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The Five Ps of Consumerized Healthcare

Converting Challenges into Opportunities

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Tampa General Hospital

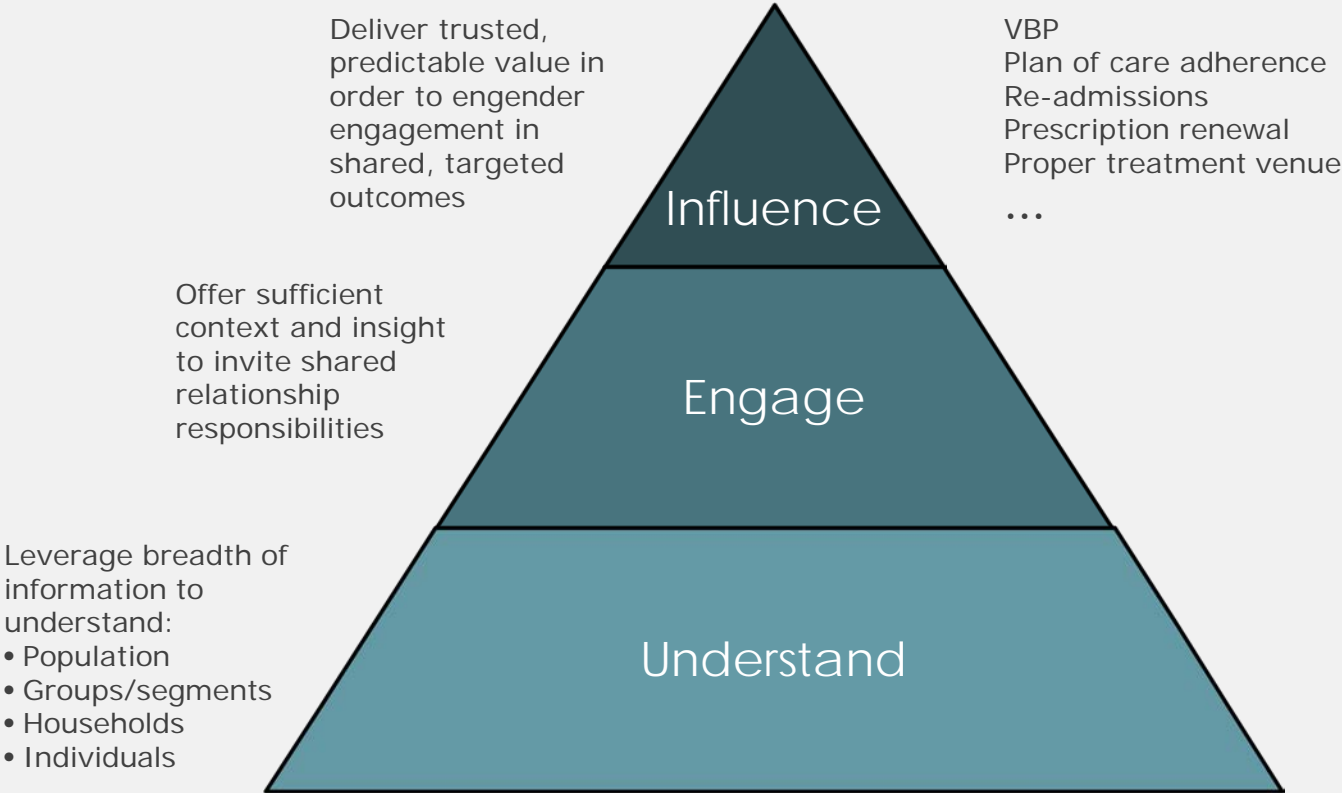
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Vice President, Solutions Consultant
Healthgrades

Overview

- ▶ Modern Digital Consumer
- ▶ How Are Non-Healthcare Markets Advancing
- ▶ Five Ps
 - Patient-Centered
 - Prompt
 - Personalized
 - Pathways
 - Portable
- ▶ Making It Happen

Strategic goal



PATIENTS ARE PEOPLE TOO

Patients as Consumers

Patients are consumers and are starting to act like it ...

