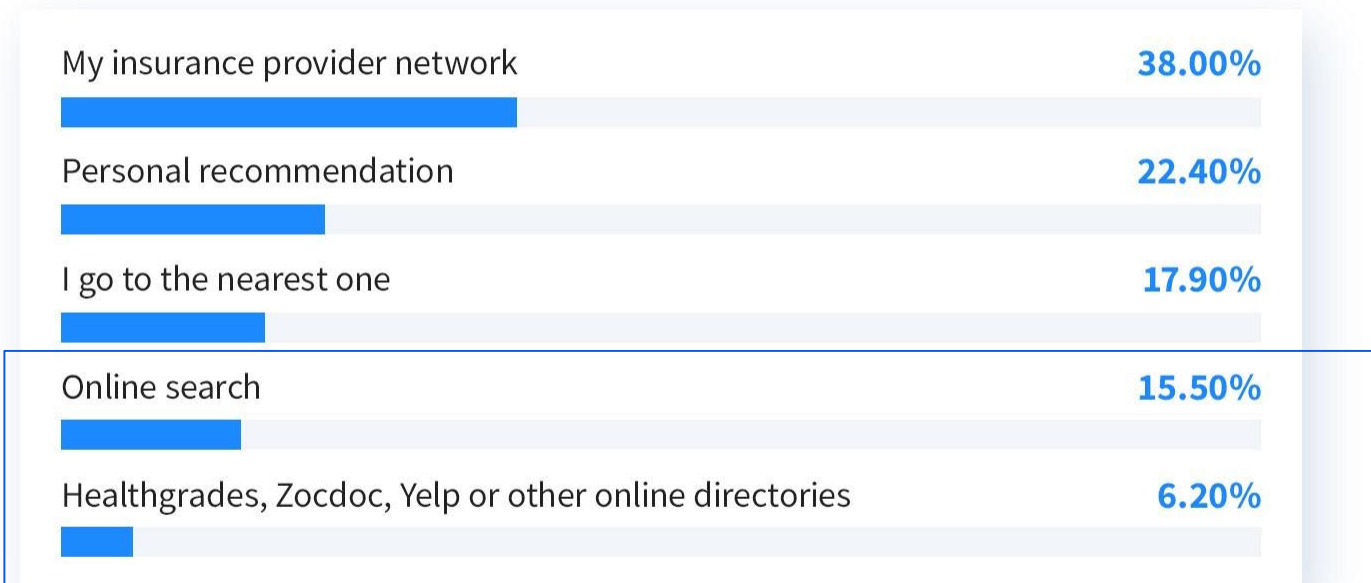


Q: How do you typically go about finding the right hospital or doctor for you?





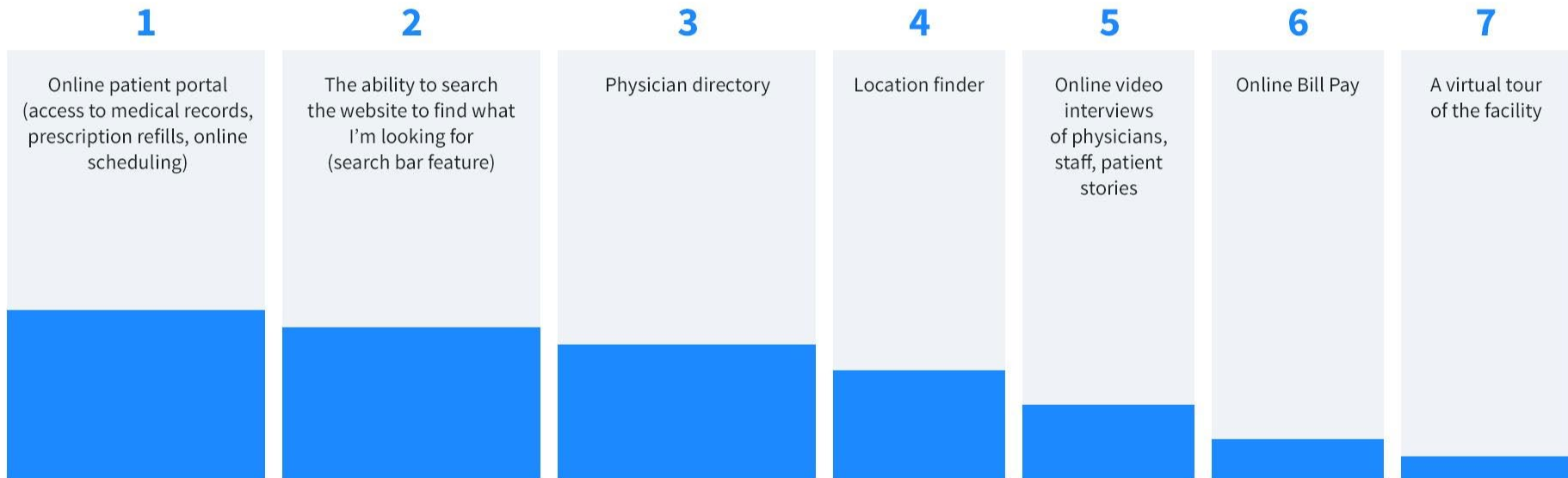
Q: How do you typically go about finding the right hospital or doctor for you?



Contested territory! Opportunity!



