

A black and white photograph of a man in a dark suit and tie standing next to a dark-colored sedan. The man is on the left, looking towards the camera. The car is on the right, with its driver-side door slightly open. The license plate area of the car has the number '5550'. The background is a blurred city street.

# THE UBER EFFECT:

*How can you change the game  
with digital*

**SIM** Partners



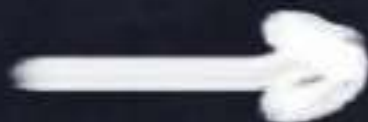
Amanda L Bury  
*Managing Director, Healthcare*  
**SIM Partners**  
[@ciaogalchicago](#)

WELCOME  
to the Age of  
the Customer





# Consumer Journey



Experience  
(Happy/Sad  
Customer)

Stimulus

Shelf



118 24 7



0845 118 24 7

# YELLOW PAGES

118 24 7



0845 118 24 7

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# YELLOW PAGES

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# YELLOW PAGES

# YELLOW PAGES

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# YELLOW PAGES

0845 118 24 7



[Local Search Help](#)

Search terms:

US address, city & state, or zip:

Save location

Searched the web for **pizza** near **palo alto**.

Search within: [1 mile](#) - [5 miles](#) - [15 miles](#) - [45 miles](#)

Show: [All Results](#) - [Restaurants: Pizza](#) - [Other Grocery Products: Pizza](#) - [Wholesale](#) - [Canned & Frozen Food: Pizza](#) - [Manufacturers](#)



[See these results on a map of this region](#)

**Name**

**Address**

**Related Web Pages**

[Domino's Pizza](#)

(650) 326-6552

240 Cambridge Ave

Palo Alto, CA 94306

0.3 mi S - [Directions](#)

[Unofficial Guide](#)

**Pizza**, \$, Average Entrée price under \$10. \$\$, \$10 - \$15. ...  
[stanford.edu](#) - [and more related pages »](#)

[Ramona's Pizza](#)

(650) 322-2181

2313 Birch St

Palo Alto, CA 94306

0.4 mi S - [Directions](#)

[San Francisco Restaurants - Chowbaby.com](#)

[chowbaby.com](#) - [and more related pages »](#)

[Ramona's Restaurant](#)

(650) 326-2220

2313 Birch St

Palo Alto, CA 94306

0.4 mi S - [Directions](#)

[San Jose Restaurants - Chowbaby.com](#)

... ICE CREAM, San Jose. RACE STREET PIZZA, ( 408 ) 295 - 6588  
[chowbaby.com](#) - [and more related pages »](#)

[Papa Murphy's Take 'N' Bake Pizza](#)

(650) 328-5200

2730 Middlefield Rd

Palo Alto, CA 94306

0.8 mi E - [Directions](#)

[Papa Murphy's ~ Take 'N' Bake Pizza](#)

You Bake! PIZZA You Save! 2730 Middlefield Road, Midtown ...  
[papamurphyspaloalto.com](#) - [and more related pages »](#)

[Papa Tom Pizza](#)

(650) 324-3131

855 El Camino Real

Palo Alto, CA 94301

1 mi W - [Directions](#)

[Welcome to Choraegus ShareMusic!](#)

... Spot - A **Pizza** Place 107 Town & Country Village Palo Alto ...  
[choraegus.com](#) - [and more related pages »](#)

Google Local Beta 2004



**BT**  
More power to you

**Quotes**

World's fastest color printer for under \$1000 (usd).  
**Phaser 8400 Color Printer**  
**\$999**



GET 15

**INSWEB**  
Lower your insurance costs.

What's New Netscape - **What's New**

- ▶ Science Proves It: Drinking Causes...
- ▶ Teen Girls Beware: Popular Boys Do
- ▶ Look What Was Found in Stone Age
- ▶ Strange Space Object Mystery Deepens
- ▶ Did You See What Bush Dared to We
- ▶ If You Get This E-Mail Scam, Delete I



Home-Owners Click Here  
**AMERQUEST MORTGAGE COMPANY®**

**u go, did you know....**

**AOL® for Broadband to any**  
**d cable or DSL connection!**

with and enhances any basic high-speed connection

protection for you and your family

st on-demand and exclusive programming online

**GET A FREE TRIAL!**

**Click here for details**

which have at least 10 years of experience in the industry

Address

Folders

Unit

save up to **70%** on life

ere has n...  
 tter time...  
 surance. ...  
 ve Money

SpecificPDF Network - 1/2000

**TRAVELZOO™**



Apple Introduces  
iPhone 2007



# Google Launches Android 2008



## Mission

Give people the power to  
share and make the world  
more open and connected







*Pinterest*

Linked in

 Instagram



flickr

You Tube

yelp. 

tumblr.

 facebook.