- ▶ 43% report looking online for information about treatment options
- ▶ 28% say they searched online for information about the quality of care provided by a primary care physician or medical specialist
- ▶ 1 in 5 reports searching online for information about the costs of services
- ▶ 1 in 10 says they used a social networking site to comment on their experiences using the health care system
- ▶ Over half say they would use a smart phone or PDA to monitor their health if they were able to access their medical records and download information about their medical condition and treatments
- ▶ 2 in 3 say they would consider switching to a physician who offers access to medical records through a secure Internet connection

The Growing Application of Customer Lifetime Value Principles is Undeniable

The “retailing” of healthcare is well underway – Walgreens

- ▶ % visits for preventative services, screening and chronic visit utilization (combined)
 - ▶ Increased from 4% in 2007 => 17% in 2013
 - ▶ Annual % return patient visits 15% 2007 => 50% 2012 & 2013
- ▶ For patients age 17 and under, visits for both preventive services and vaccinations increased by 180 percent
- ▶ For patients ages 18 to 64, visits for health testing increased by 90 percent, while overall preventive health service visits increased 66 percent
- ▶ For patients age 65 and older, acute visits increased 84 percent

WALGREENS MESSAGING:

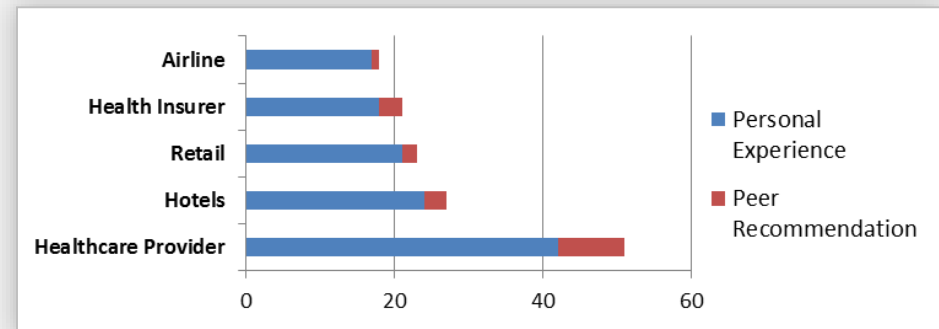
“At the corner of
Happy & Healthy”
“Walk-ins welcome”
“Appointments
Available”

CVS MESSAGING:

“Minute Clinic”
“Your neighborhood
medical clinic”

Personal experiences and peer recommendations matter the most in choosing a doctor or hospital

- ▶ Influence of personal experiences and peer recommendations in selecting a provider (social, friend network, etc.)
- ▶ * PwC 2011 Customer Experience Radar Research



Modern Consumer

Hearts & Minds The Secret Sauce of the Art of "Influence Science"



VS.



VS.



VS.



Experiences

Convenience

Predictable

Privilege

Member

Emotion

Well beyond
transactional
relationship

Medical Mom

- ▶ “Head of Household” analogy
- ▶ Parent
- ▶ Caregiver for parents
- ▶ Referral network
- ▶ Value attributes

The Five Ps of Modern Healthcare Marketing

- ▶ **Patient-Centered** – It's all about the customer and their needs
- ▶ **Prompt** – Accessible in 4 clicks or less, and encounter experiences should be streamlined as much as possible
- ▶ **Personalized** – Targeted, valuable, aligned with individual needs and delivered in a manner which the consumer desires
- ▶ **Pathways** – Marketers must help drive frictionless, memorable experiences and streamline the customer journey
- ▶ **Portable** – Access must be expanded and services must be lifestyle-aligned with mobile-enabled capabilities



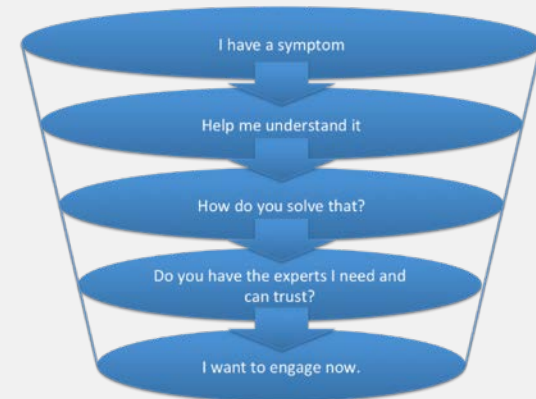
THE FIVE Ps – PATIENT CENTERED Communication Center Master Customer Database