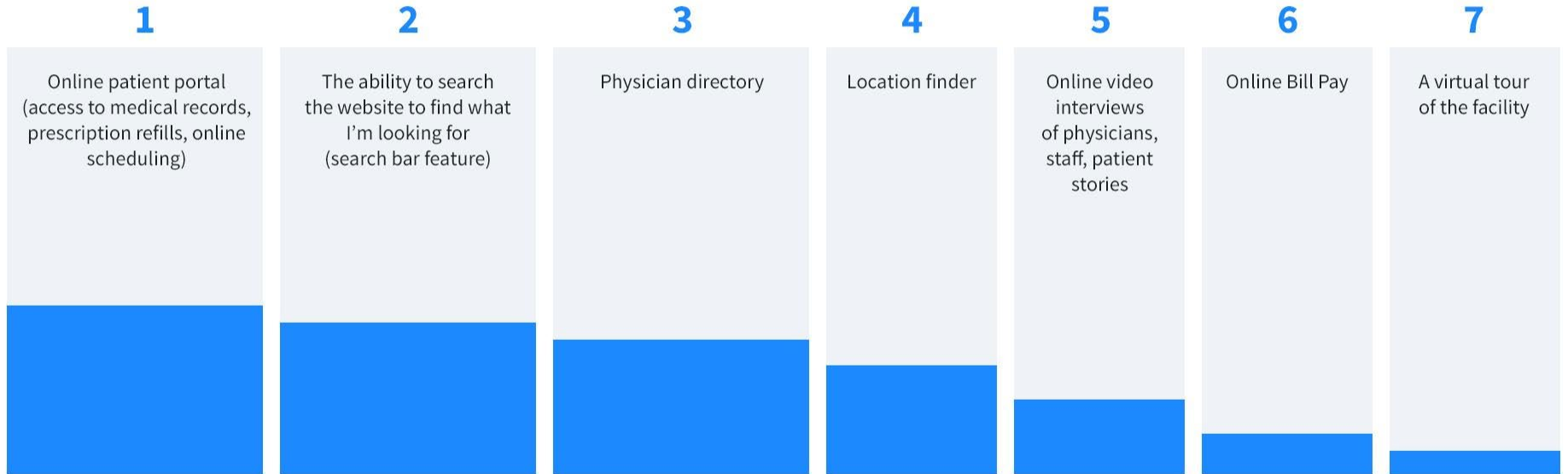
Q: What feature would be most important to you on a hospital's website? (rank in order of importance)





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Do you have my health info?





Q: What feature would be most important to you on a hospital's website? (rank in order of importance)

Do you have my health info?

1

Online patient portal (access to medical records, prescription refills, online scheduling)

Do you have what I need?

2

The ability to search the website to find what I'm looking for (search bar feature)

3

Physician directory

4

Location finder

5

Online video interviews of physicians, staff, patient stories

6

Online Bill Pay

7

A virtual tour of the facility



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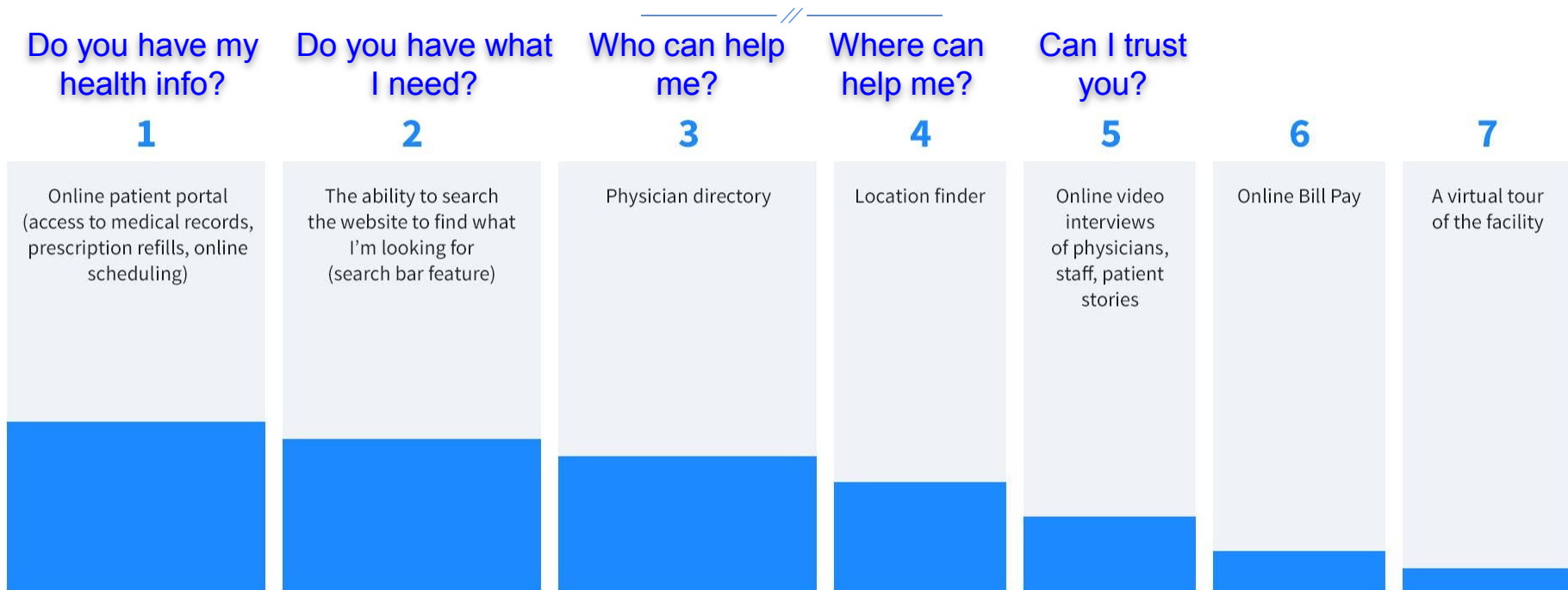


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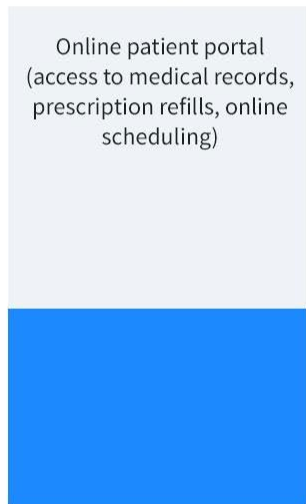
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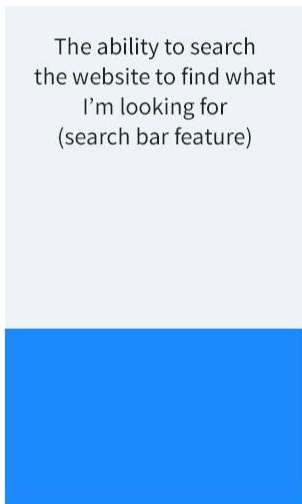


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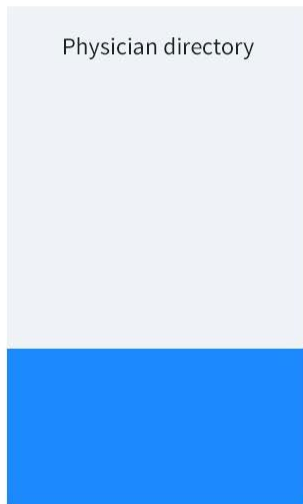
Do you have my health info?
1