Snapchat



# CONSUMER JOURNEY

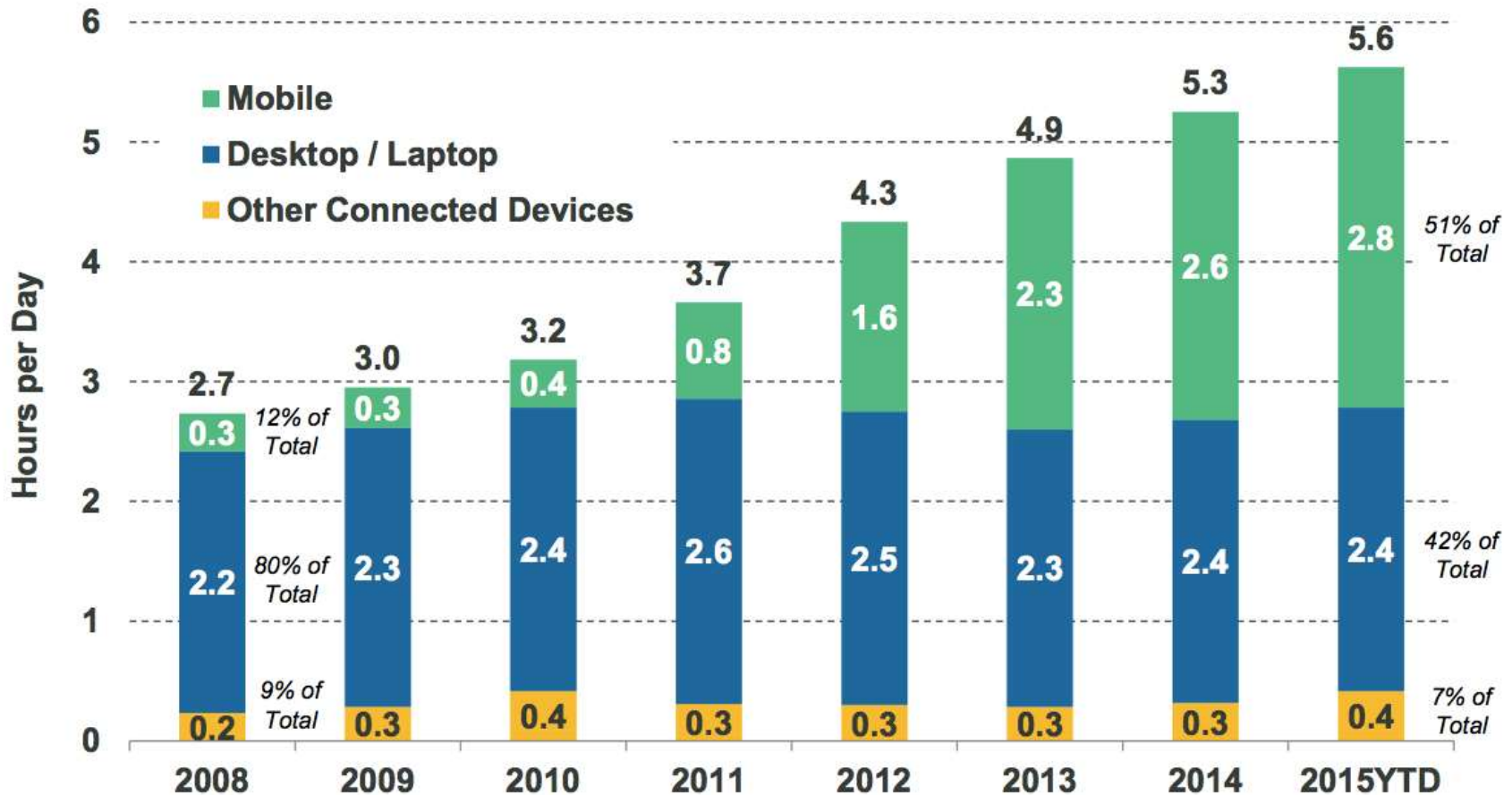
THEN



NOW



## Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2015YTD



@KPCB Source: eMarketer 9/14 (2008-2010), eMarketer 4/15 (2011-2015). Note: Other connected devices include OTT and game consoles. Mobile includes smartphone and tablet. Usage includes both home and work. Ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking.

## Pre-digital



1 : ∞

## Digital



1 : 1

## Post-Digital



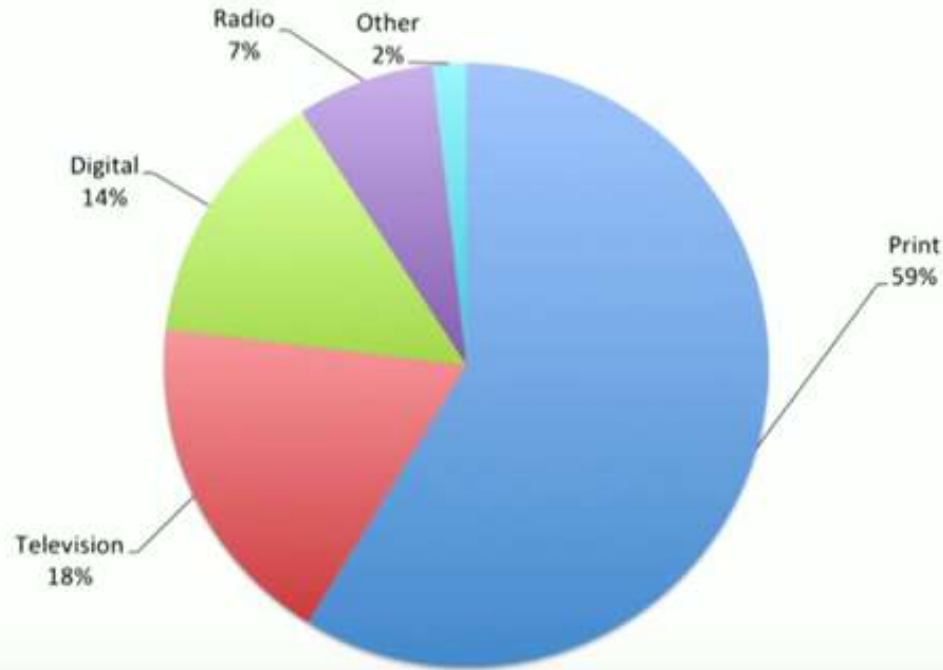
1 : *Moment*

# LOCAL: The Next Digital Battleground in Healthcare

Yet healthcare remains underinvested in digital

**\$10.9B**

projected 2015 local advertising spend



Source: 2015 BIA/Kelsey "Insights into Local Advertising - Healthcare"



Source: Google/Compete Hospital Study

## Nearly half of patients finish their paths with a branded term

Share of patients that finished on:



Share of patients that started on:

10% 49% 6% 35%

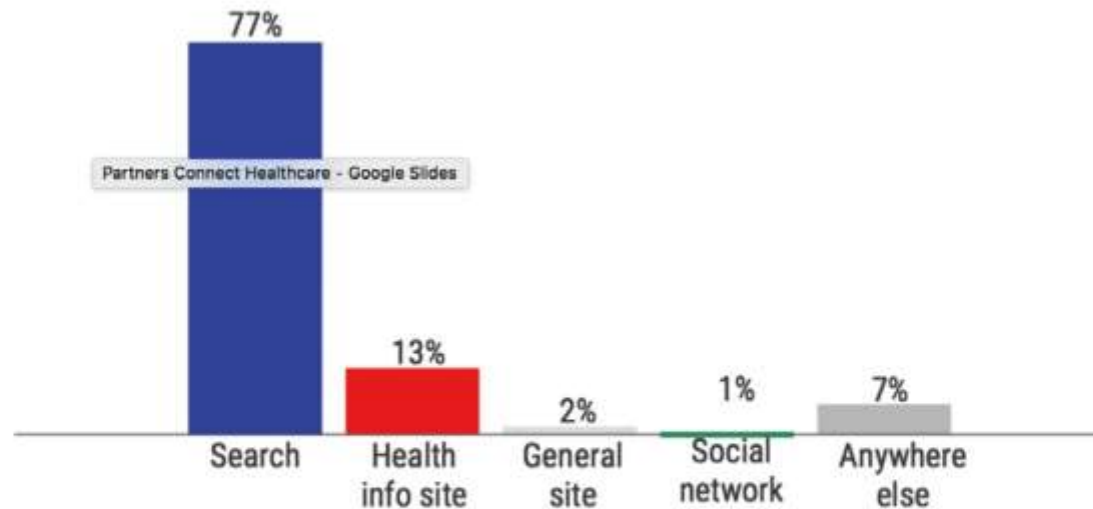
Branded Conditions/  
Diseases Treatments/  
Procedures Symptoms/  
Dept.

As we've gone online and realized we have all of the information available at our fingertips, we've started to take a different approach to our health. 1 in 20 searches are now health-care related.

**43%** say that internet-based resources are their go-to source for health & wellness information

Source: Google Consumer Surveys

### Where do online health inquiries start?



Source: Pew Research "Health Research Online"

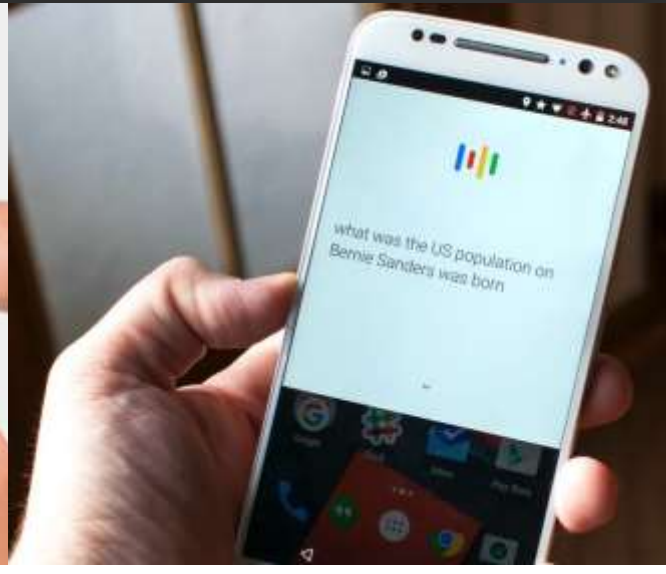
Google search interest in  
“**near me**” has increased  
**34X** since 2011.