Patient-Centered

Leverage Our Assets

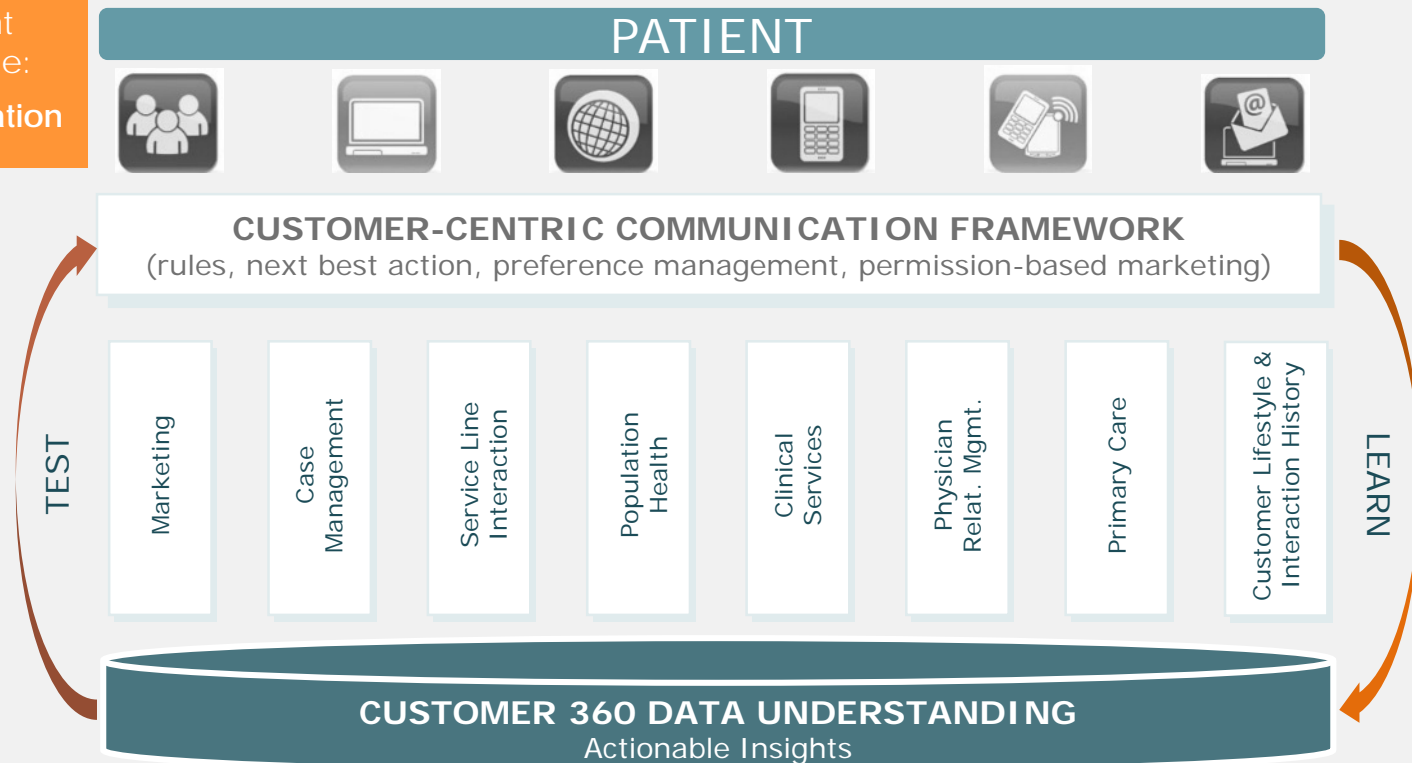


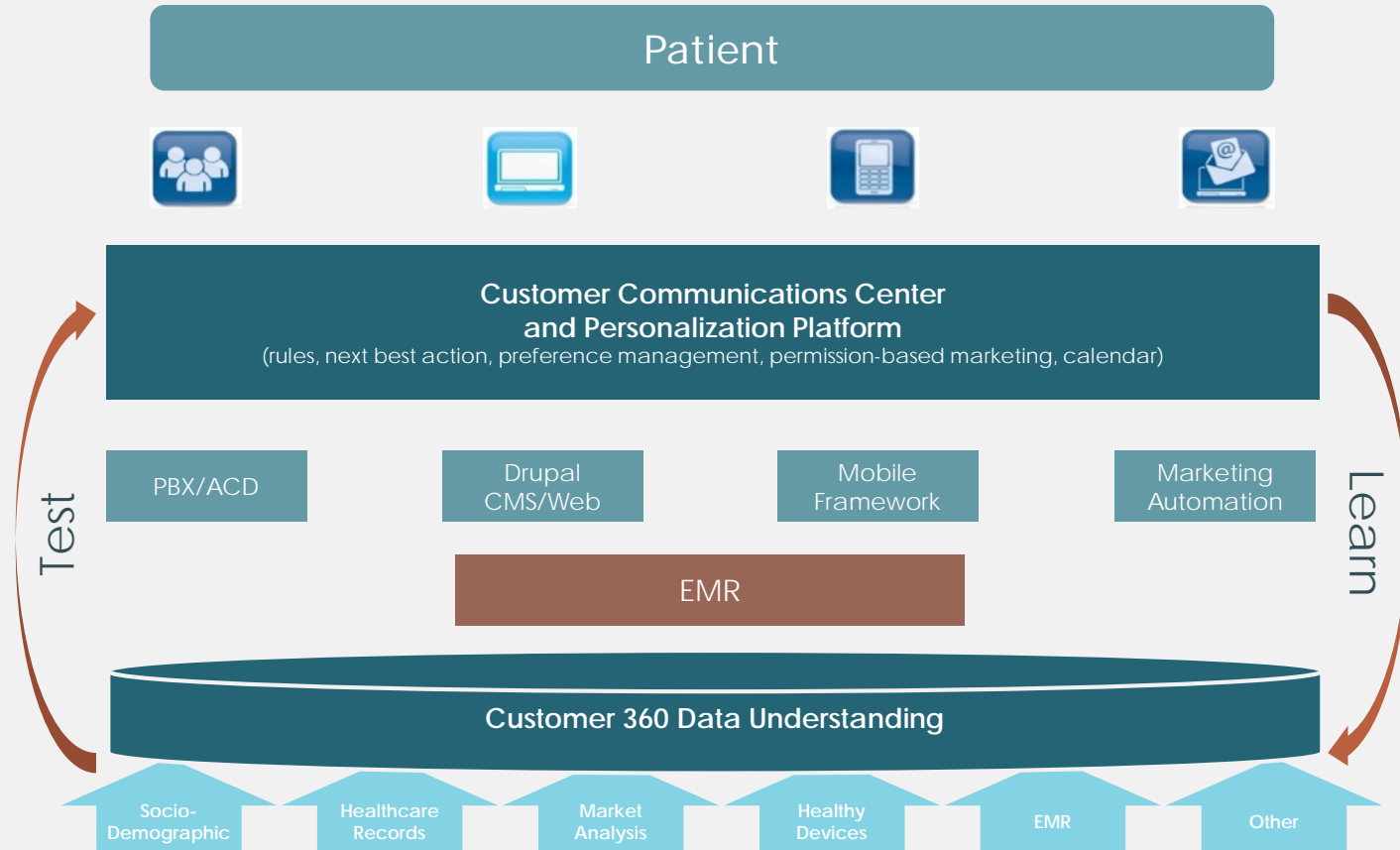
Manage Patient Journeys



Patient-centered

The # 1 factor
of patient
experience:
Communication







THE FIVE Ps – PROMPT

Next-Generation Web

Prompt



Rapid Time to Value

- Rapid identification
 - ✓ Logged in
 - ✓ Form completion
 - ✓ Click history, patterns
 - ✓ Search inquiry
 - ✓ "Marketable individual"
- Content target - Personal
 - ✓ MyChart
 - ✓ Member (benefits & privileges)
 - ✓ Preferences
- Content target - Persona
 - ✓ Inference
 - ✓ Service lines
 - ✓ Prospect, patient
- Pop-Up Help
 - ✓ Talk live
 - ✓ Chat



MYCHART



FIND A DOCTOR



VIRTUAL CARE



CLASSES & EVENTS

MEDICAL SERVICES

CANCER



MYCHART



FIND A DOCTOR



VIRTUAL CARE

<https://www.tgh.org/services/virtual-care>

Search Locations...