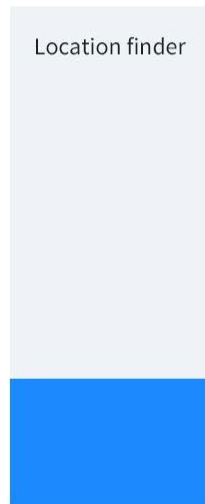
Do you have what I need?
2



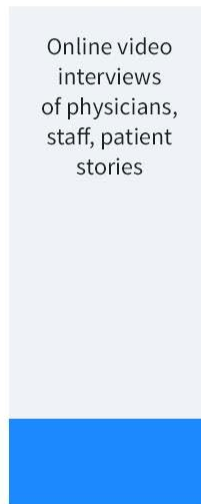
Who can help me?
3



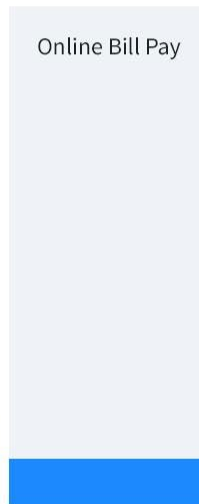
Where can help me?
4



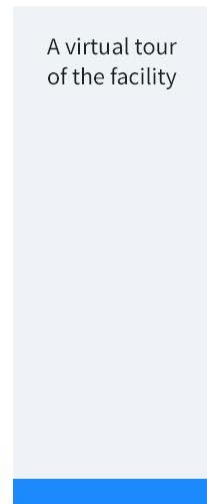
Can I trust you?
5



How can I pay you?
6



7



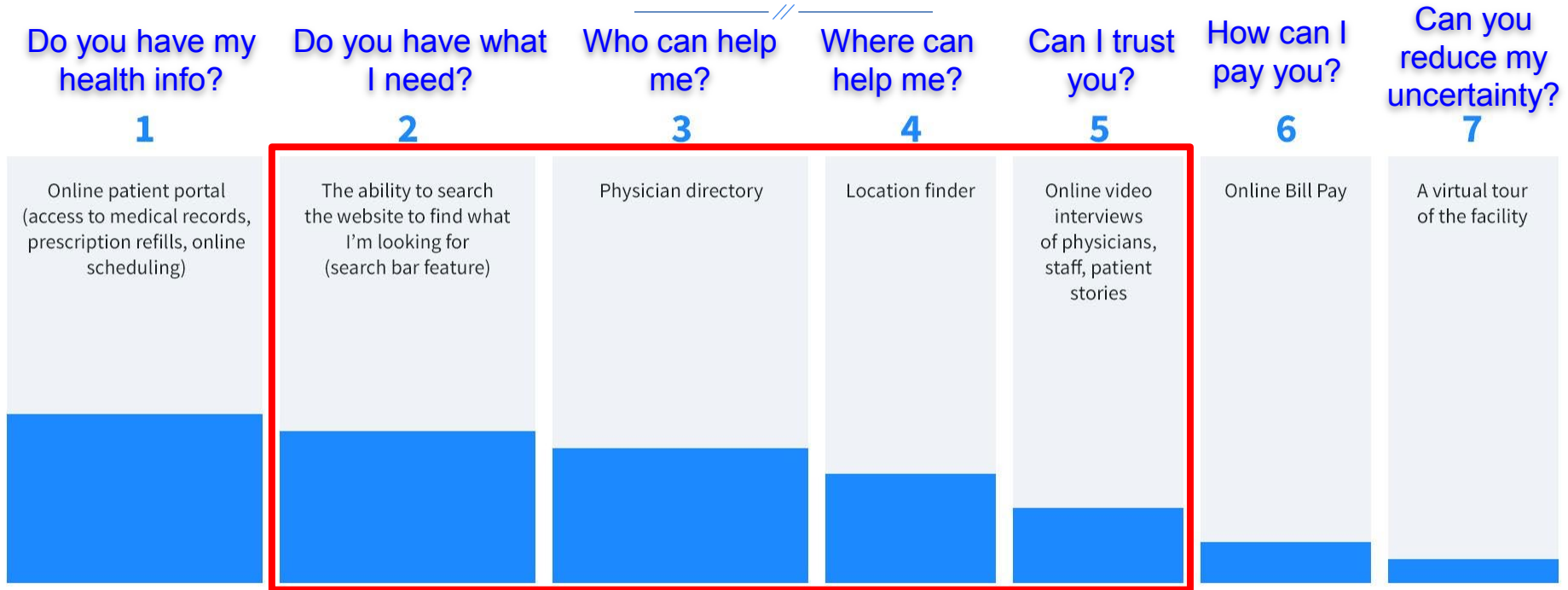


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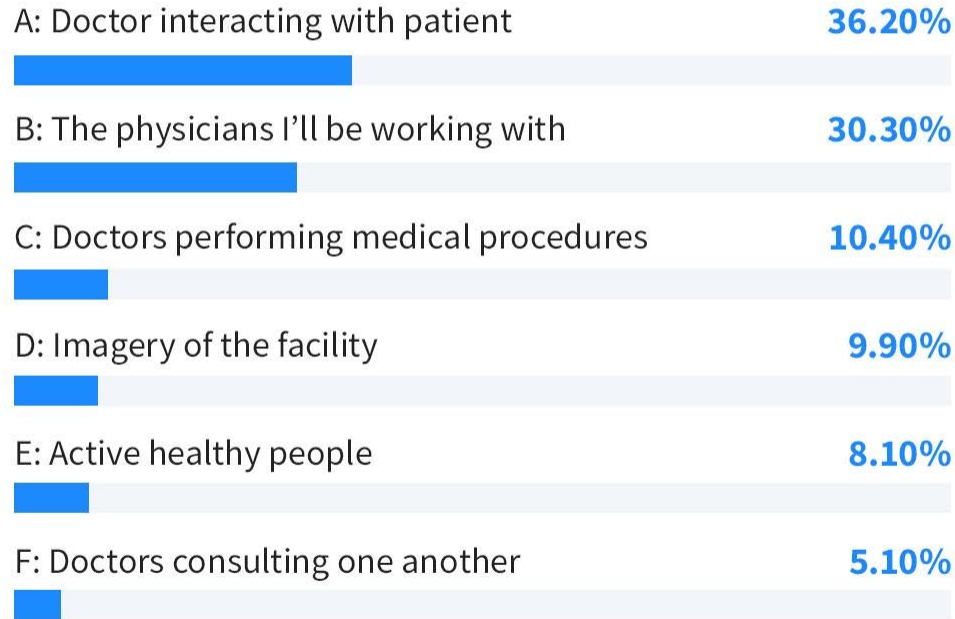
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It is vital that the website platform and experience unifies and integrates these elements.