Mobile makes up **88%** of all  
"near me" searches, with those  
mobile searches **growing at**  
**146%** year over year.

SOURCE: "When the Small Screen is the First Choice: Finding Your Mobile-Centric Sources," March 2016, Thinkwithgoogle.com



# Omnichannel Discovery Marketing



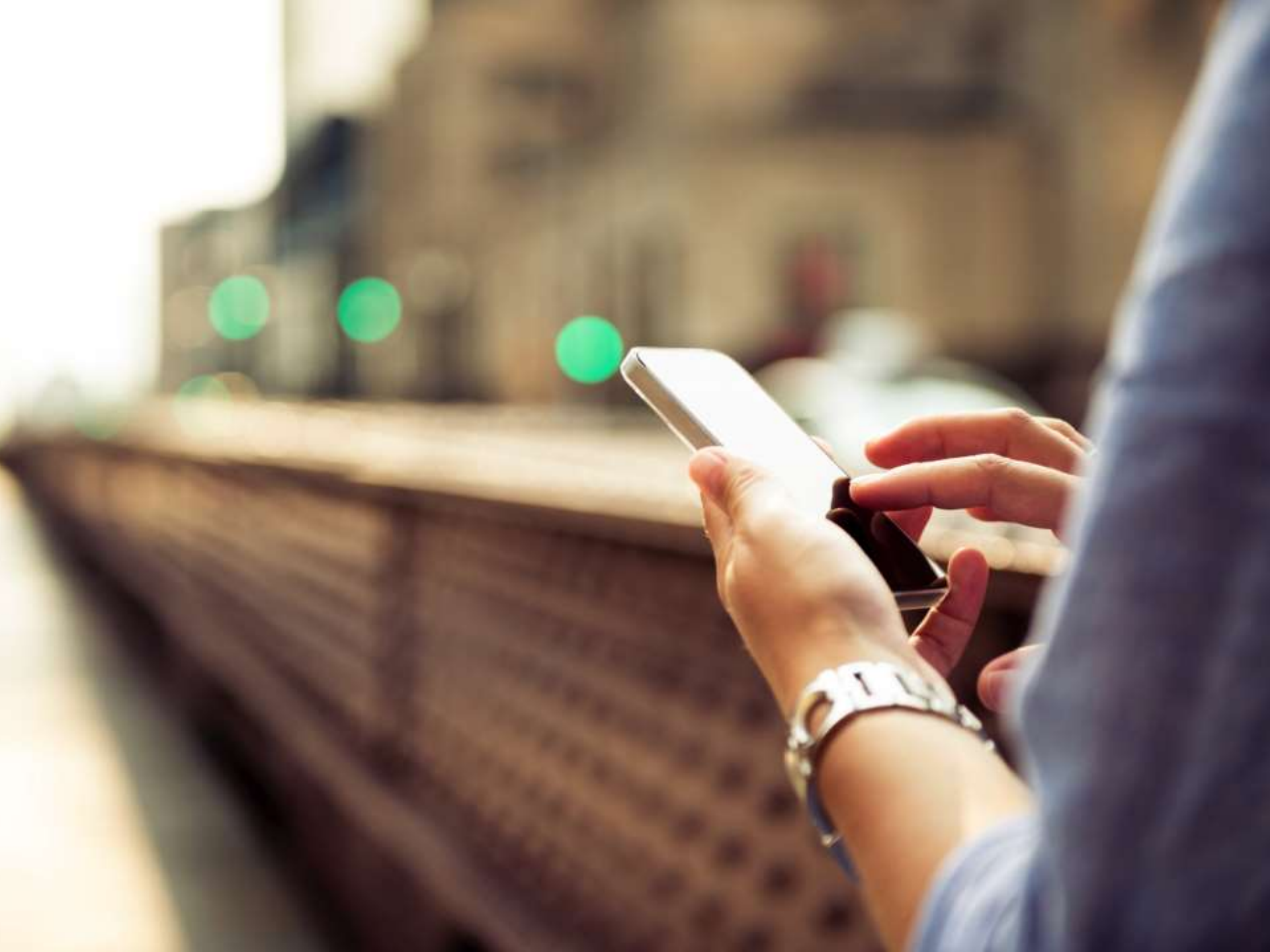
# WIN IN THE “MOBILE MOMENTS.”

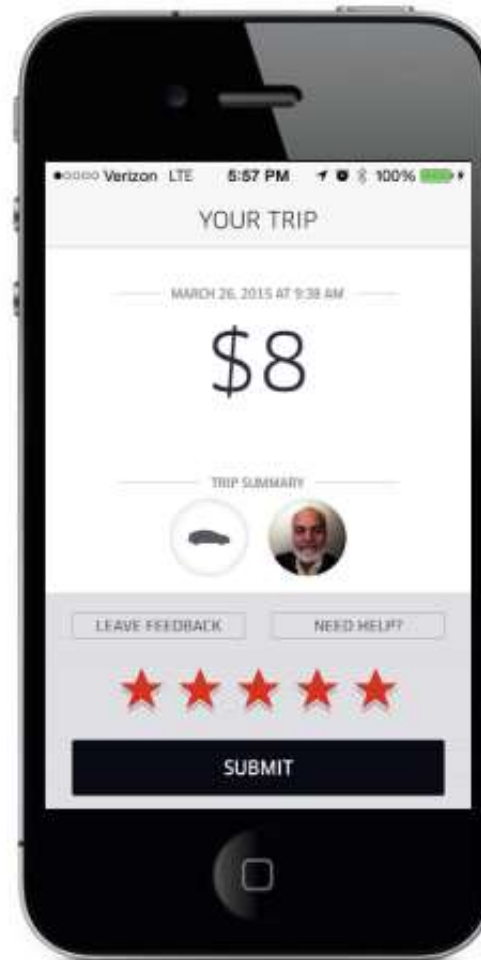
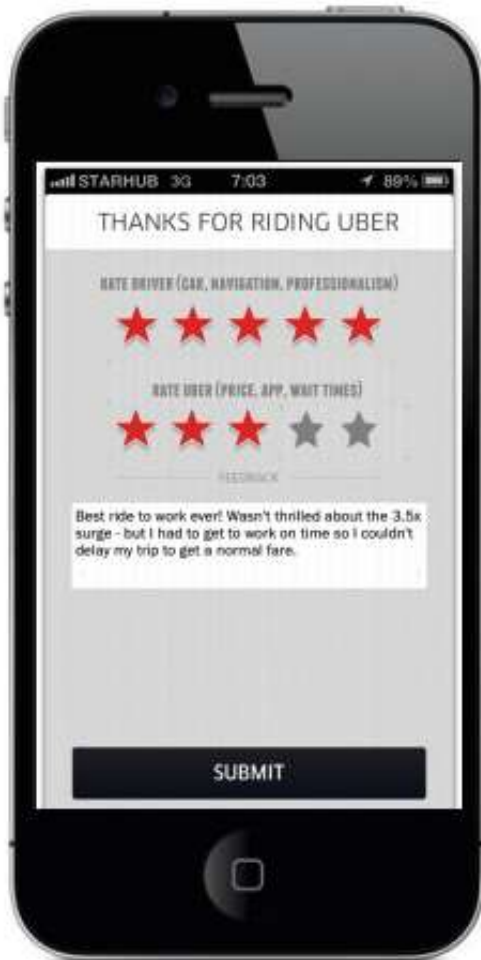
“A ‘mobile moment’ is a point in time and space when someone pulls out a mobile device to get what he or she wants immediately, in context.”