24 Locations



Genesis Women's Center at Healthpark
5802 North 30th Street
Tampa, FL 33610



Pediatric Center at Healthpark
5802 North 30th Street
Tampa, FL 33610



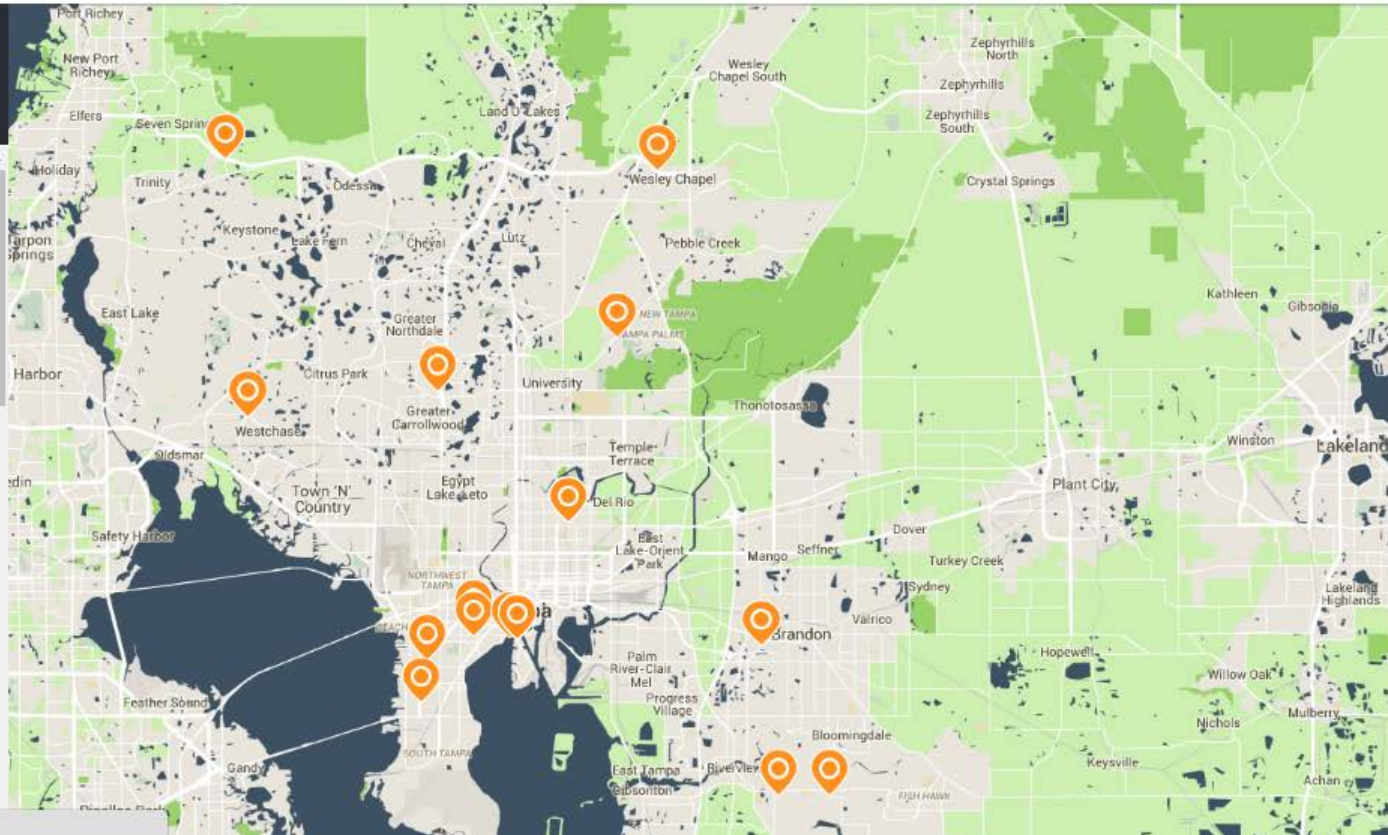
Specialty Center at Healthpark
5802 North 30th Street
Tampa, FL 33610



