

Defining the New Digital Front Door



Presenters



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Director, Digital
Strategy and Analytics

Fairview Health Services



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Technology and Strategy

UnityPoint Health



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Consumer Brand
Manager

Dayton Children's
Hospital



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Senior Vice President,
Marketing

Binary Fountain



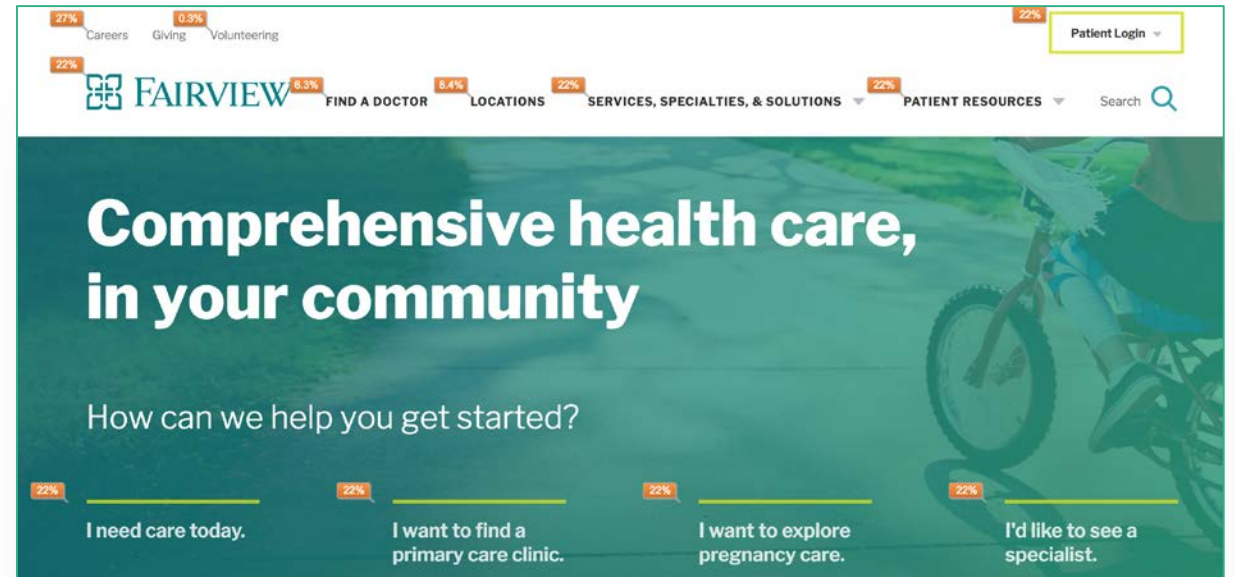
Fairview Health Services

Chris Boyer | Director, Digital Strategy and Analytics

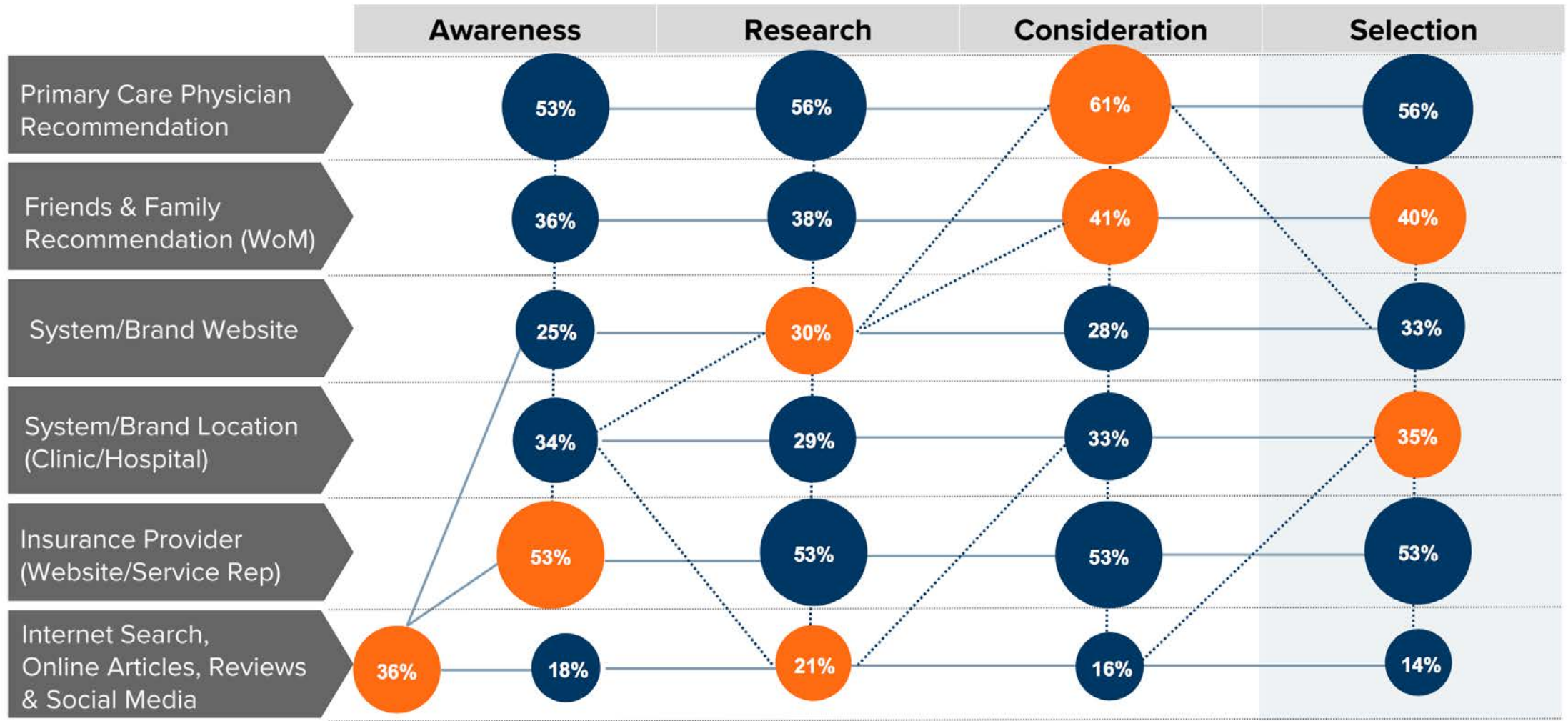
Building Our “Digital Front Door”