FORRESTER

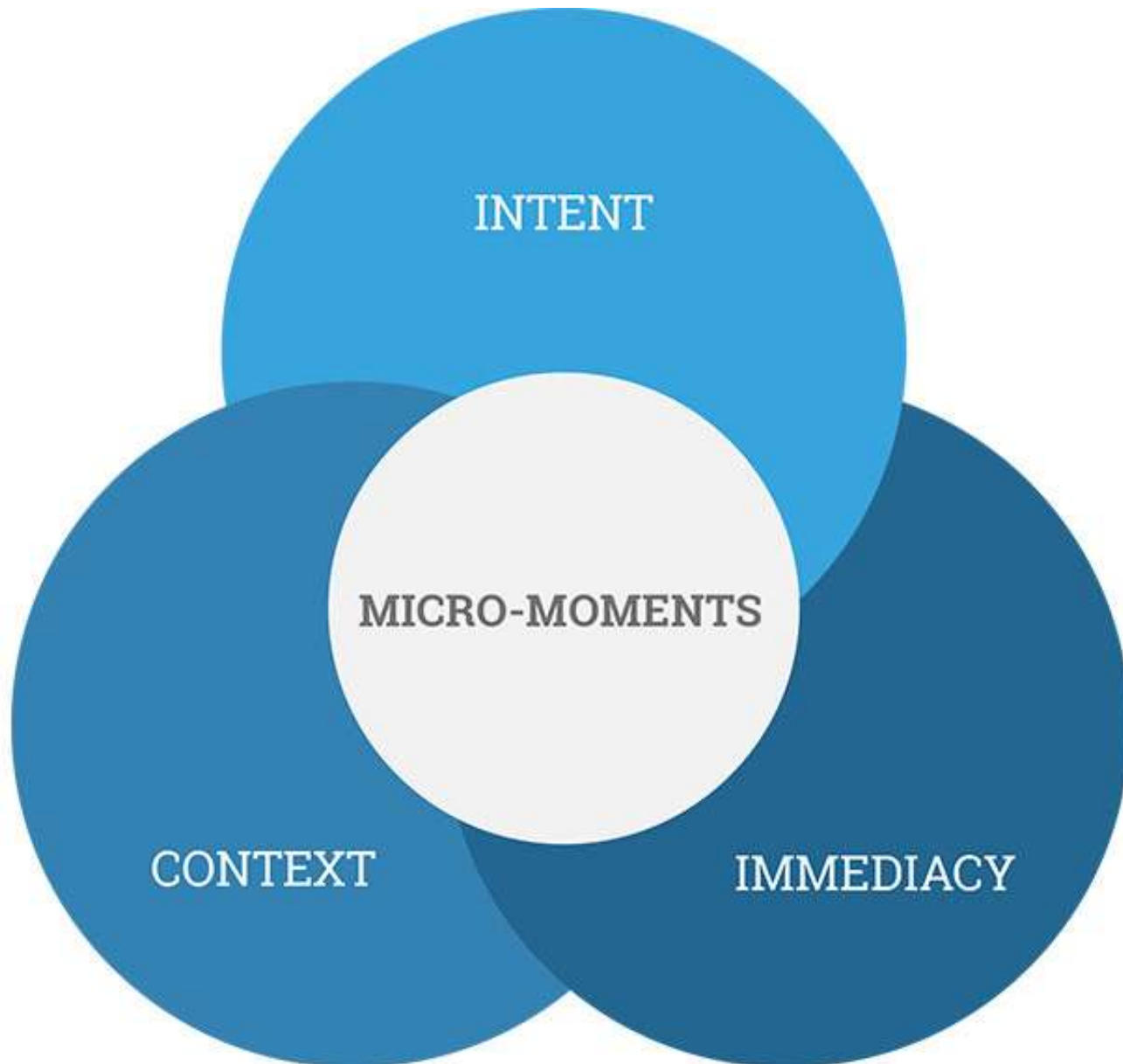












*Photo Credit: thinkwithgoogle.com*

# Healthcare Digital Trends

85%

of patients **look online first** for health information

SOURCE: HRI (Health Research Institute)



77%

of online health seekers say they began their last session at a search engine such as **Google, Bing, or Yahoo**

SOURCE: Pulse Digital Marketing



86%

of physicians believe that **mobile apps and mobile devices** will play a major role in a doctor's practice.

SOURCE: HRI (Health Research Institute)



44%

of patients who found physicians and private practices on their mobile devices, **scheduled an appointment**

SOURCE: Pulse Digital Marketing





“

As patients behave more like consumers, healthcare organizations need to deliver a higher level of personalized service, satisfaction and overall experience – or risk losing business to the competition.

”

*SOURCE: PwC Health Research Institute*

# The Digital Disruption to the Patient Journey







uberT    uberX    BLACK CAR    RUSH    UberHEALTH







First real health  
tracker that most  
people know

# Change patient behaviors to keep them healthy

Simple, invisible “companion apps” as the marketing program



Removable Bluetooth sensor tells the app how much water has been consumed





no Bell LTE

3:53

Tuesday, September 17



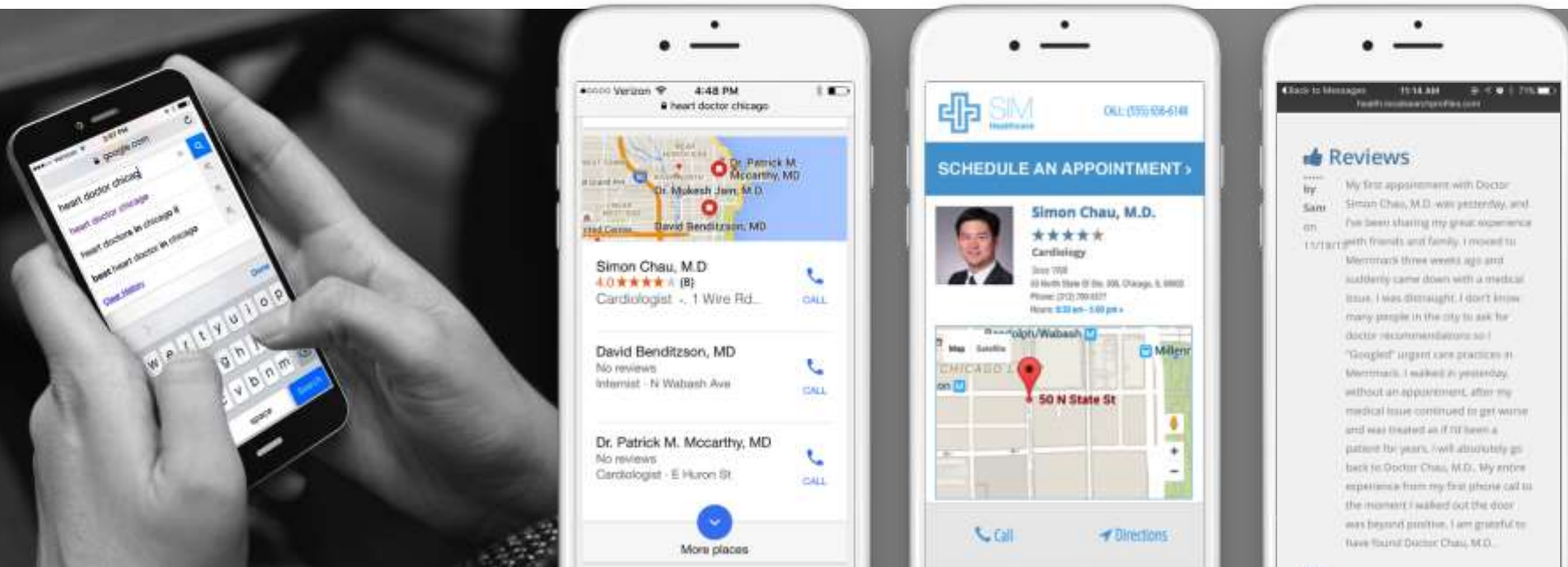
**Aqua** now

Less than 50% of your daily  
intake has been consumed

[click to view](#)

slide to unlock

# Amplifying Your Patient Experience



Be Findable



Be Descriptive



Be Transparent



# From mobile search to mobile wallet



"NEAR ME"  
SEARCH RESULT



PHYSICIAN  
PROFILE PAGE



OFFER IN  
MOBILE WALLET



OFFER +  
NOTIFICATIONS

# Healthcare Transparency





45%

of consumers look at online reviews before scheduling an appointment

*2015 Healthcare Consumer Trends Survey*



29%

say viewing online reviews is the first step  
in their search to find a new physician