Q: What type of imagery would resonate more with you on a hospital's website?

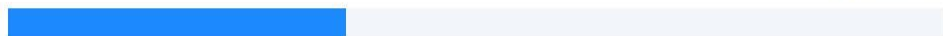




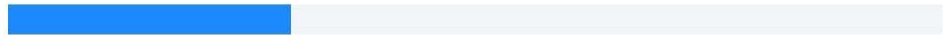
Q: What type of imagery would resonate more with you on a hospital's website?

Would the ideal picture include all three?

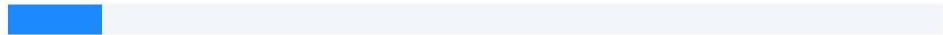
A: Doctor interacting with patient **36.20%**



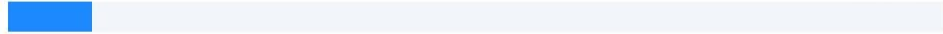
B: The physicians I'll be working with **30.30%**



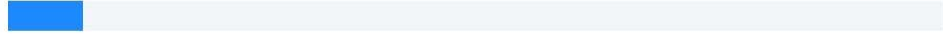
C: Doctors performing medical procedures **10.40%**



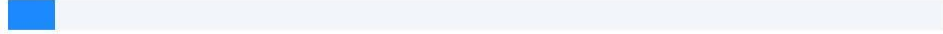
D: Imagery of the facility **9.90%**



E: Active healthy people **8.10%**



F: Doctors consulting one another **5.10%**





Say hi to Perry.





Video from Scottish Hospital in Dallas, Tx



Behind the Scenes in Orthotics - Scottish Rite Hospital

Up next



REAL DOCTOR!



Behind the Scenes in Orthotics - Scottish Rite Hospital

Up next



INTERACTING WITH PATIENT!



Behind the Scenes in Orthotics - Scottish Rite Hospital

Up next



PERFORMING MEDICAL PROCEDURE!



Behind the Scenes in Orthotics - Scottish Rite Hospital

Up next



IMAGERY OF FACILITY!



Behind the Scenes in Orthotics - Scottish Rite Hospital

Up next

https://www.youtube.com/watch?v=jr_sGx3jiL0



Example from client





Q: How important is it to you to see your potential physician's photo on their website? (1 = not important at all, 5 = extremely important)





We all want connection!



or





We all want connection!



or





Q: Which message would appeal to you most when researching medical professional?



THEME	MESSAGE	
Compassionate	We Treat You As a Person, Not Just a Patient. Here For You Every Step of The Way	31.90%
Professional	Providing World-Class Care and Expertise in Every Step of Your Treatment	20.20%
Cutting-Edge Technology	State-of-the-art Technology and Specialized Care For Your Health	13.30%
Value / Affordability	We Make Quality Care Accessible—Most Insurances Accepted	12.90%
Professional Reputation	We Have A Successful Track-Record Of Transitioning Patients To Better Health & Quality of Life	12.30%
Award-Winning Quality Theme	Award Winning Team Providing the Best Treatment For You	9.40%



Q: How would you prefer to contact a physician's office?