Step 1: Diagnosing the user’s journey

- “Path to Purchase”
- Critical thresholds
- Understanding influencers



Path to Purchase Priorities



Assessing Our User's Needs

Step 2: Auditing & improving “digital front door” touchpoints

- Provider profiles
- Location directories
- Patient portals
- Social media
- Third-party listings
- Online appointment scheduling (OAS)



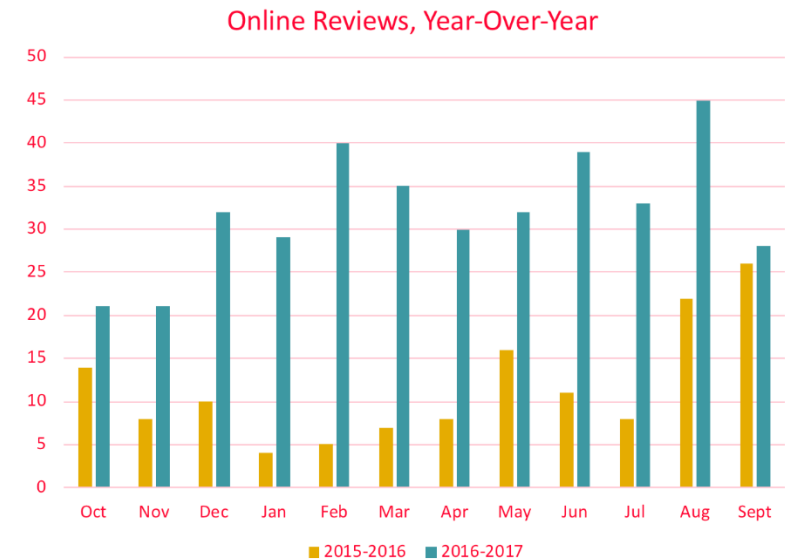
Building Our “Digital Front Door”

Reputation Management Pilot Program Findings

GOAL	PERFORMANCE	KEY TAKEAWAY
Grow positive reviews and engagement	★ ★ ★	Active oversight and monitoring allowed us to increase review volume, but star ratings remained roughly the same.
Test our ability to improve online reputation through review solicitation	★ ★	Experienced marginal improvements to online reputation, but large-scale review solicitation needed for measurable impact.
Monitor online presence & direct feedback from customers	★ ★ ★ ★ ★	Successfully operationalized review responses and achieved an 89% response rate on reviews in final 6 months of pilot.
Understand impact on appointments	★	Did not collect data from clinics/providers in the pilot to measure impact. Large scale test needed to measure effect.
Determine human and financial resources required to reach the desired return(s) on investment	★ ★	Anecdotally, a large-scale rollout of reputation management, including review solicitation, would require an additional investment in manpower for education, coordination and operational alignment.

REVIEW VOLUME: 173% YEAR-OVER-YEAR INCREASE

- **2015-2016**
 - Total Reviews: 141
 - Overall Rating: 4.2
 - Monthly Average: 12
- **2016-2017**
 - Total Reviews: 383
 - Overall Rating 4.3
 - Monthly Average: 32



Digital Touchpoints Serve Different Needs

Website

- Top-task: “Finding a doctor that’s right for me”
- Making the right selection
- Making an appointment
- Secondary tasks: location, service (condition or treatment)



Digital Touchpoints Serve Different Needs

Social media

- Location vs. provider-based strategies
- Using content to support decision making

Third-party

- Get the network coverage right
- Developing your “digital referral” strategies



Building Our “Digital Front Door”