Tampa General Hospital
1 Tampa General Circle
Tampa, FL 33606



TGH Cancer Center
3 Tampa General Circle
Tampa, FL 33606

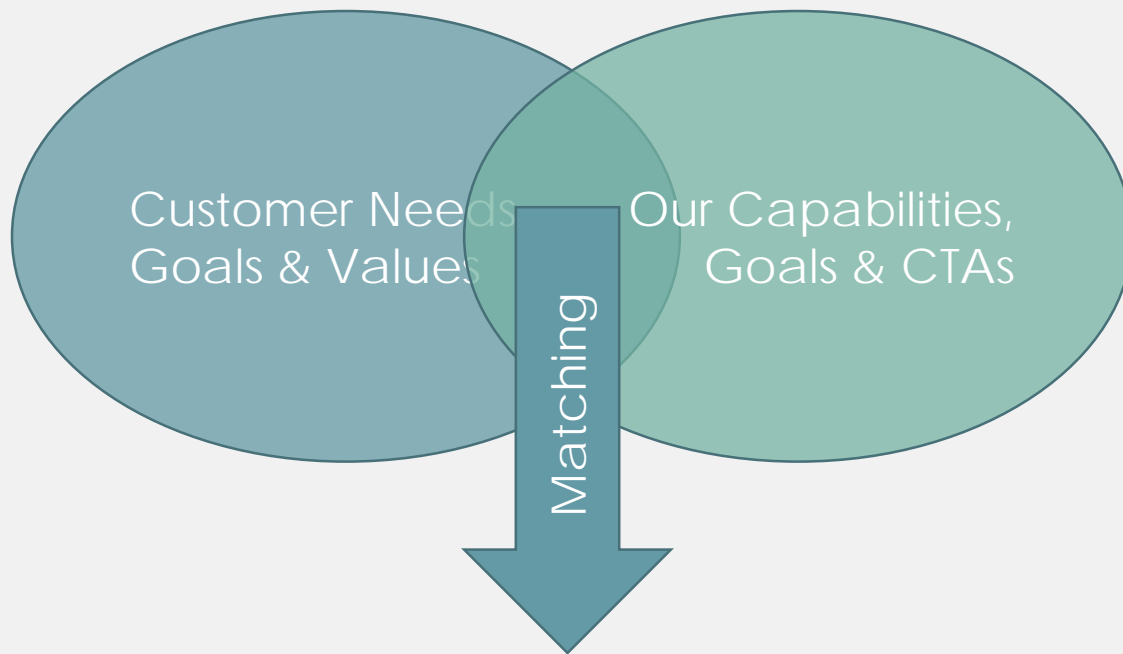


<https://www.tgh.org/locations/tgh-cancer-center>



THE FIVE Ps – PERSONALIZED Omni-Channel Personalized Interaction

Personalization De-Mystified

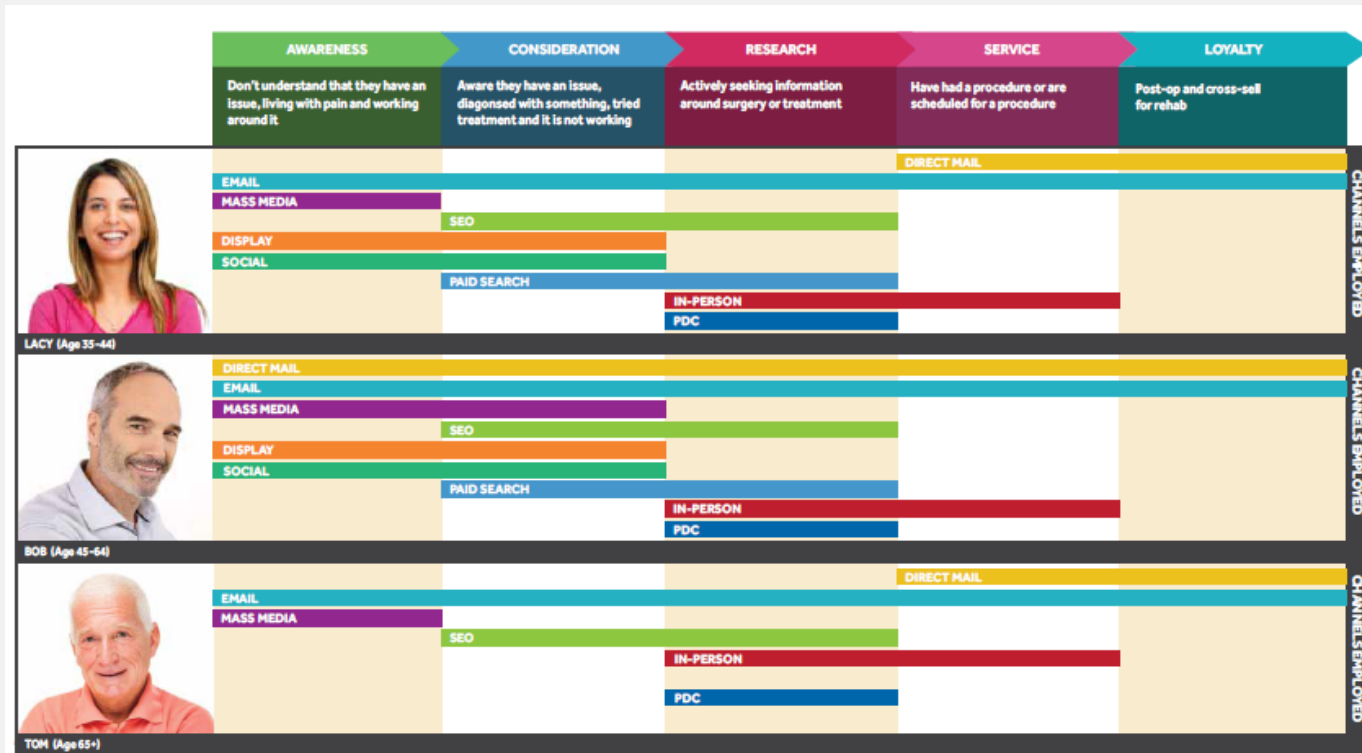




ORTHOPEDICS

THE FIVE Ps – PATHWAYS

Understanding People, Pathways, and Preferences



Digital Pathways

Use Data Strategically

One Version of Journey Management

(Re)Search
Before
Arrive

- Other sites
- Banner
- Google/Search

Value
While On
Site

- Dynamic landing page
- Data-driven content alignment

Transition
To Solution









- Do I trust and have confidence in you?
- How do you solve that for me?