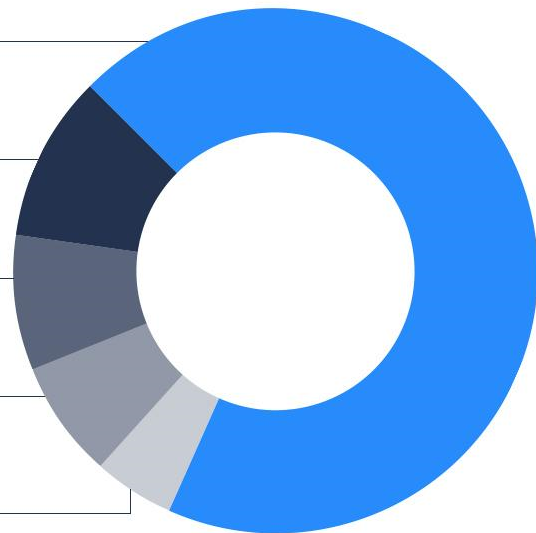
69.40% Phone

10.10% Email

8.30% Text

7.40% Online Contact Form

4.80% Video Conference



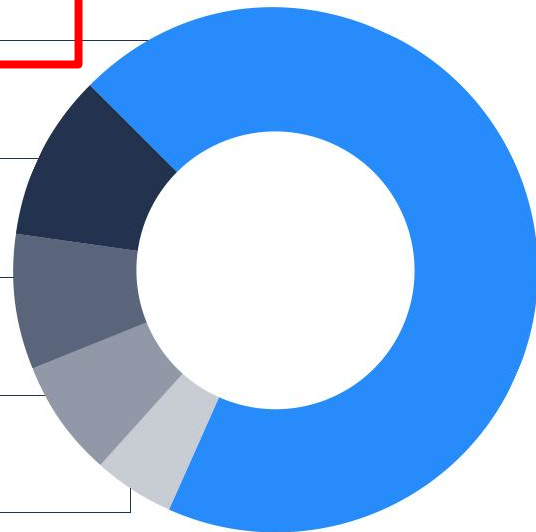


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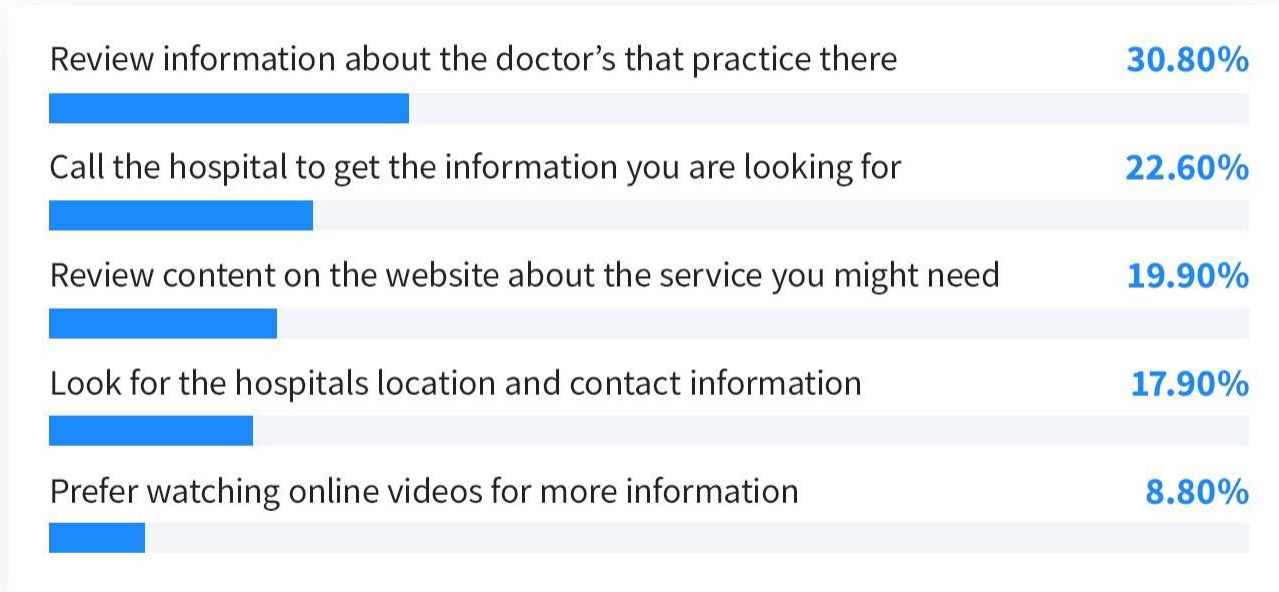
Connection & certainty

69.40%	Phone
10.10%	Email
8.30%	Text
7.40%	Online Contact Form
4.80%	Video Conference





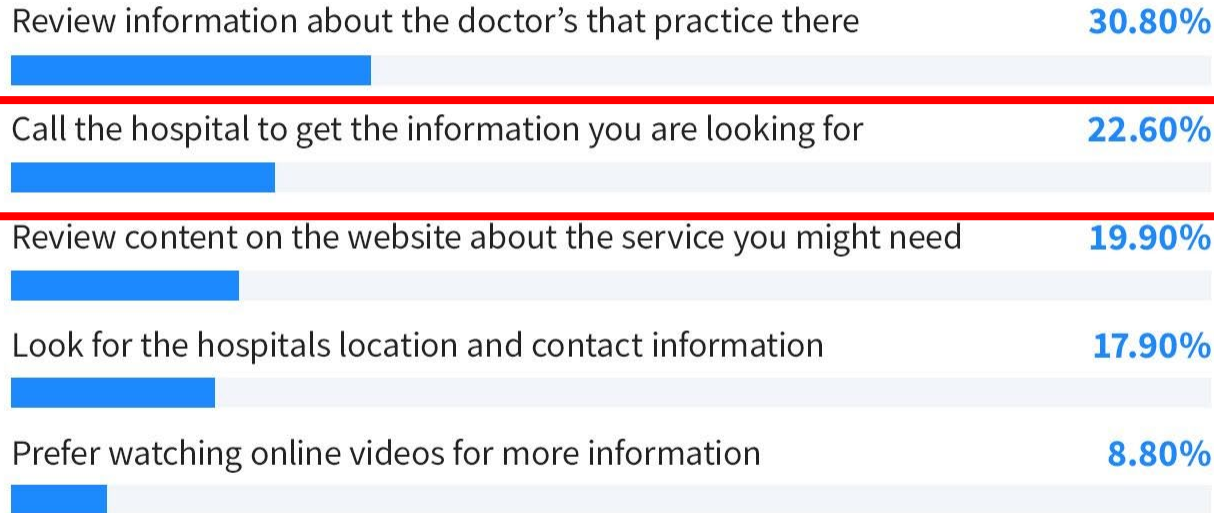
Q: Imagine you're on a hospital's website looking to find more information before making the decision to select one of their physicians as your primary doctor. What would you do next?



NOTE This question was asked to see if people take the time to navigate the hospital site to find what they are looking for, or just call the hospital to find the information they are seeking



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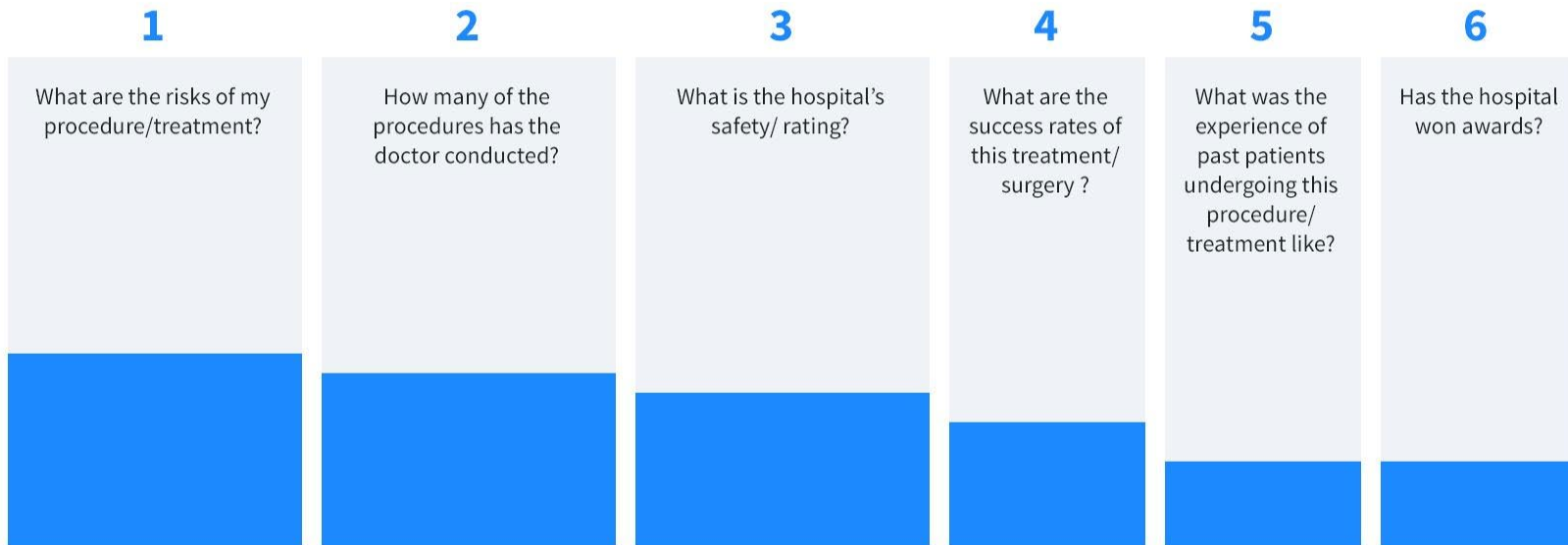
They are looking for connection & certainty.