Step 3: Future-state mapping

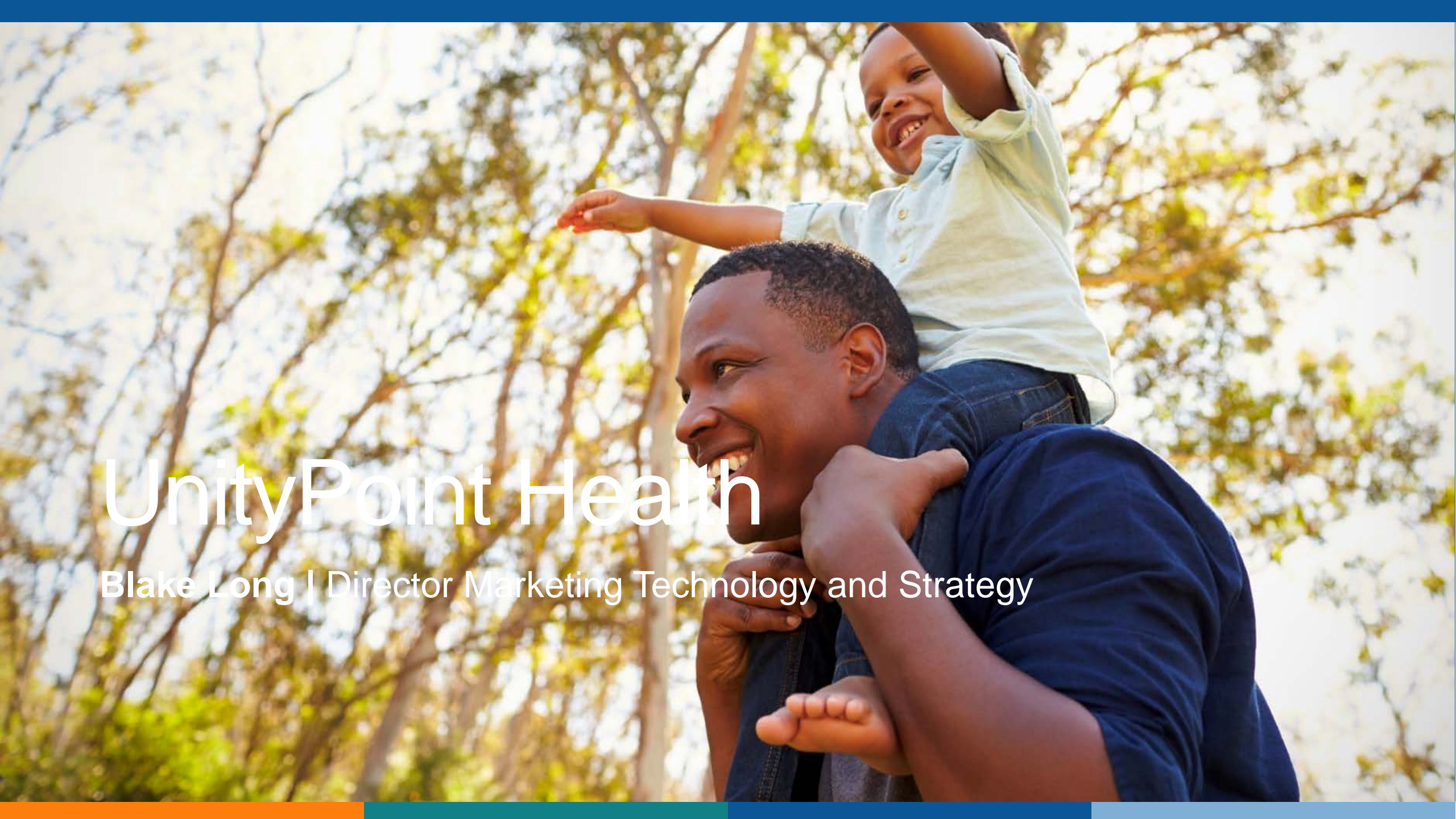
How can we integrate and use consistent data to develop insights?

What is the best way to align with other internal initiatives?

- Patient Access
- EMR/Patient Portal
- Patient Experience
- Etc.

Where *should* we be testing and optimizing to best impact the online customer experience?





