Creating a Patient-Centered Digital Experience

Rush University Medical Center + CentreTEK
Marie Mahoney
Senior Director of Web and Marketing Communications
Rush University Medical Center

Glen Doss
Director, Strategy & Business Development
CentreTEK Solutions
Rush is a not-for-profit health care, education and research enterprise comprising Rush University Medical Center, Rush University, Rush Oak Park Hospital and Rush Health.
The mission of Rush is to provide the best health care for the individuals and diverse communities we serve through the integration of outstanding patient care, education, research and community partnerships.

In 2012, Rush opened a new hospital building, known as the Tower, recognized on the Chicago skyscape for its distinctive butterfly shape. Nurses and doctors worked closely with architects to design an environment that supports the most effective care possible, while enhancing the overall experience for patients and their families.
Choosing a Digital Partner

Rush University Medical Center + CentreTEK

SHSMD CONNECTIONS
bridging worlds for the future of healthcare
WEBSITE REDESIGN
PROJECT TEAM

CentreTEK Team
- Ryan Grieb, Project Manager
- Glen Doss, Account Manager/Consultant
- Jemal Cole, Technical Lead
- Patrick Wilson, Senior Developer
- Chris Slocum, Senior Developer
- Katie Grinberg, Web Producer/Developer
- Ephra Graham, Quality Assurance Manager
- Jason Barrie, Senior Designer/Developer
- RuSean Myers, Senior Designer/IA
- Ahava Leibtag, Content Strategist
- Nancy Stewart, Writer

Rush Team
- Lori Allen, Chief Marketing Officer
- Marie Mahoney, Project Manager
- Thurston Hatcher, Web Managing Editor
- Erin Thorne, Editorial Director
- Kimberly Allen, Director, Graphic Design
- Barbara Krah, Director, Customer Contact
- Karen Clayton, Manager, Physician Referral
- Web and Editorial Team:
  - Judy Germany, Sr. Writer/Editor
  - Anthony Giornalista, Writer/Editor
  - Jill Goldberg, Sr. Writer/Editor
  - Cari Kornblit, Web Editor
  - Megan Marz, Sr. Writer/Editor
  - Diana Mirel, Writer/Editor
- Various Freelance Writers and Editors

PROJECT TIMELINE

<table>
<thead>
<tr>
<th>Discovery &amp; Strategy</th>
<th>Design</th>
<th>Development &amp; Implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15</td>
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OUT WITH THE OLD
CONTENT STRATEGY & GOVERNANCE

- 6,200 pages
- Content strategy
- Messaging
- Governance
You are interested in finding information on hip replacement surgery. Find out if you are a candidate for hip replacement surgery at Rush University Medical Center.

4 out of 5 Users Didn’t Think to Click on Clinical Services
A loved one is concerned that they have sleep apnea. Find out if Rush has a sleep center that tests for sleep apnea.

Confusion around departments vs. programs
IN WITH THE NEW
CONTENT STRATEGY & GOVERNANCE

• Content strategy
• Identity pillars
• Messaging architecture
• Governance
• Majority of content rewritten
• Taxonomy
SELECTING A NEW CMS

• Vendor neutral
• Open source technology/licensing
• Active developer community
• Open and scalable framework
• Integration
• Proven

Potential disadvantages: Learning curve, admin UI, proactive maintenance, hosting

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Hundreds of healthcare organizations have turned to Drupal as their CMS of choice, including the following:

- Duke Medicine
- Northwestern Medicine
- UMass Memorial Health Care
- Phoenix Children’s Hospital
- St. Louis Children’s Hospital
- Children’s Hospital of Philadelphia
- University of Michigan Health
- University of Arizona Medical Center
- NYU Langone Medical Center
- Cooper University Health Care
- Rogers Memorial Hospital
- Mission Health
- Doctors Community Hospital
- Hillcrest Health System
- Roswell Park Cancer Institute
- Rush University Medical Center
- North Shore-LIJ Health
- Loyola Medicine
- Florida Hospital
- Memorial Sloan Kettering Medical Center
- Memorial Care Health System
- BSA Healthcare
- Baily Medical Center
- Lovelace Health System
- Allegiance Health
- Lehigh Valley Health
- University of Florida Health
- Georgetown University Medical Center
- George Washington University Hospital

Selected high-profile non-healthcare websites running on Drupal

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STRONG TAXONOMY

Doctors

Departments / Programs

Conditions

Services (Tests & Treatments)

Health & Wellness Content

Videos

Clinical Trials

News Releases

Rush University Medical Center + CentreTEK
Leaders in care

Rush is ranked No. 2 among more than 100 leading academic medical centers in the U.S. by the University HealthSystem Consortium.
70% Bounce
121,912 exit the Health Library from the page they arrive on

32% of visitors are from region
68% of visitors are from outside region

136,233 Visits arrived from un-owned channels
37,927 Visits arrived from Rush sites

174,160 Visits to Health Library

1.11% visit main website (1,932 visits)
1.22% visit physician directory (2,127 visits)

4,059 Quality Visits
IS THERE 'ONE TRICK' TO LOSING BELLY FAT?
The skinny on belly fat — and how to get rid of it.

Are you intrigued by those Internet ads claiming to know “the secret to shedding belly fat” or “the one trick to losing belly fat”? If so, you’re not alone. Americans spend countless hours and billions of dollars trying anything and everything to attain a flat stomach.