*2015 Healthcare Consumer Trends Survey*



# Physician Reviews

The image shows a tablet displaying the MyChart patient portal for Julie Day, M.D. The interface is clean and professional, with a red header bar containing the University of Utah Health Care logo and navigation links. The main content area is white with a red sidebar on the left. The profile section includes a photo of Dr. Day, her name, and a 5.0 star rating. The bio section provides a brief history of her medical career. The patient ratings section is a grid of nine items, each with a star rating and a brief description of the rating criterion. The patient comments section at the bottom shows three reviews from patients, each with a date and a short testimonial.

**U of U Health Care MyChart U of U Health Services**

**UNIVERSITY OF UTAH HEALTH CARE** Find a Doctor Services Locations University Hospital Clinical Trials

**Julie Day, M.D.**

5.0 out of 5

33 Patient Ratings  
12 Patient Comments

**Clinical Details** Academic Profile Education Videos & News

**Phone Number** (801) 213-8848 **Clinical Office Address** Greenwood Health Center  
7486 South State Street  
Midvale, UT 84047

**Schedule An Appointment**

**Specialties**

- Family Medicine

**MyChart Provider**

**Languages**

- English
- French

**Bio**

Julie Day is an Internal Medicine physician. Along with practicing general internal medicine, Dr. Day is the Medical Director at the Redwood Health Center. She earned her medical degree from the University of Utah in 1979 and then went on to postgraduate training in Internal Medicine at the LDS Hospital. In her spare time, Dr. Day is involved with church activities and enjoys reading, stream fishing and spending time with her family.

**Board Certification and Academic Information**

**Academic Departments** Family and Preventive Medicine - Adjunct Instructor  
UUtMC Community Physician Group - UUtMC Employed Physician

**Academic Divisions** Family Medicine

**Board Certification** American Board of Family Practice (Fam Pract)

**Patient Ratings**

The Patient Rating score is an average of all responses to care provider related questions on our nationally-recognized Press Ganey Patient Satisfaction Survey.

Responses are measured on a scale of 1 to 5 with 5 being the best score.

**Learn About Our Survey**

Likelihood of recommending care provider <b>5.0</b> ★★★★★	Care provider spoke using clear language <b>5.0</b> ★★★★★	Care provider's explanation of condition/problem <b>5.0</b> ★★★★★
My confidence in care provider <b>5.0</b> ★★★★★	Care provider's effort to include me in decisions <b>5.0</b> ★★★★★	Wait time at clinic <b>4.6</b> ★★★★★
Time care provider spent with me <b>5.0</b> ★★★★★	Care provider's concern for questions & worries <b>5.0</b> ★★★★★	Care provider's friendliness and courtesy <b>4.9</b> ★★★★★

**Patient Comments**

Patient comments are gathered from our Press Ganey Patient Satisfaction Survey and displayed in their entirety. Patients are de-identified for confidentiality and patient privacy.

**UUt Patient May 16, 2014**  
Dr. Day is just the best, the U is fortunate to have her. Her knowledge and experience is awesome and how she applies it and communicates it is so comforting.

**UUt Patient January 17, 2014**  
Dr. Julie Day is a fantastic doctor. I'm almost 66 years old and I've seen quite a number of doctors during the course of my life and I would have to rate Dr. Day as one of the best doctors I've ever seen. She actually LISTENS to her patients.

**UUt Patient December 18, 2013**  
Dr. Julie Day is the best. She completed her evaluation and determined I needed to go to the U Hospital by ambulance. She

# Services and Pricing

The screenshot displays the Oak Hill Hospital website. At the top, there is a navigation bar with links for 'Find A Doctor', 'Services', 'Patients & Visitors', 'Health Info', 'For Professionals', and 'About Us'. The hospital logo is prominently displayed on the left. On the right, there are two circular icons: one for '20 Years Oak Hill Hospital' and another for '31 Years Pediatric Emergency Care Center'. Below the navigation is a large banner image of a family walking a dog in a park, with the text 'Estimated pricing information on top services'. Underneath the banner is a sub-header 'Pricing Estimates and Information - Uninsured Patients'. The main content area is divided into two columns. The left column is titled 'Services & Pricing' and contains a table of services with their respective prices and hospital stay durations. The right column contains sections for 'Advanced Estimates...' and 'Prior To Your Call'.

**Estimated pricing information on top services**

**Pricing Estimates and Information - Uninsured Patients**

Oak Hill Hospital offers many forms of financial relief for patients without healthcare insurance (the "uninsured") needing emergent or non-elective services.

**Services & Pricing**

Independent Services	Price Range	Hospital Stay Range
<b>CARDIOLOGY - Atrial Fibrillation (Heart Arrhythmia)</b> Quivering or spontaneous contraction of individual heart muscle fibers that causes a rapid heartbeat.	\$6,344 - \$56,468	2 - 4 Day(s)
<b>CARDIOLOGY - Congestive Heart Failure</b> An inability of the heart to circulate blood effectively enough to meet the body's needs.	\$8,072 - \$21,480	2 - 6 Day(s)
<b>CARDIOLOGY - Coronary (Heart) Artery Disease</b> A disease of the heart's arterial vessels marked by thickening, hardening, and loss of elasticity to the arterial walls.	\$56,635 - \$47,796	3 - 9 Day(s)
<b>CARDIOLOGY - Subacute Infarct, Initial</b> A heart attack which occurs when blood flow to the heart muscle is interrupted. Oxygen can't get to the heart muscle, causing tissue damage or tissue death.	\$58,028 - \$39,898	2 - 7 Day(s)
<b>DIGESTIVE - Acute Pancreatitis</b> Inflammation of the pancreas.	\$8,809 - \$28,132	2 - 7 Day(s)
<b>DIGESTIVE - Diverticulitis of Colon</b> Inflammation or infection of a pouch (or sacs) in the colon due to pressure from within the colon without hemorrhage.	\$8,976 - \$23,468	3 - 6 Day(s)
<b>GENITOURINARY - Acute Renal Kidney Failure</b> The inability of the kidneys to adequately remove wastes from the bloodstream.	\$8,800 - \$17,899	3 - 6 Day(s)
<b>GENITOURINARY - Urinary Tract Infection (UTI)</b> Infection of the kidneys, ureters or bladder by microorganisms.	\$7,126 - \$16,837	2 - 6 Day(s)

**Advanced Estimates...**

More detailed pricing information is available. If our estimated pricing information does not appear to cover your services, as if you have you will have complicating factors requiring a more detailed query, you may call our representatives for a good faith estimate at...