UnityPoint Health

Blake Long | Director Marketing Technology and Strategy

Approaching the Digital Front Door

One Bite at a time

2018 Focus: Connecting consumers with the right providers

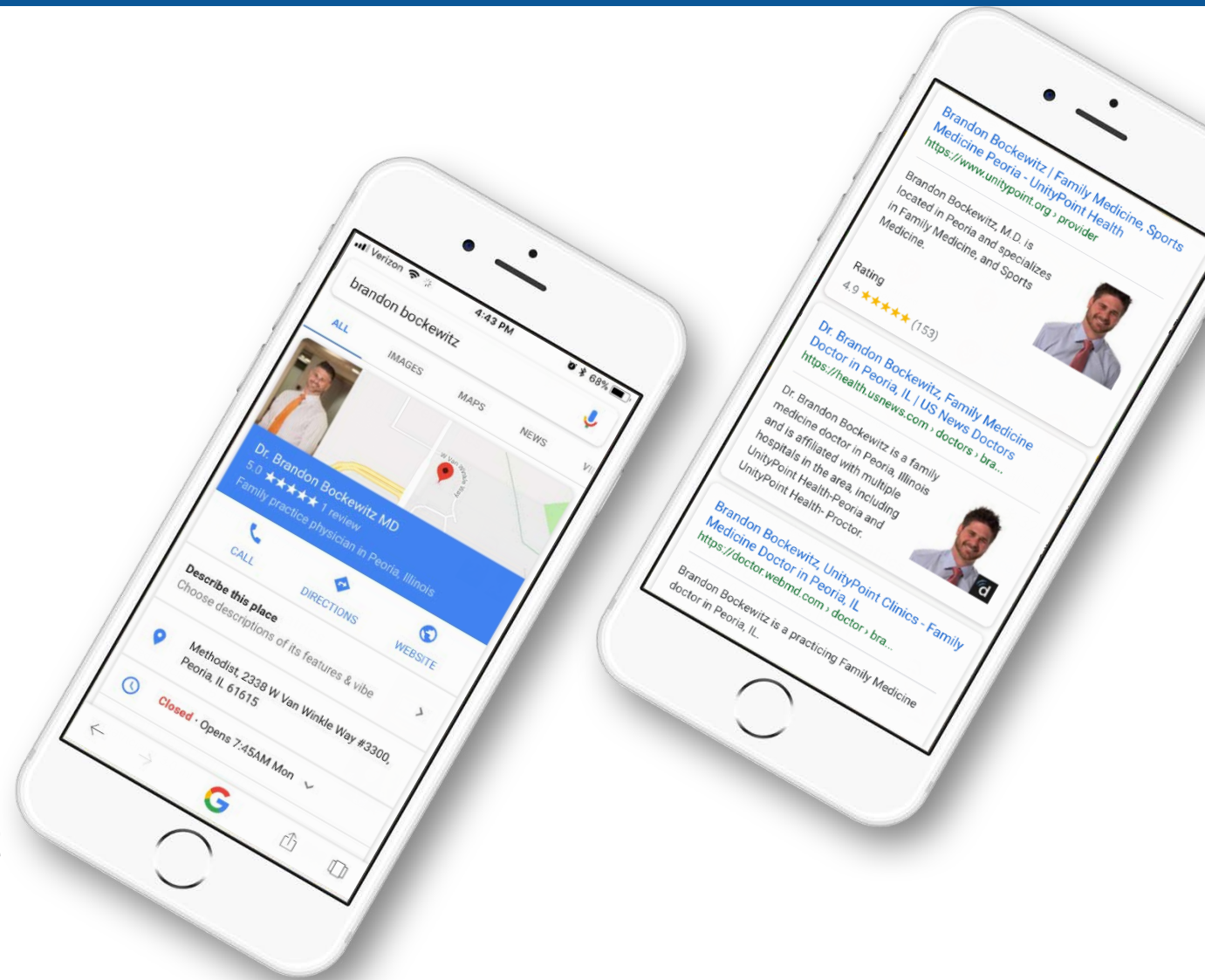
Three key areas

- Local SEO
- Ratings and reviews
- Paid search



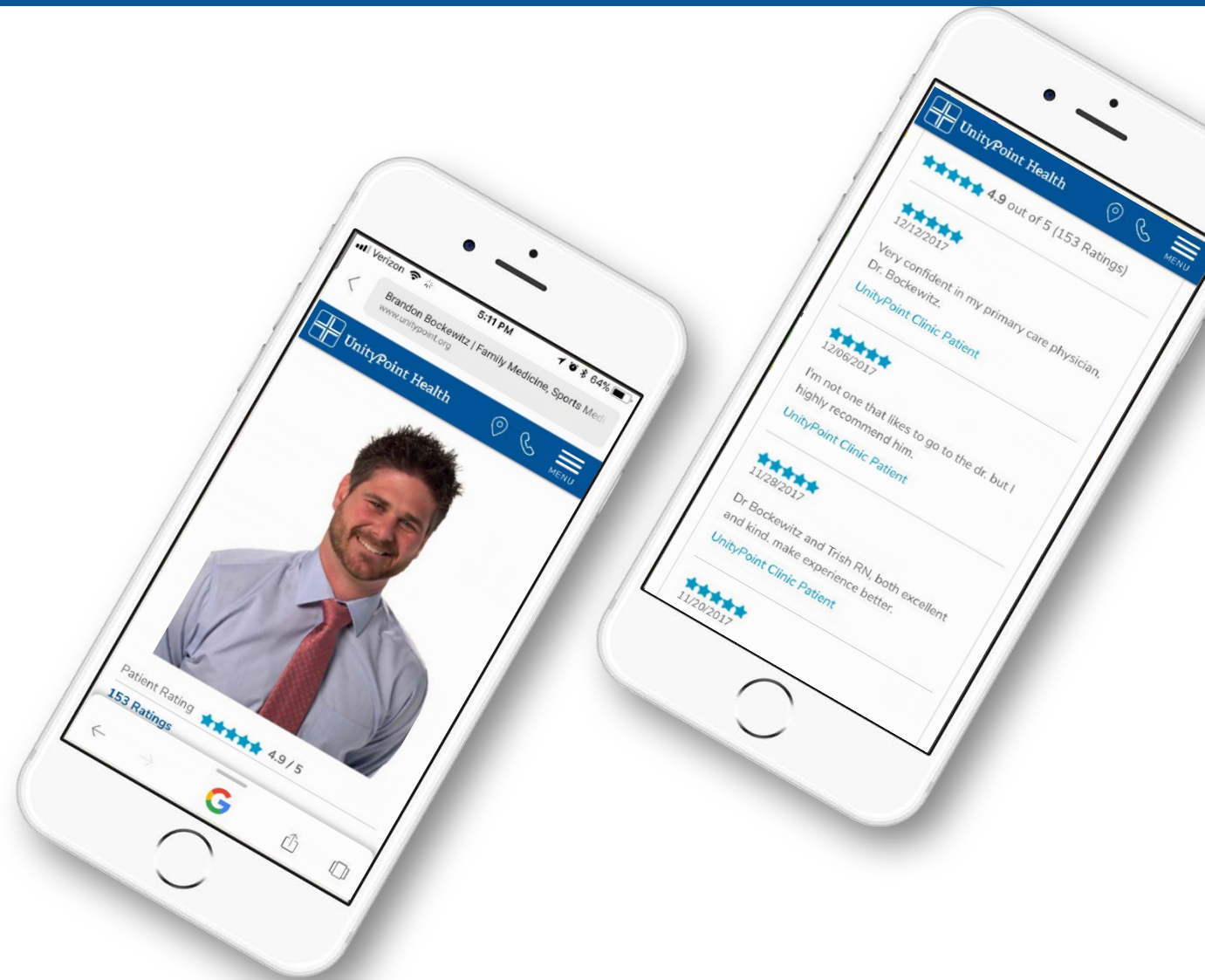
Local SEO

- Getting alignment on physician data
- What sources of provider data exist?
- How will we manage them?
- Identifying partners to help with local SEO and listings management