Capture
Learnings
For Next
Cycle

- Person
- Persona
- Process

Maintain ID Continuity

Patient Pathways

	Discovery	Decision	Appointment	Pre-Encounter	Encounter	Post-Encounter
 Desktop	Google (see) HS web Banner ad HG.com, ...	HS web Find Dr Service line CTA	Forms			
 Mobile		Service line CTA	Smart forms Push notification	Wait list Location find Forms Push Notif	Wayfind Check in Data synch ...	Process sample
 Social	Web and mobile Peer opinion 					
 Email	Awareness campaign 	CRM-driven		Forms Loyalty privileges		Drip campaign Loyalty 
 Contact Ctr	Questions	Questions Respond to ad	Cross-sell			

Data, interaction logic, and process management are the glue

Journey Management

60% Will Switch PCP for Better Service/Treatment

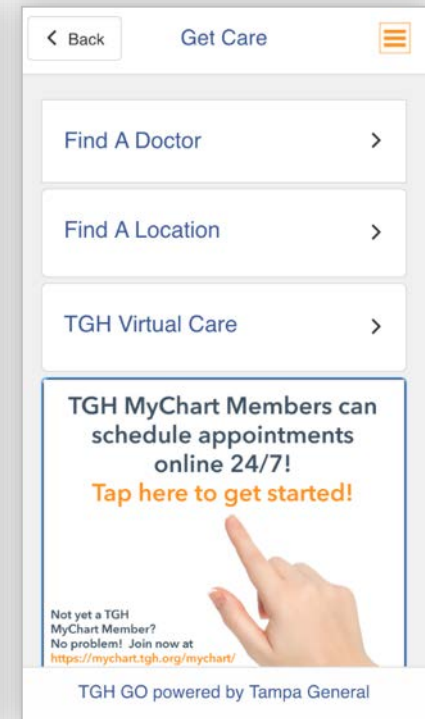
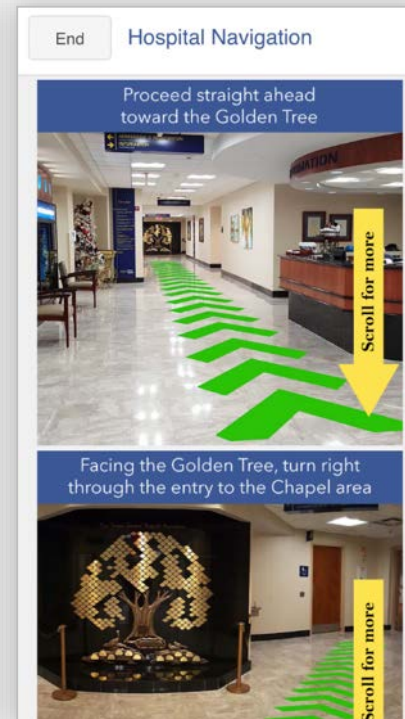
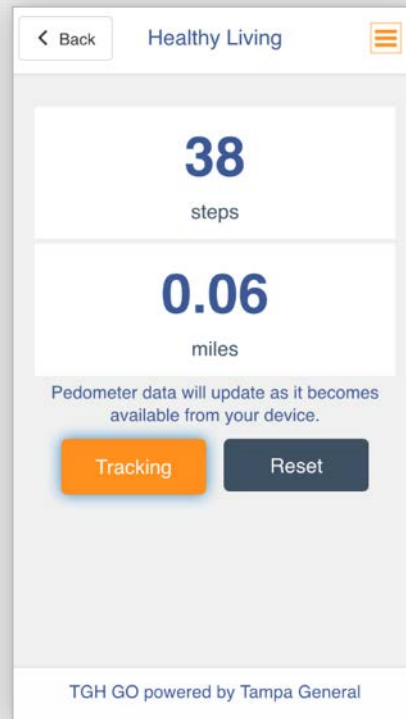
Pre	Encounter (+)	Post
... Search Find Dr. Make Appt Complete forms Location Find	Wayfind Check in PCP Visit (8 minute) Discharge Pay copay Follow-up appt	Pay bill Labs Prescription Care Concierge/Compliance Follow-up (all ok?) ...
" " "	Radiology / Lab	" " "
" " "	Surgeon Visit / Diagnosis	" " "
" " "	ER Visit	" " "
" " "	Case Management	" " "
" " "	Admissions - InPatient	" " "
" " "	Healthplex Visit	" " "

THE FIVE Ps – PORTABLE


Mobile App Screen Shots



Mobile Functions



Mobile Functions

< Back My Appointments 

For emergencies call 911. Only schedule non-urgent appointments.

Reason for visit:


Follow up on a previous visit ↓


Select a provider/location:

Ramiro, Lucila, MD
TGMG Family Care Center Kennedy
2501 W Kennedy Blvd Tampa Florida
33609

Next

TGH GO powered by Tampa General

< Back Find A Doctor 



Dr. Emma Bautista Ocampo, MD


Make An Appointment

Share

Specialties:
Internal Medicine

Details:
5802 North 30th Street
Tampa, FL 33610

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< Back Healthy Living 

TGH Health News >

Health News Around The Nation >


TGH Health Newsletter >


New/Expectant Parent Newsletter >

Healthy Recipes >

Pedometer >

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< Back Healthy Recipes 




15 Minute Orange Maple Glazed Salmon
07/26/2016


Baked salmon with a zesty orange maple glaze and crushed pecans. This nutritious salmon recipe is incredibly

