



Hospital Digital Experience Special Report

# Beyond Responsive Websites: Health Systems Rise to the Problem and Promise of Mobility

SHSMD U

May 31<sup>st</sup>, 2017 12:00pm CT

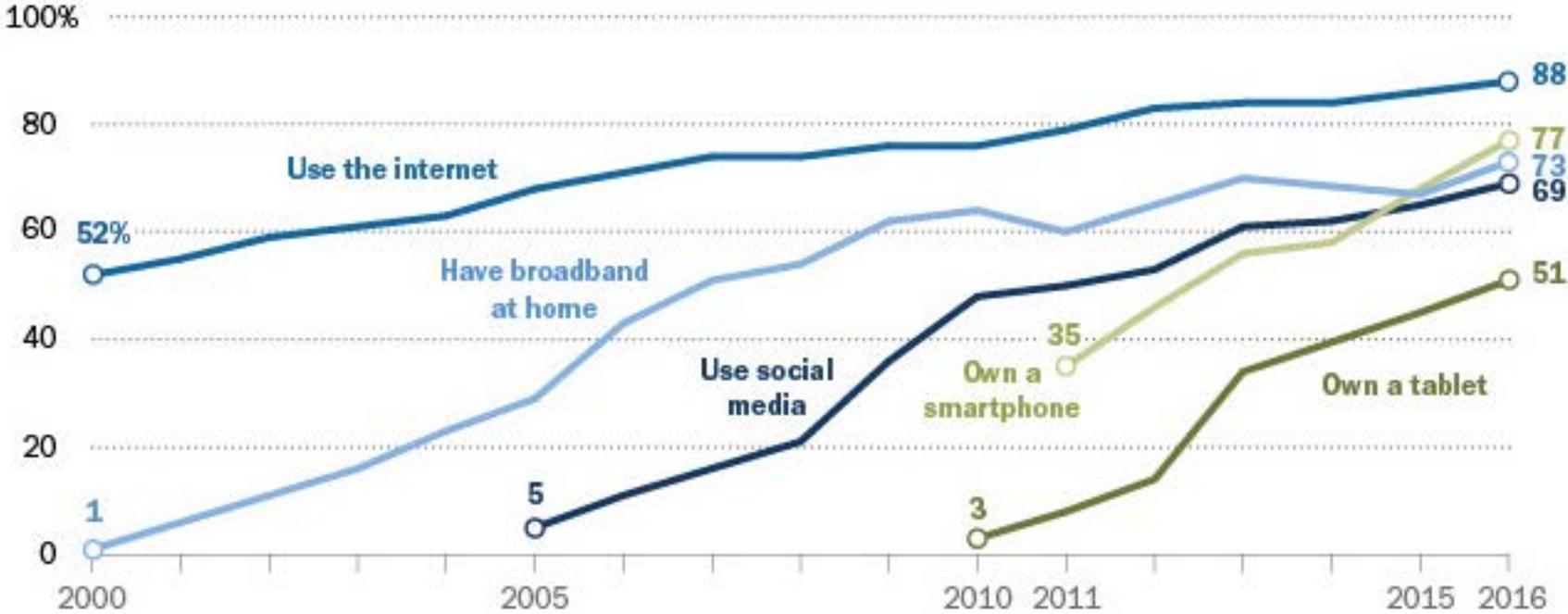




# Mobile growth outpaces others

## The evolution of technology adoption and usage

% of U.S. adults who ...



Source: Surveys conducted 2000–2016. Internet use figures based on pooled analysis of all surveys conducted during each calendar year.

PEW RESEARCH CENTER

Pew, Record shares of Americans now own smartphones, have home broadband, January 12, 2017



To care is to simplify.



“In the age of the customer, companies that are loved win.”