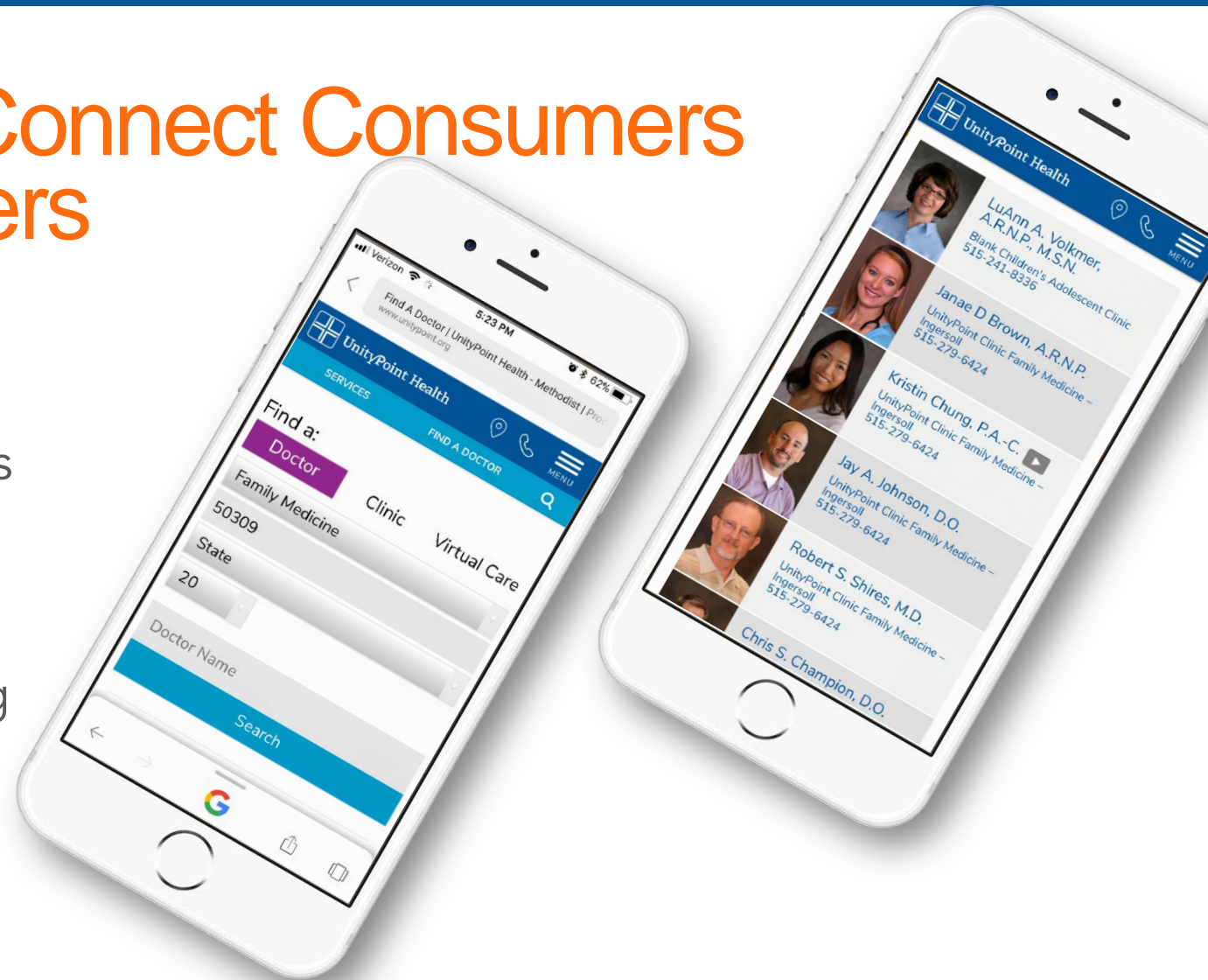
Rating and Reviews

- Market differentiator
- Star ratings help inform provider promotion
- SEO helps make our own ratings and reviews rise about third parties



Using Paid Search to Connect Consumers with Accessible Providers

- UnityPoint Health spans three states
- Access to providers is spotty and varies greatly by market
- Find a doctor tool on unitypoint.org does not take in data on provider access



Using Paid Search to Connect Consumers with Accessible Providers

- 77% of people search online before making an appointment
- UnityPoint Health uses PPC campaigns to serve up doctors with access near to the consumer who is searching
- Promoted providers must have 5 day new patient access and a star rating of 4 or higher



Using Paid Search to Connect Consumers with Accessible Providers

- Partnering with operations gives us the access data we need
- Partnering on publishing patient experience surveys gives us the ratings data we need

<input type="checkbox"/>	Provider	NPI	Rating	Surveys
<input type="checkbox"/>	AKERELE, DAVID	1073887527	Overall Satisfaction 4.8 ★★★★★	
<input type="checkbox"/>	Abbadusky, Theresa	1265892046	Overall Satisfaction 4.8 ★★★★★	
<input type="checkbox"/>	Adams, Robert	1184646317	Overall Satisfaction 4.8 ★★★★★	
<input type="checkbox"/>	Adcock, Kelly	1386707354	Overall Satisfaction 4.8 ★★★★★	
<input type="checkbox"/>	Adler, Alexander	1912929118	Overall Satisfaction 4.8 ★★★★★	
<input type="checkbox"/>	Ali, Ishani S	1568485795	Overall Satisfaction 4.8 ★★★★★	