**Prior To Your Call**

Prior to your call, please contact your physician's office to get the specific diagnosis or procedure description. When you call our Service Center, please have the following information available, so that we can provide you with the most accurate estimate possible:

- **Description of services needed** - we will need to know as much information as possible about the specific services as described by your physician.
- **Type of Services needed** - we need to know if you will be admitted to the hospital as an inpatient overnight, or if you are expected to be treated on an outpatient basis.
- **Physician/Specialist Name** - especially, if you are having surgery, we will need to know the surgeon's name.



**UBER**



**MedStar Health**

## Getting to the Doctor Just Got Easier

MedStar Health and Uber have created a convenient ride option to get you to and from your medical appointments and stay on track to receive the care you need. Door-to-door transportation saves time, and our handy reminder feature will help you be ready when your ride arrives.

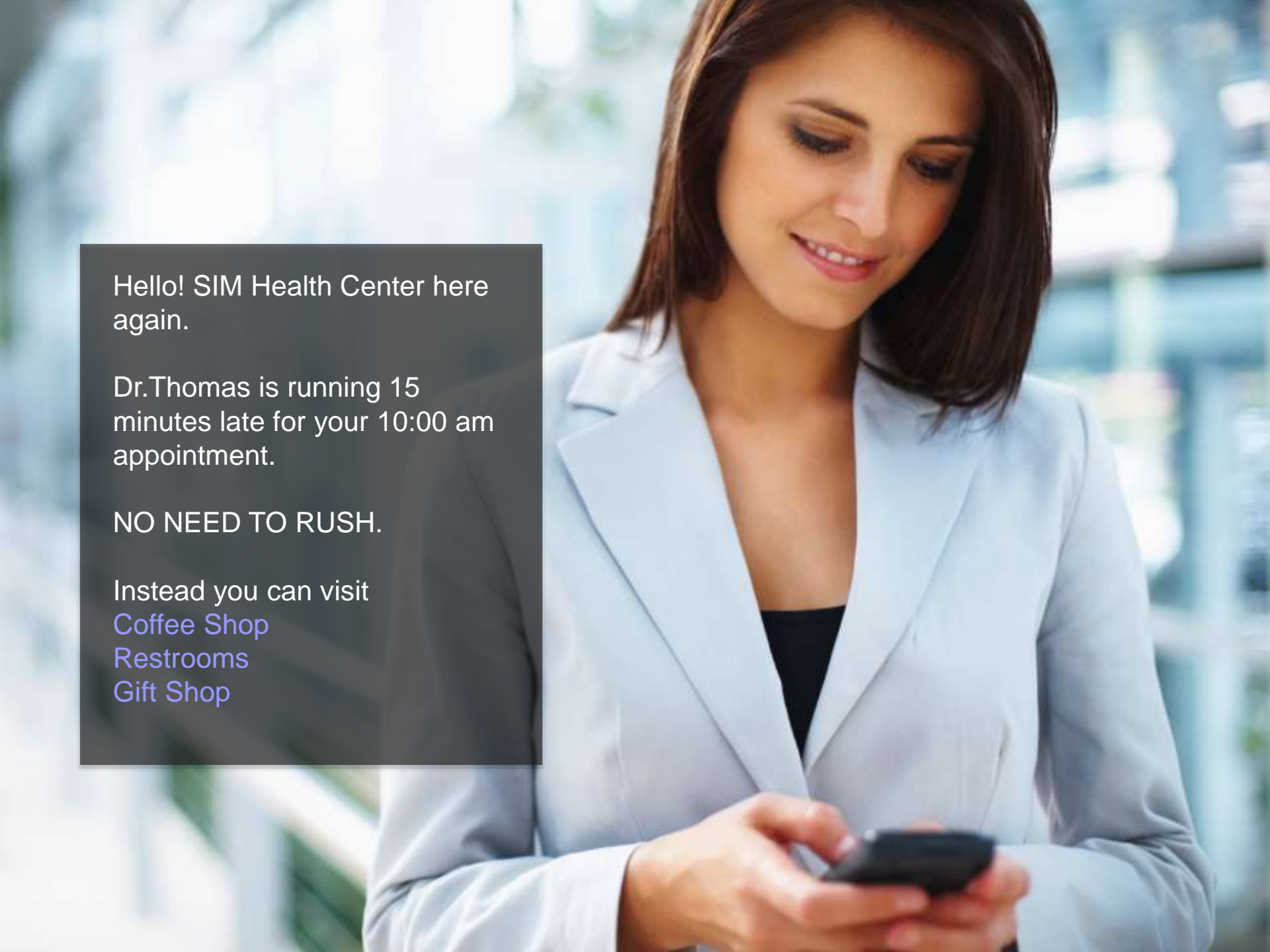


Hi Shawn.

Welcome to SIM Health  
Center

Your appointment is at 3:00pm  
in The Center for Advanced  
Care, located at [900 W.  
Nelson Street.](#)



A woman with long brown hair, wearing a light blue blazer over a black top, is looking down at her smartphone. She has a slight smile on her face. The background is a blurred indoor setting, possibly a hospital or office, with some greenery visible on the left.

Hello! SIM Health Center here again.

Dr.Thomas is running 15 minutes late for your 10:00 am appointment.

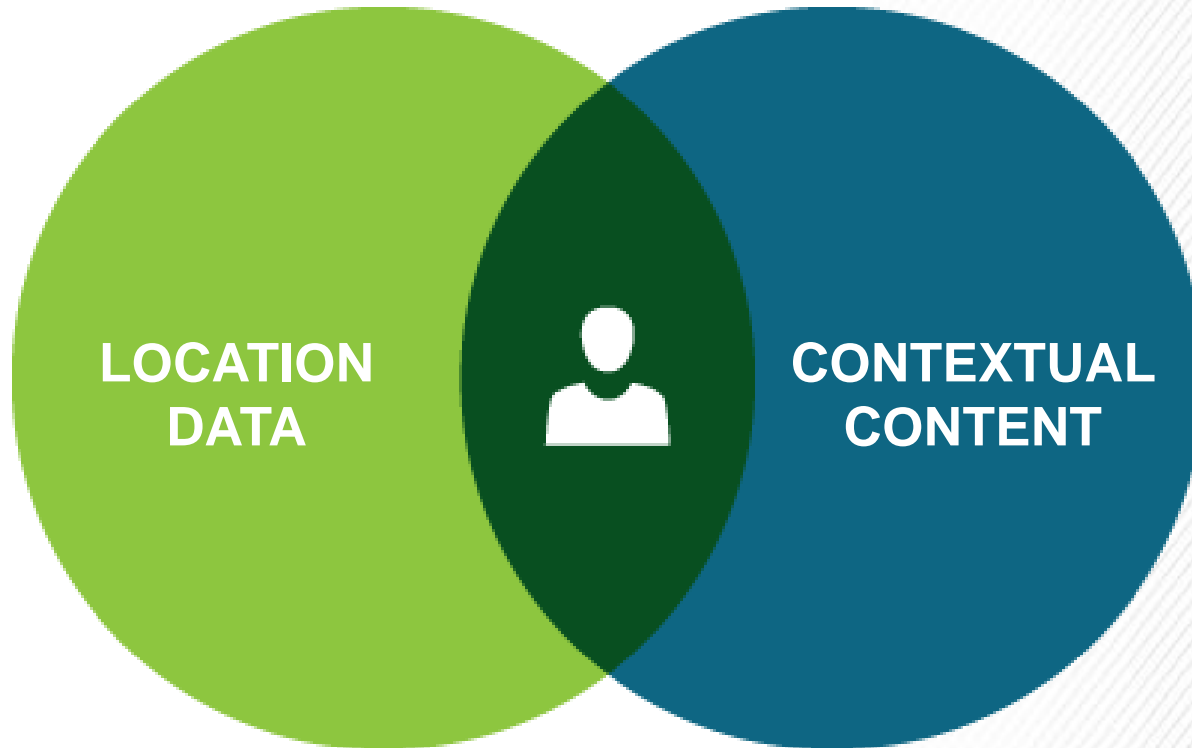
**NO NEED TO RUSH.**

Instead you can visit  
[Coffee Shop](#)  
[Restrooms](#)  
[Gift Shop](#)



What if you could submit your health data before you even arrived at your doctor's office?