But we all know they won't necessarily get it by calling!

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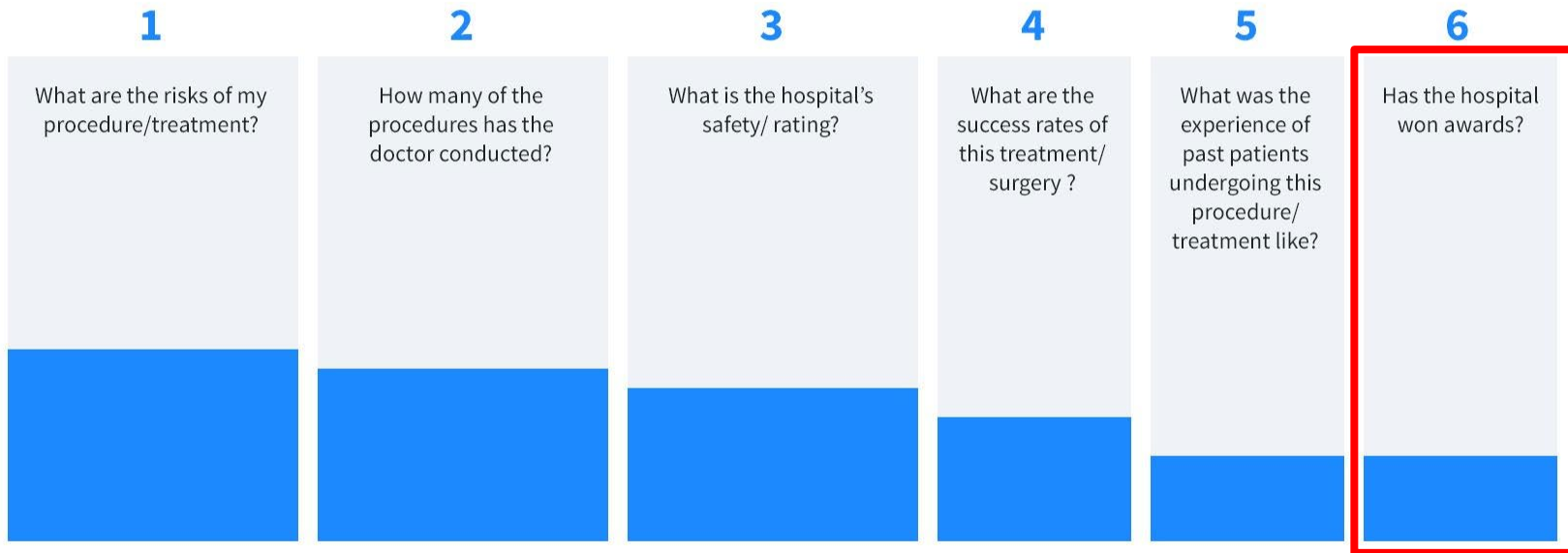


Q: When seeking options to undergo treatment/surgery what questions would you have? (rank in order of importance)





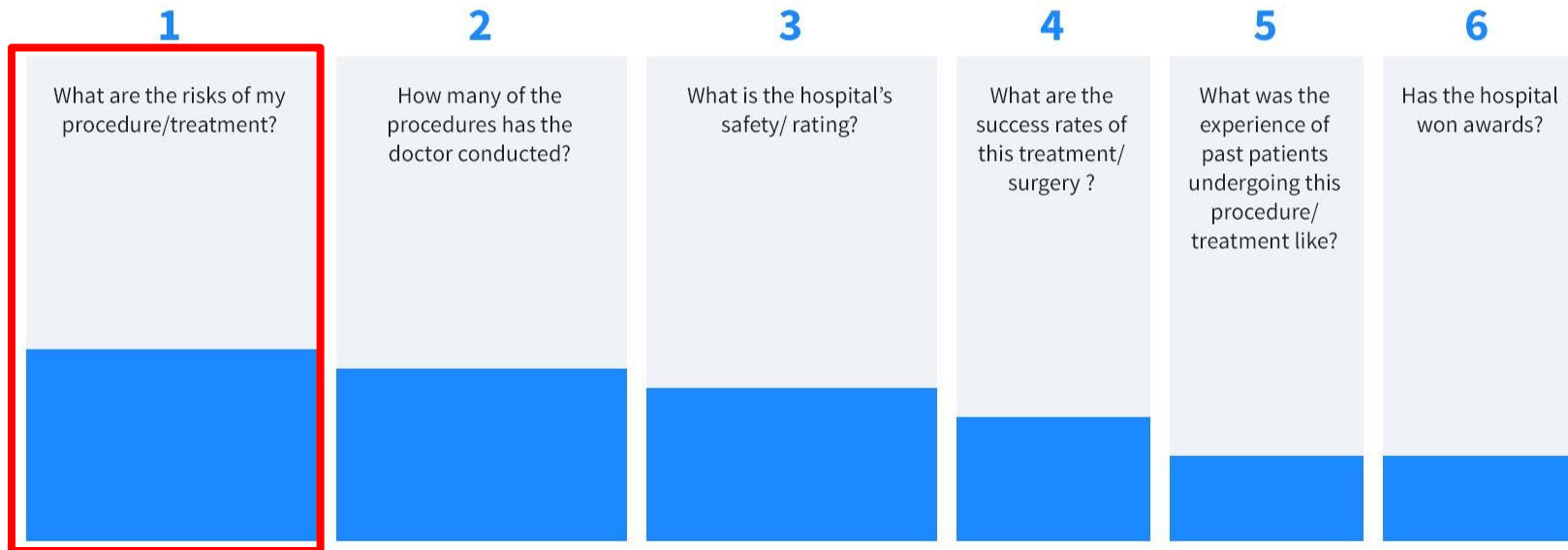
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Less important.