Provider Initiatives 2018

	Month											
	January	February	March	April	May	June	July	August	September	October	November	December
AWV Count	1.000	2.000										
WellChild Capture Rate												
Time to Appointment		98.46%										

Using Paid Search to Connect Consumers with Accessible Providers

We are ultimately driving consumers to:

Location	Professional Summary	Reviews
Request Appointment		
Clinic Hours		
Morton, Illinois 61550		
309-263-9124		
309-266-8696		
UnityPoint Clinic-Pediatrics-Morton		
MON	8:00 AM - 5:00 PM	
TUE	8:00 AM - 5:00 PM	
WED	8:00 AM - 5:00 PM	
THU	8:00 AM - 5:00 PM	
FRI	8:00 AM - 5:00 PM	





Dayton Children's Hospital

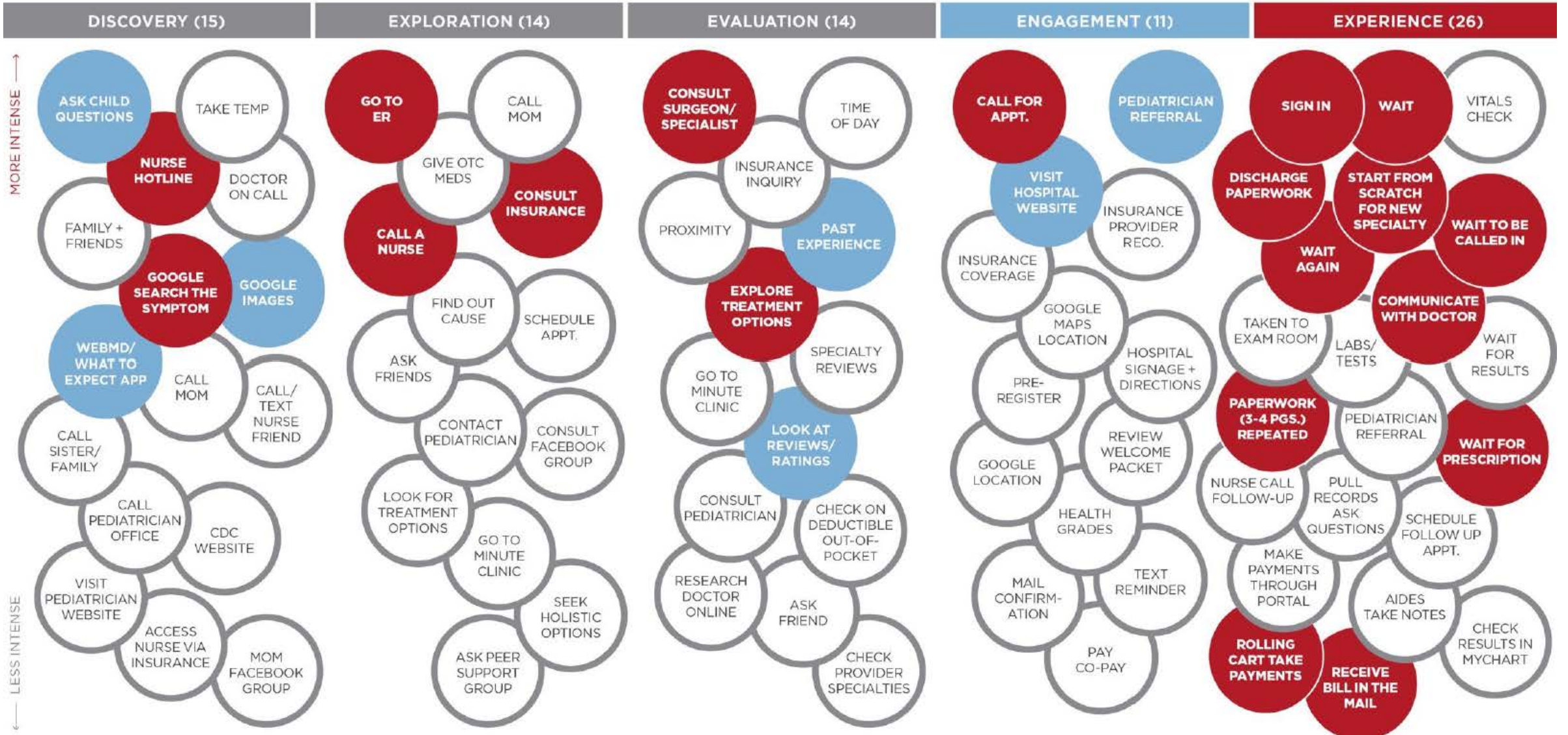
Grace Jones | Consumer Brand Manager

Dayton Children's Hospital

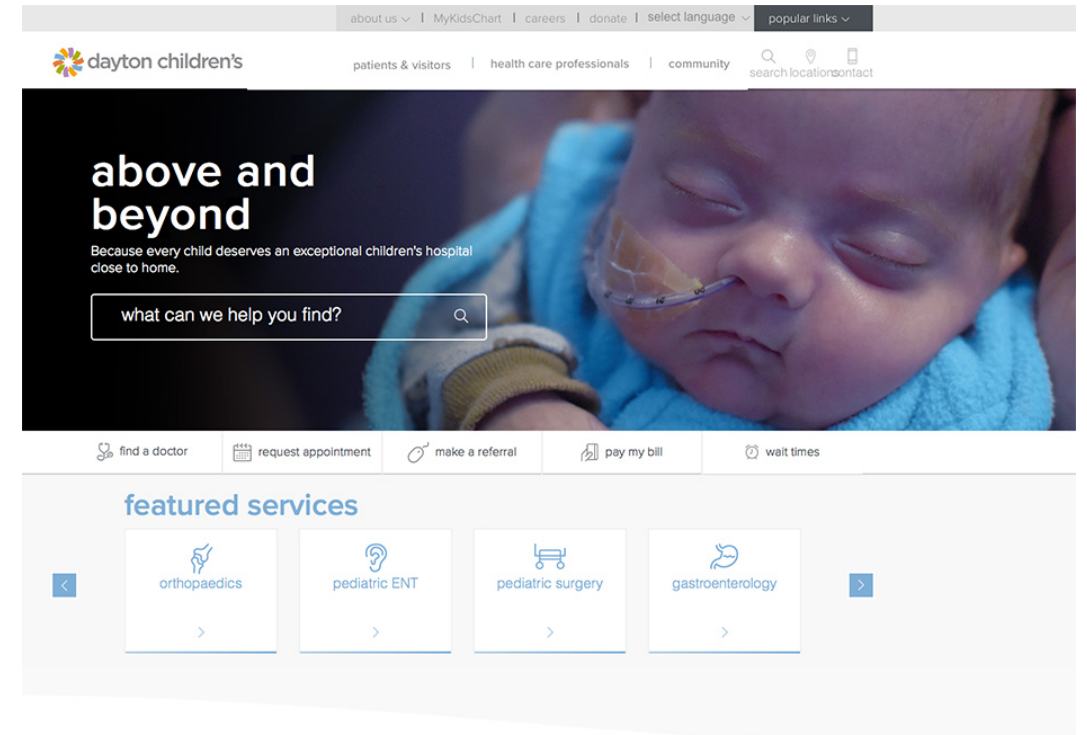
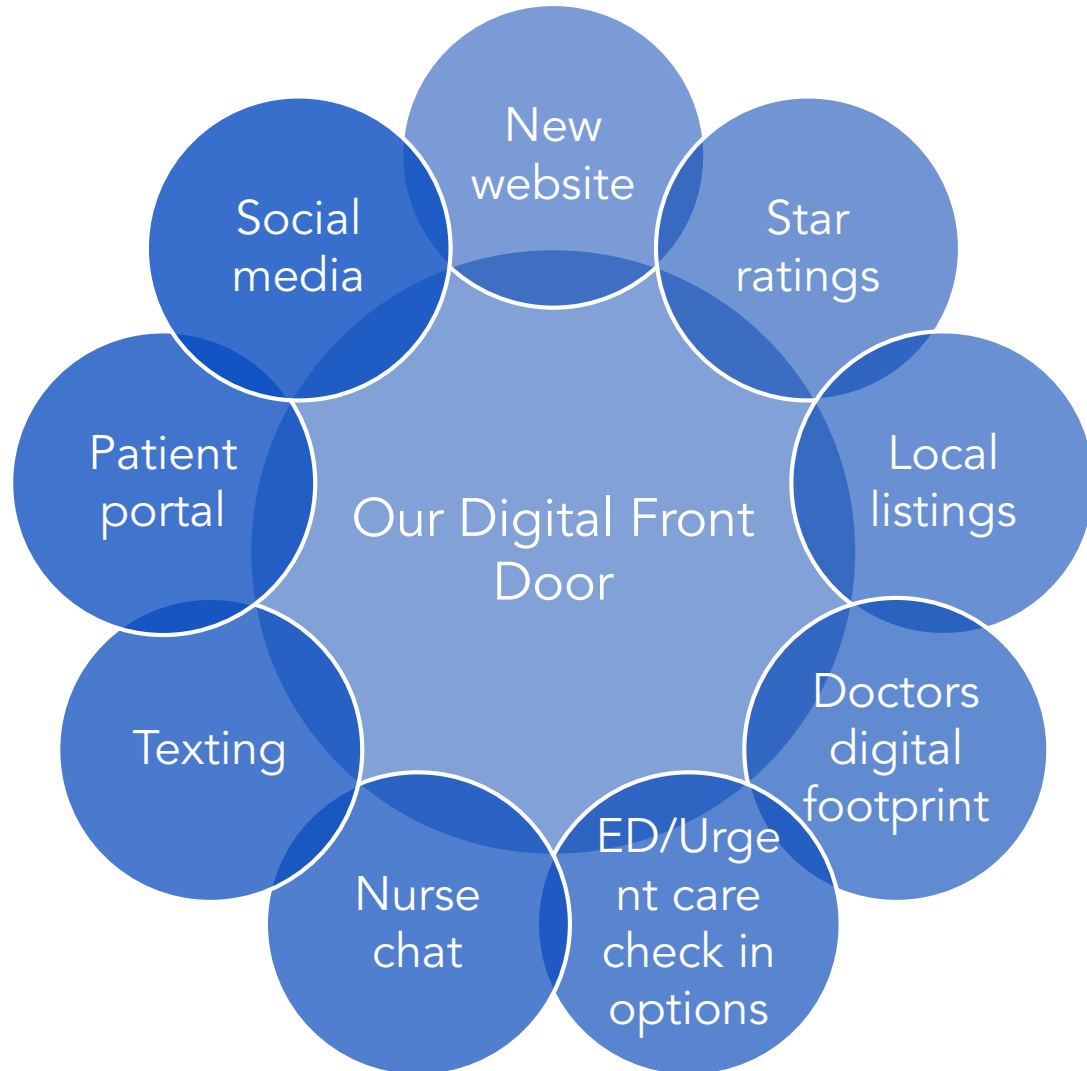
- 178 bed freestanding children's hospital in Dayton, Ohio
- Located in a highly competitive market with 6 other children's hospitals in Ohio
- Began reputation management and publishing star ratings and comments on doctor bios in October 2016
- Over 150 physicians on website with star ratings and comments
- 22 person marketing team with 2 FTEs and 1 intern working on reputation management (partnered with 3 patient experience FTEs).