@UsefulArts  
@ConnectiveDX

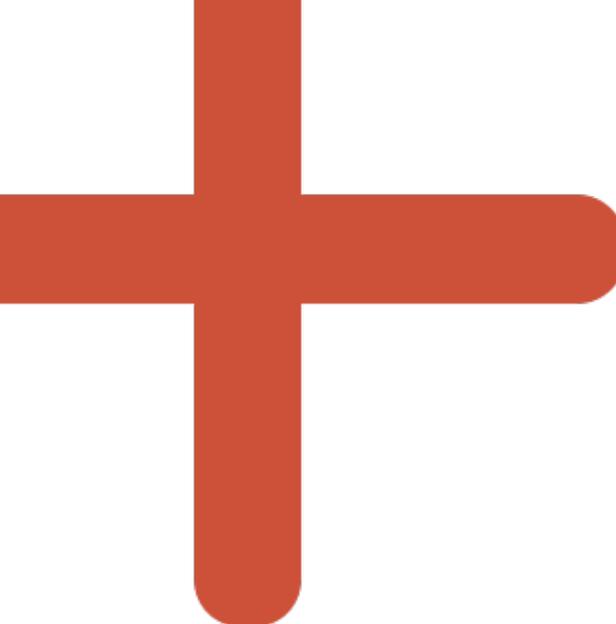
Dave Wieneke



HDX-15 RESEARCH REPORT: November 2016

# Hospital Digital Experience Index

 Benchmarking digital excellence from the top 15 U.S. hospital system websites



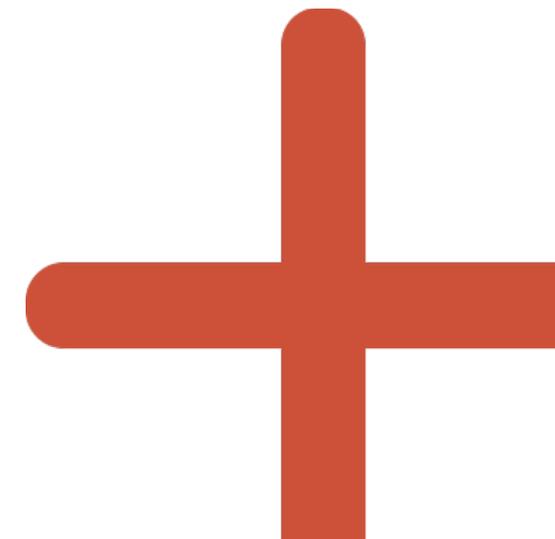
# Mobile is the primary user type

- 71% of online time in US is mobile
- 54% of email is opened via mobile  
(vs. 20% in desktop application)
- 58% of search queries are mobile