TGH GO powered by Tampa General

MAKING IT HAPPEN

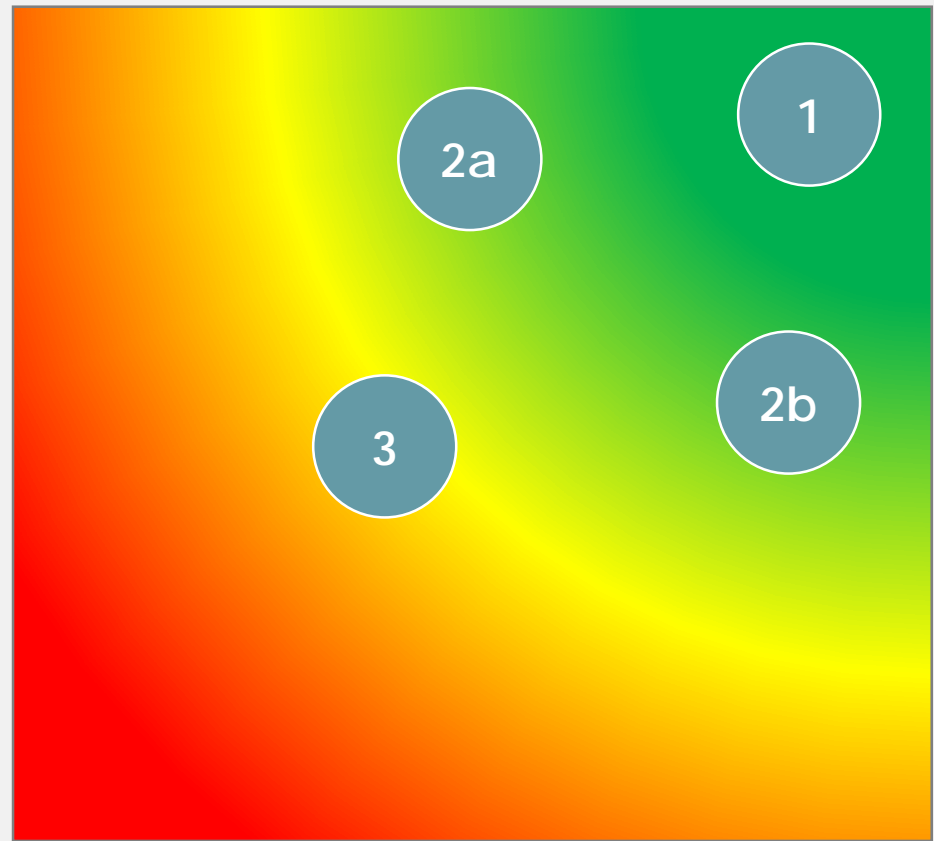
Bingo Card Roadmap Building

Breadth of Application (moment of truth utility) 

Depth of Knowledge (Data availability) 		Web Site Visit	Mobile Appointment Scheduling	Between Visit Concierge Care	Renew Prescription
Medical History	Logged in "member" linked to EMR record			Blood sugar tends to rise when "x" occurs	
Current Circumstances			Travelling near PCP clinic in the rain		Unable to secure transportation to pharmacy
New or Existing Patient	Previous page views or searches				
CRM Persona (Medical Mom)				Are Johnny (and siblings) recovering well?	

Where to Start

Idea	Description	Value (Biz)	Ease (IT)
1	Consumer Mobile App	H	H
2a	Website Relaunch	H	M
2b	Dynamic Landing Pages for Service Line Campaigns	M	H
3	EMR Integration for Wait List	L	L



Concepts Underlying TGH's Digital Strategy

- ▶ Customer lifetime value
- ▶ Entry points into health system
- ▶ Genesis for TGH projects = call center
- ▶ Multi vendor environment
- ▶ Mobile app where the patient lives
- ▶ Cost of acquisition digital vs traditional
- ▶ Journey management

Learn More

- ▶ Upcoming Webinar:
 - ▶ CRM Targets Cancer Risk, Drives Patient Growth
 - ▶ August 24th / 2 PM ET
 - ▶ Register online at hospitals.healthgrades.com
- ▶ Industry Event:
 - ▶ SHSMD Connections, September 11 – 14
 - ▶ Stop by Booth #1219 and speak with our team
 - ▶ Roundtable Luncheon table host: Heidi Schulte
 - ▶ September 12th; 12:45-2:00 PM
 - ▶ Join us for An Evening in Eataly – the largest artisanal Italian food and wine marketplace in Chicago
 - ▶ September 13th / 6:30 – 9:30 PM; co-hosted with SHSMD
- ▶ Email solutions@Healthgrades.com to learn more



Thank You!

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