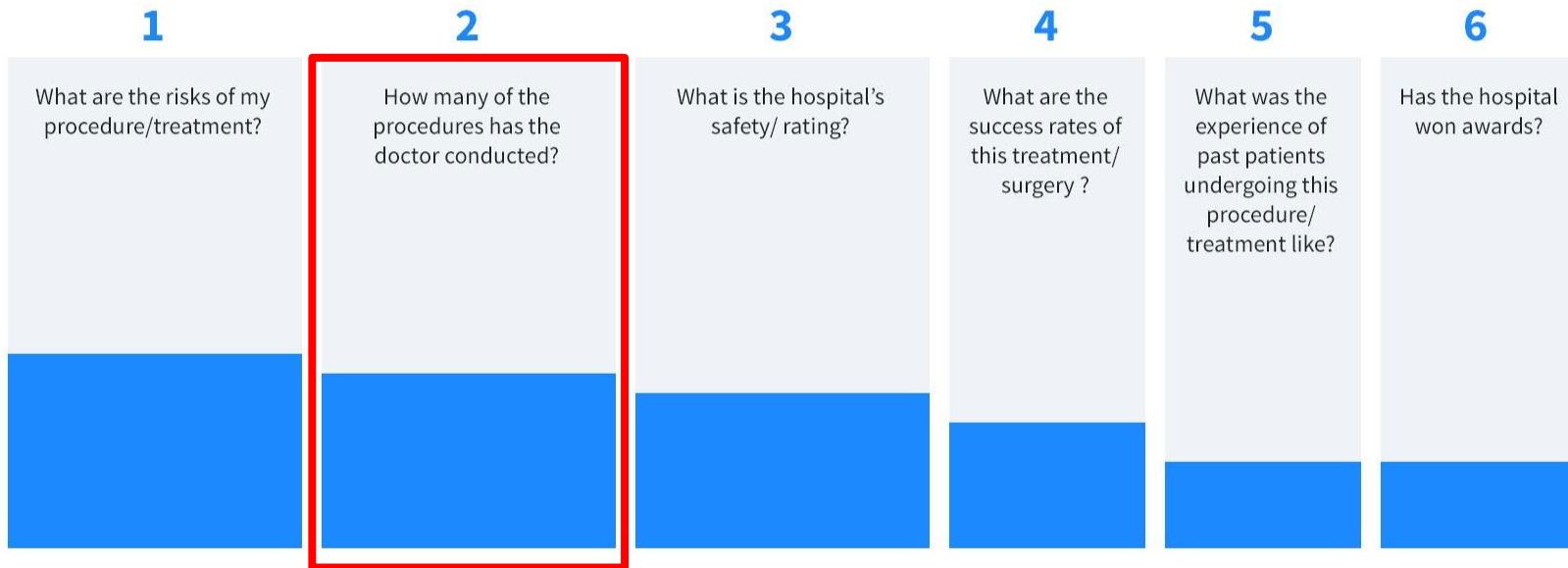
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Probably delivered by doctor.



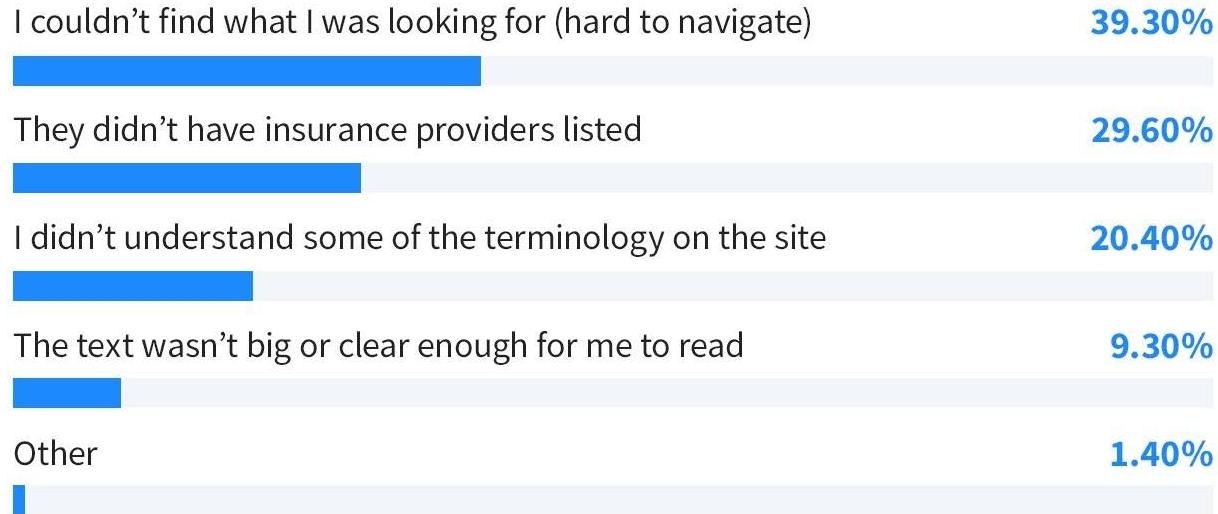
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Untapped opportunity?
Reps count!

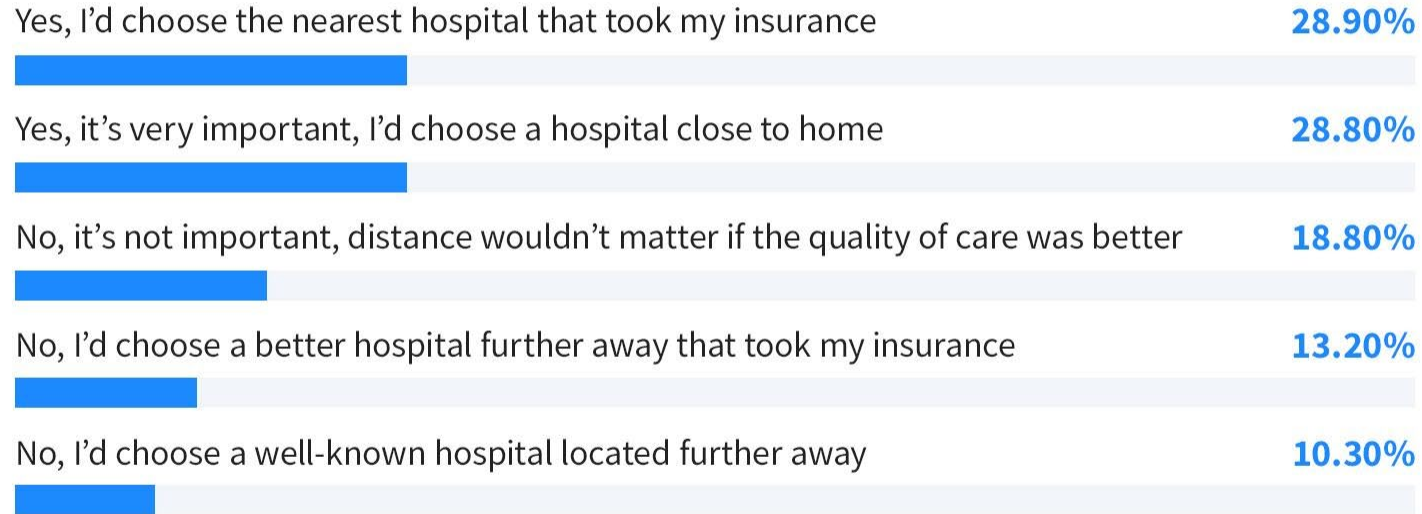


Q: What are frustrations you have had in the past when navigating a hospital's website? (if any)