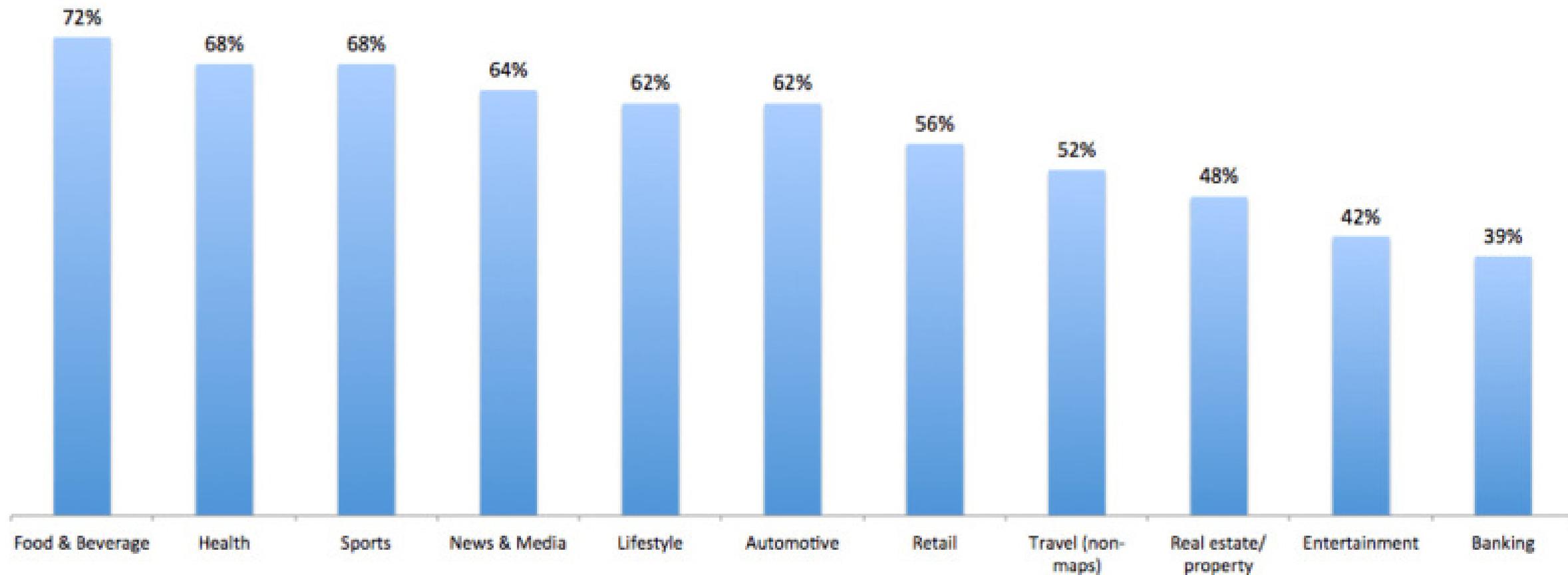
1-Comscore, MMX Multi-Platform January 2017