But is there really a magic bullet — a fast and easy way to get rid of stubborn belly fat — as so many ads and commercials claim?

In short, no. (Yeah, we were bummed to hear that too.)

But, there are ways to banish belly fat — if you’re willing to make the effort.

Two experts from Rush, Rasa Kazlauskaite, MD, an endocrinologist with the Rush University Prevention Center, and Sheila Dugan, MD, a physical medicine & rehabilitation specialist, speak to make to lose that belly fat for good.

First of all, what is belly fat?

HOW THE BODY REGULATES HEAT

Experts from Rush discuss heatstroke, hot flashes and fever

A close look at the complex systems that keep us functioning can inspire awe. Such is the case with the body’s complicated temperature-regulating mechanism.

This intricate apparatus balances heat production with heat loss, keeping the body at a temperature just right for optimal function. This balancing act is directed automatically and seamlessly by the hypothalamus, a small portion of the brain that serves as the command center for numerous bodily functions, including the coordination of the autonomic nervous system.

Much like a thermostat regulates the temperature inside your home, the hypothalamus regulates your body temperature, responding to internal and external stimuli and making adjustments to keep the body within one or two degrees of 98.6 degrees.

Systematized

But unlike a thermostat, which simply turns the heat or air conditioning on or off until...
A POWERFUL ONSITE SEARCH

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>On average roughly 10% of visitors use onsite search. This number is 30%+ for some sites. Typically 1.5%-3% for hospital sites.</td>
</tr>
<tr>
<td>25%</td>
<td>25% of site visitors will click on a search suggestion*</td>
</tr>
<tr>
<td>50%</td>
<td>Visitors using onsite search converted at roughly 50% higher rate*</td>
</tr>
</tbody>
</table>

*Econsultancy research

Consumers expect a smarter search experience
Teams work

At Rush, doctors, nurses and other clinicians work in teams. By pooling their knowledge, they get a more complete picture of your condition. Then you get a treatment plan informed by multiple experts.
BETTER PROMOTE OUR STARS

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MOBILE TRAFFIC

THE PERCENTAGE OF HOSPITAL WEBSITE TRAFFIC FROM PHONE AND TABLET RANGES FROM 15% - 66%.

Based on a random sampling of 10 CentreTEK Healthcare clients

15% 66%

RUSH UNIVERSITY MEDICAL CENTER

MOST HOSPITALS ARE AROUND 40%

60% OF ALL WEB TRAFFIC
comScore July 2014
53% phone
39% desktop/laptop
8% tablet
HOME PAGE TRAFFIC

THE PERCENTAGE OF TRAFFIC ENTERING THROUGH HOSPITAL WEBSITE HOME PAGES RANGES FROM 6% - 67%.

*Based on a random sampling of 10 CentreTEK health care clients*

16% RUSH UNIVERSITY MEDICAL CENTER

6% | 67%
At Rush, providing the best possible care is at the heart of everything we do. In 2014, like every year before it, Rush innovated across health care, research, education and community outreach. Rush is making a difference for our patients, students and community. Donor support makes it possible.

http://annualreport.rush.edu
INCREASING CONVERSIONS

DIVISION OF CARDIOLOGY

Leading experts in the care of cardiovascular disease

Rush offers the full spectrum of surgical and nonsurgical services for people of all ages who have heart and vascular conditions.

Nationally recognized experts specialize in providing individualized treatment for complex disorders, including the following:
Monthly Website Appointment Requests

58% INCREASE
October 2013 – July 2014 = 7,656 appointment requests
October 2014-July 2015 = 12,081 appointment requests
75% REDUCTION IN SITE CONTENT

58% INCREASE IN ONLINE APPOINTMENT REQUESTS
DIGITAL STRATEGY
DIGITAL STRATEGY COMPONENTS

- Email/E-newsletter
- SEM/Online Advertising
- Campaign Landing Pages
- Referring Websites
- Website(s)
- Microsites
- Blogs
- Digital Wearables
- Social Media
- Mobile Apps
- SMS/Text
- Patient Portal/EHR
- CRM
- Call Center System
- Credentialing System
- Physician Portal
- 3rd Party eVisits, Online Scheduling, Doc Ratings, etc.
- Health Reminders

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DIGITAL MARKETING REFRESH
Rush University Medical Center + CentreTEK
ONLINE: PAID SEARCH & DISPLAY

• Revised paid search campaigns to align closely with new website taxonomy.
• Further refinements under way for a laser focus on highest-priority, highest-yield areas
• Display ads have not proven to be successful tactic.
TIME IS BRAIN!
Know the Warning Signs of Strokes

Your Pregnancy Partner
Learn How Rush Partners With You Throughout Your Pregnancy
FIND OUT MORE

Get Your Body Ready for Pregnancy

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WHAT’S NEXT – SHORT TERM

• Expanding taxonomy use for content cross promotion
• Additional content migration/build out
• Various functional enhancements
• Ongoing SEO
• More intelligent search
• Physician ratings and reviews
WHAT’S NEXT – LONG TERM

• Explore Improving access
  • E-visits and video visits
  • Online scheduling for new patients
  • ER scheduling

• Explore Improving transparency
  • Treatment pricing

• Content personalization/targeting

• CRM & marketing automation integration
QUESTIONS

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