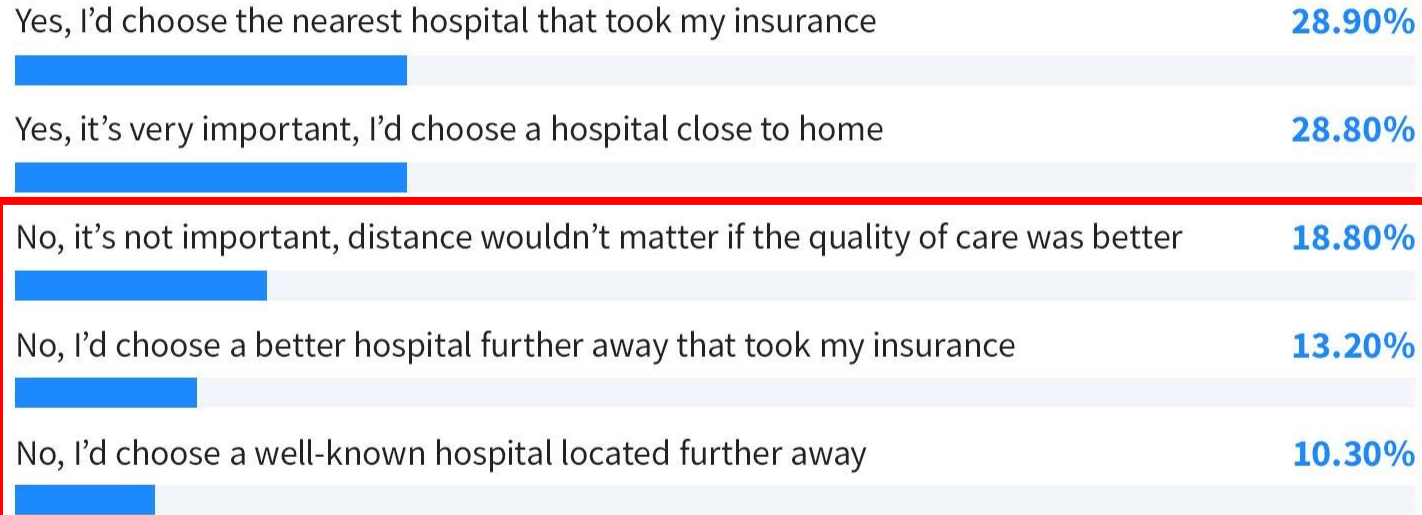


Q: You're looking to choose a hospital for you and your family. Does how close the hospital is matter to you?





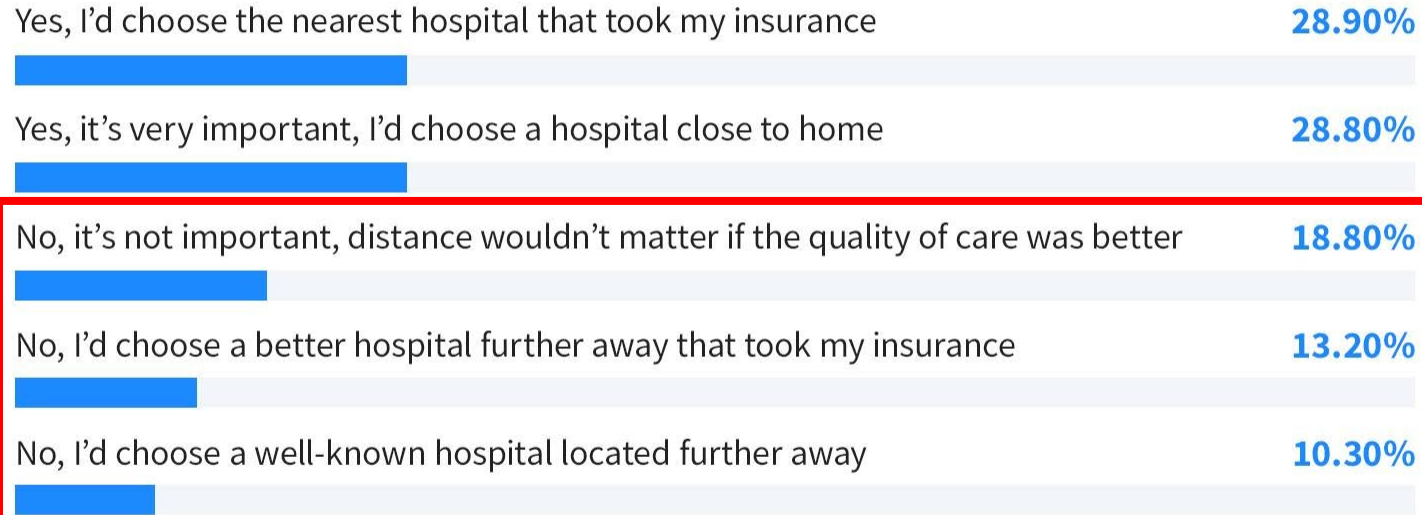
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42.3% is Contested Territory!



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42.3% is Contested Territory!

SEO AND SEM strategies must be deployed and sophisticated to compete for this territory!



Is your hospital website a hotel or central park?





What does all of this mean?



Take -a-ways:

1. Connection & certainty matter
2. Many stories that we have need to be challenged! Challenge them!
3. The opportunity is in the margins and the “contested territory.”
4. Details matter!



New Research Coming!

Want in?



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[www.Linkedin.com/in/BrianQDavis](https://www.linkedin.com/in/BrianQDavis)

SEARCH FOR ME ON LINKED IN

SEND MESSAGE “IM IN” with email address to get access & updates to future research!





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Thank You!