2-Litmus, 2017 State of Email Report

3-Hitwise, Mobile Search Topics & Themes, August 2016

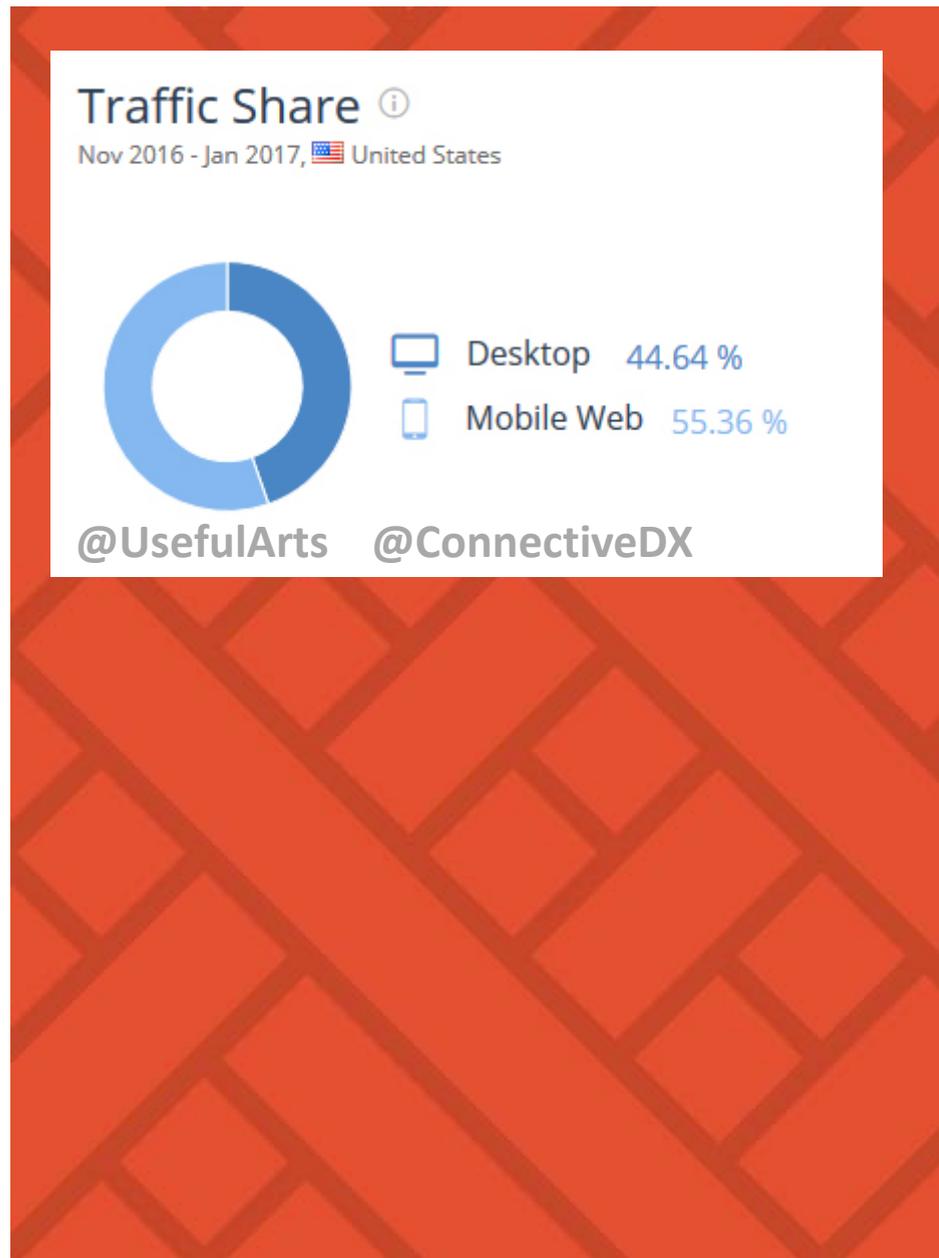


## Share of online searches initiated on a mobile device, by industry



Source: Hitwise

# Mobile exceeds desktop traffic 20% on average



**As mobile experiences begin to change clinically relevant behaviors – they will shift from describing the value of care to increasing it.**