CONSUMER HEALTHCARE JOURNEY: 80 MICROMOMENTS



Digital Front Door Strategy







find a doctor

search by name

search by doctor's name

or search by speciality

choose speciality

 <p>★★★★★ Ravindra G. Elluru, MD, PhD medical director ear nose and throat Best Doctors view full bio ></p>	 <p>★★★★★ Laura Hutchison, MD general pediatrics view full bio ></p>	 <p>★★★★★ Eileen F. Kasten, MD medical director developmental pediatrics view full bio ></p>	 <p>★★★★★ Melissa King, DO general pediatrics view full bio ></p>
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ratings and reviews

★★★★★ Dayton Survey 02/19/18

Dr and staff are awesome and caring

★★★★★ Dayton Survey 02/14/18

This is a very compassionate doctor that is easy to talk to and relate to. He was great with my son and understood what we needed.

★★★★★ Dayton Survey 02/08/18

The nurses and doctor took their time in talking to me, asking questions, and examining my newborn. They walked me through each procedure that we needed to do. I felt like they genuinely cared about my child and made sure that I fully understood what was happening. I highly recommend this practice!

★★★★★ Dayton Survey 01/29/18

Absolutely amazing!

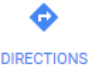
[Load more testimonials...](#)

Albert Michael C MD

5.0 ★★★★★ (4) · Orthopedic Surgeon

Dayton, OH · (937) 641-3010

Open · Closes 4:45PM



Michael C. Albert, MD, Medical Director | Children's Dayton

<https://www.childrensdayton.org/doctors/michael-albert>

★★★★★ Rating: 4.7 - 664 votes

Then, go where the pediatrician refers them. I was referred by my child's pediatrician to Children's Urgent Care in Springboro. I was referred from Urgent Care to the Orthopaedic clinic. star. Dayton Survey. 02/07/18. Loved the staff and the specialist. We were in and out without actually being rushed. Lol. star. Dayton Survey.

orthopaedics | Children's Dayton

<https://www.childrensdayton.org/patients-visitors/services/orthopaedics>

Dayton Children's provides the highest level of orthopaedic care for infants, children and teenagers. Our physician-led team treats a wide range of pediatric orthopaedic conditions, from simple fractures to the most complicated congenital anomalies and deformities. We place a ... **Michael C. Albert, MD, Medical Director.**

Dr. Michael Albert, Orthopedic Surgeon in Dayton, OH | US News ...

<https://health.usnews.com/doctors/michael-albert-390930>

Dr. **Michael Albert** is an orthopedic surgeon in Dayton, Ohio and is affiliated with multiple hospitals in the area, including Children's Medical Center and Miami Valley Hospital. He received his medical degree from Wright State University Boonshoft School of Medicine and has been in practice for more than 20 years.

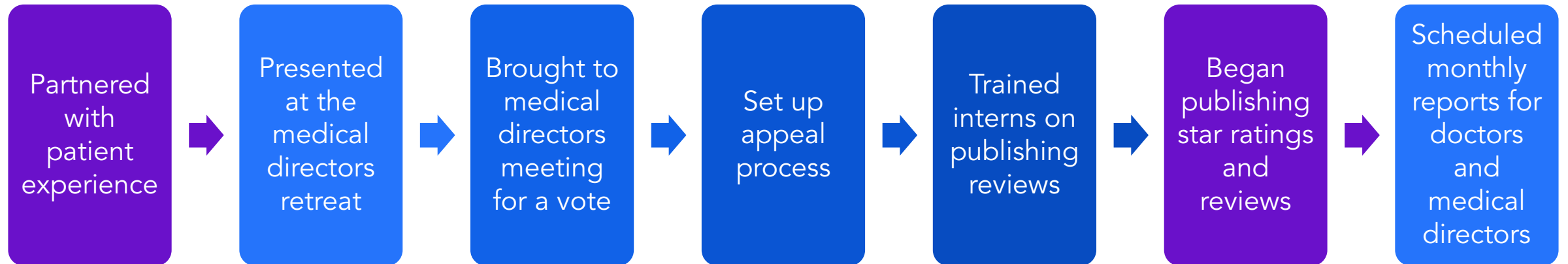
Dr. Michael Albert, MD - Dayton, OH - Orthopedic Surgery ...

<https://www.healthgrades.com/physician/dr-michael-albert-24kns>

★★★★★ Rating: 4.2 - 10 reviews

Insurance Accepted: Aetna; Amerigroup (Wellpoint); Anthem Blue Cross Blue Shield; Beach Street

Implementation Timeline





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