# Put the Patient at the Center of the Experience







## Manage

Build local data assets by consolidating, cleansing, categorizing, and optimizing data



## Distribute

Unleash your location data by distributing to data amplifiers to increase visibility



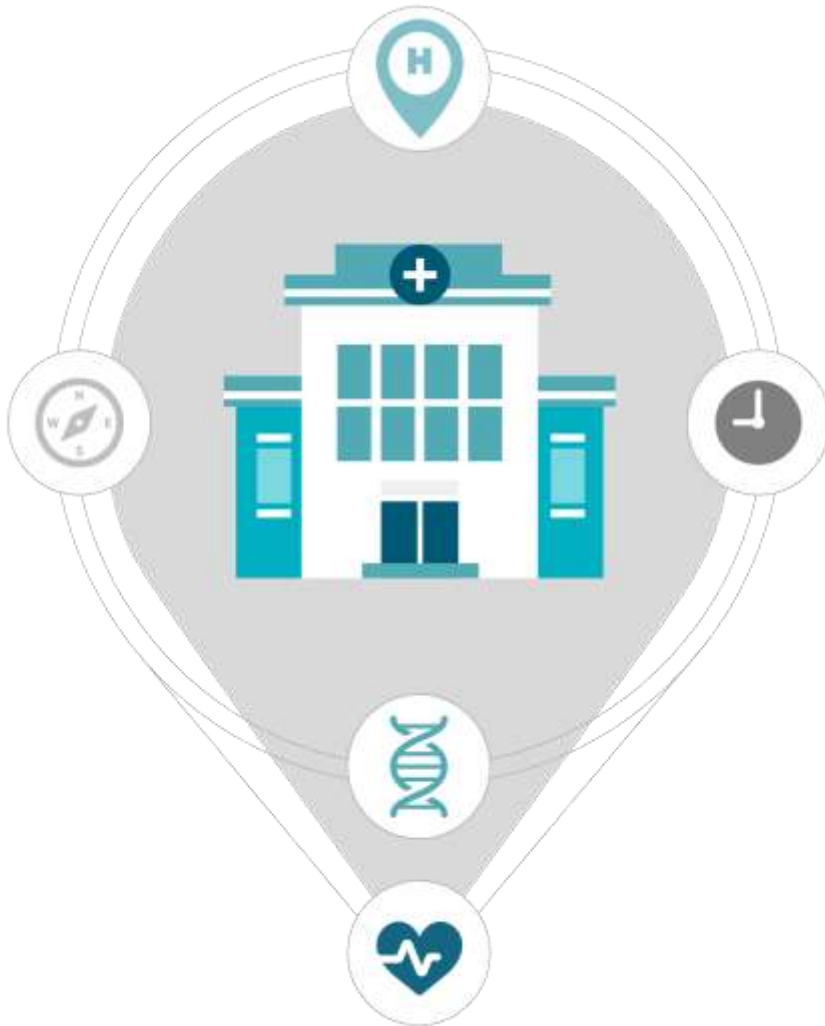
## Monitor

Understand your location data health and how you can improve





# Primary elements of location data



**NAP Data:** consists of data elements core to a business location, including: businesses name (also referred to as “business title”), address, and phone number.



**Latitude/Longitude:** your latitudinal and longitudinal coordinates, which comprise your pin data, make it possible for your business location to appear accurately on mapping apps such as Google Maps and Apple Maps.



**Business Category:** the type of business you are. Business category is often classified by industry, but data aggregators and publishers use their own taxonomies.

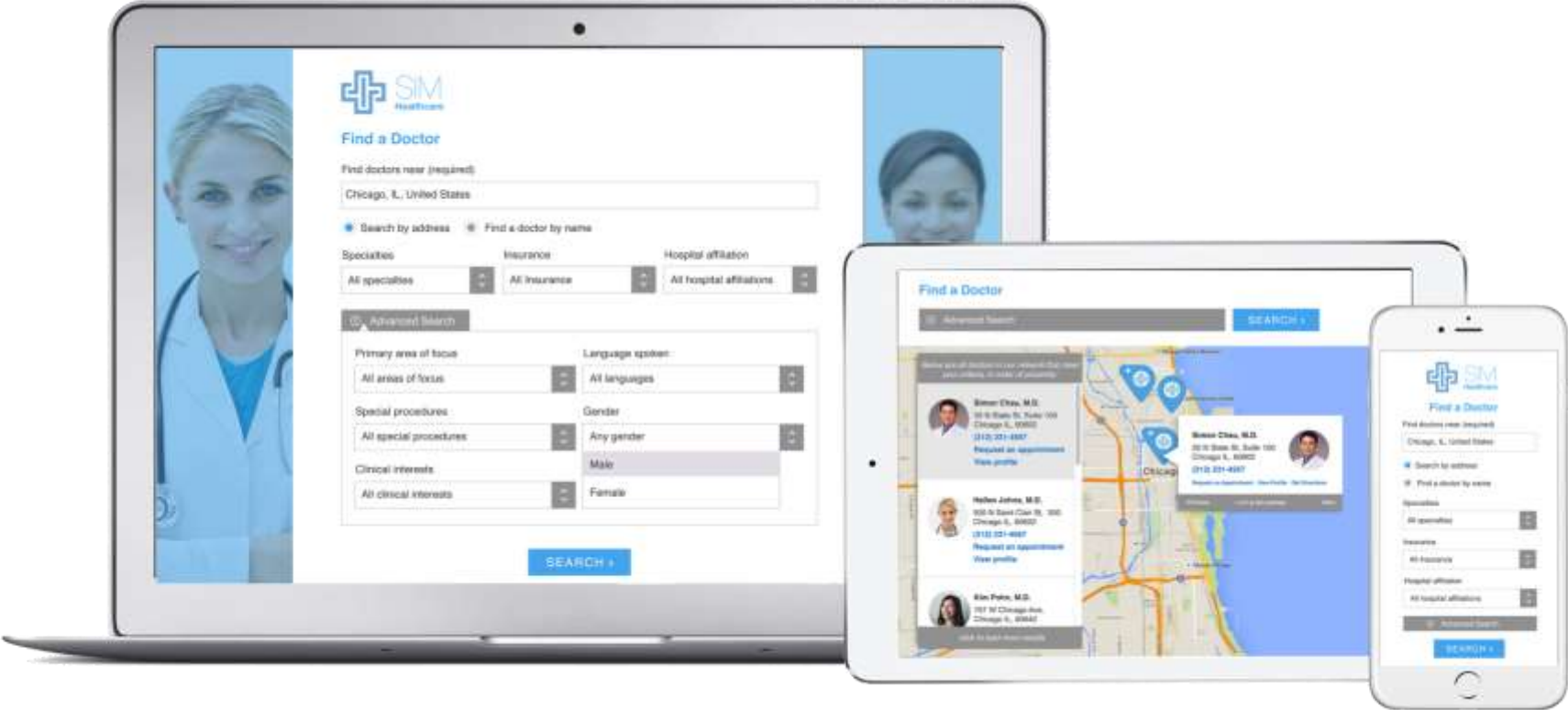


**Business Description:** a brief description of what you do. A healthcare system will likely need to manage multiple descriptions of different services offered.



**Hours Of Operation:** these may vary among services offered inside a healthcare organization.

# Seamlessly Integrate Your Locator and Site



# Drive The “Next Moment” With Actionable Search Results

Below are all doctors in our network that meet your criteria, in order of proximity:



**Simon Chau, M.D.**

30 N State St, Suite 100  
Chicago IL, 60602

**(312) 231-4567**

[Request an appointment](#)

[View profile](#)



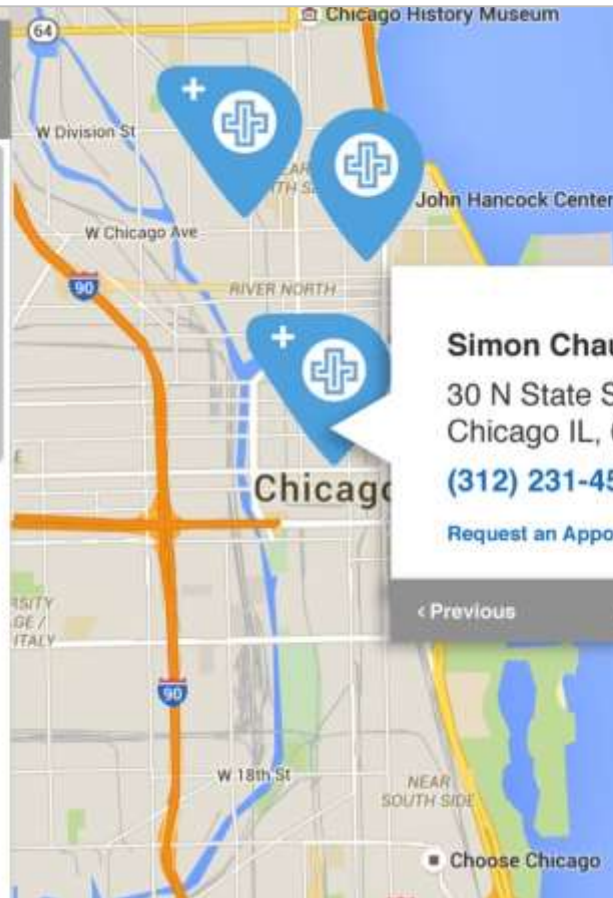
**Hellen Johns, M.D.**

500 N Saint Clair St, 300  
Chicago IL, 60602

**(312) 231-4567**

[Request an appointment](#)

[View profile](#)

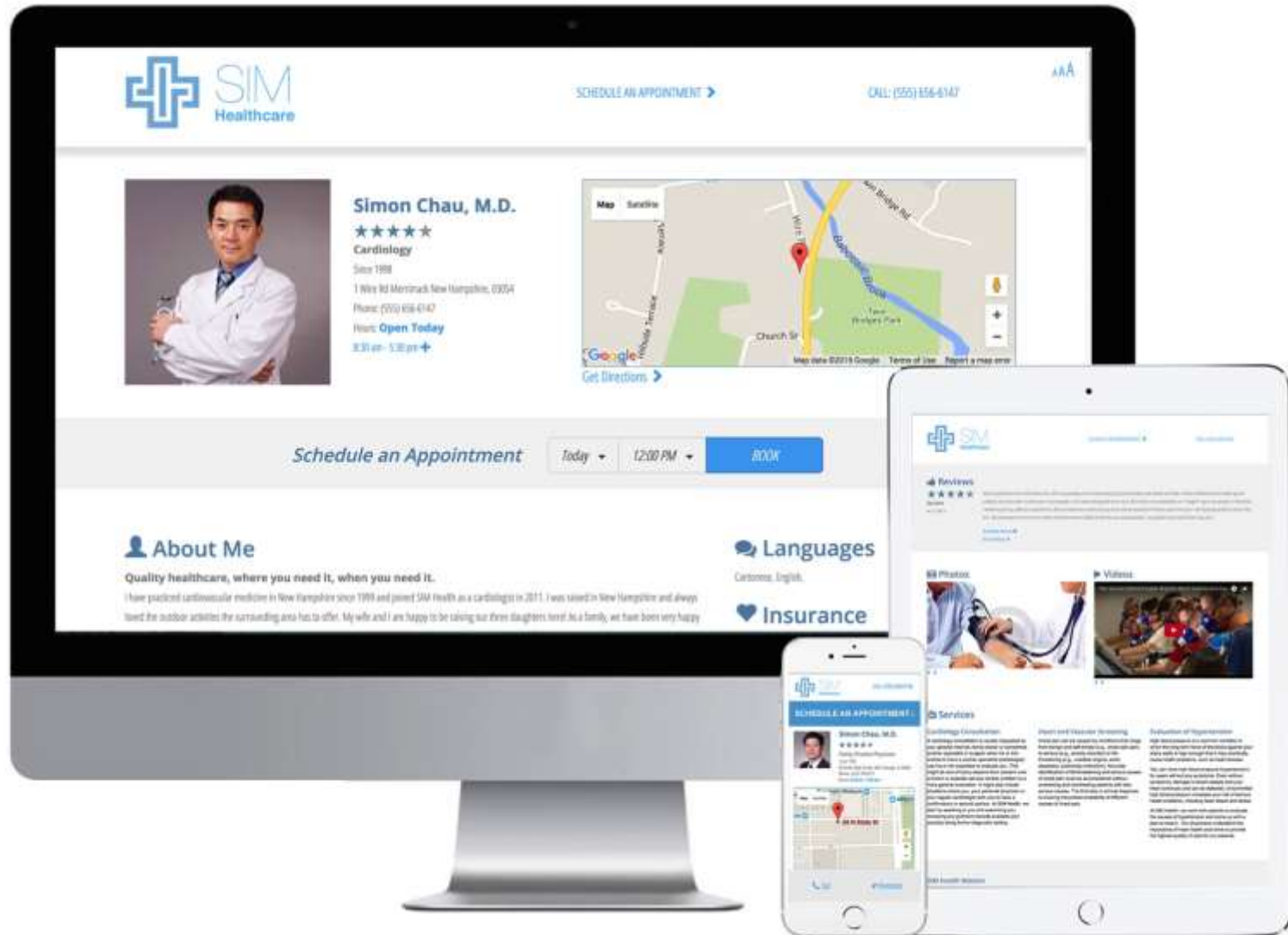


< Previous

1 of 3 at this address

Next >

# Win Patients with Engaging Physician Profiles





# SIM Partners

## Thank You!



### THE HEALTHCARE MARKETER'S GUIDE TO

## Location Data Management

Download this report to uncover:

- Why location data needs to be the foundation of your local marketing in the age of the mobile consumer
- How to manage the complexity of healthcare location data to be visible where and when patients are looking for care
- How to create a location data management strategy that delivers exceptional experiences across the patient journey

CONTACT US:

**Amanda Bury**, Managing Director, Healthcare, SIM Partners

email: [abury@simpartners.com](mailto:abury@simpartners.com), O 312.702.4034 • M 224.848.9290