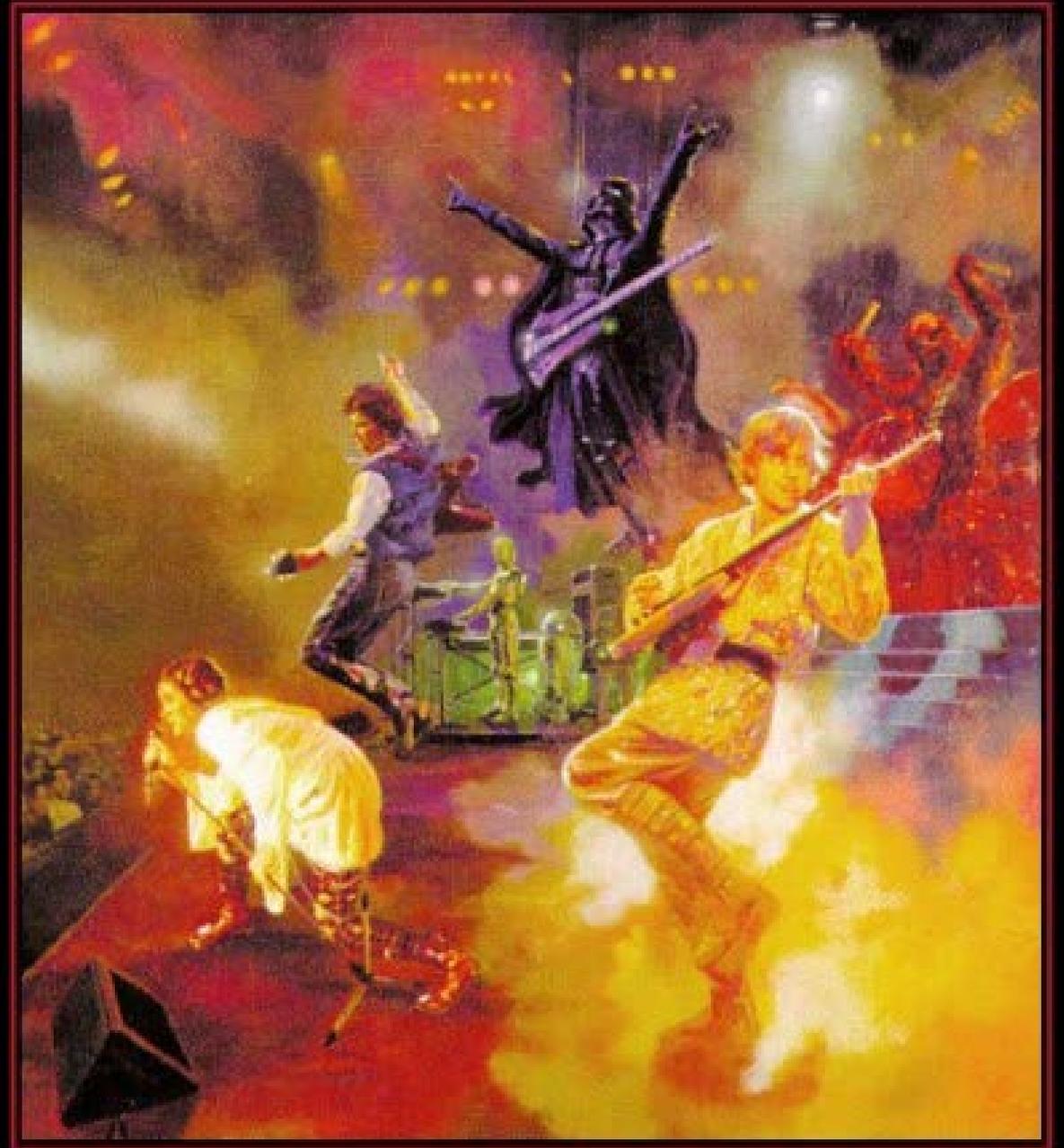
**Dave Wieneke  
@ConnectiveDX**

# Touch to co-pay



The responsive web

really is...

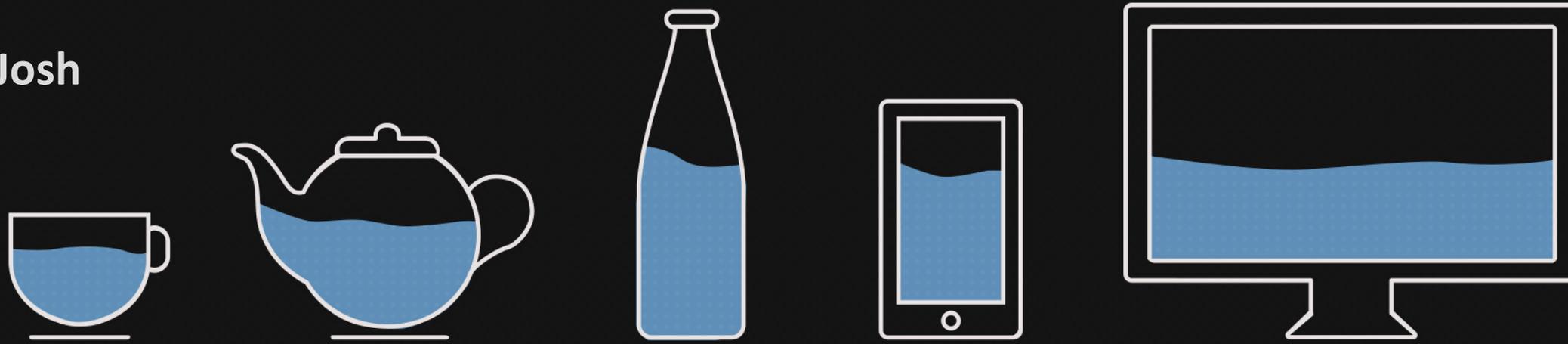


AWESOME

# CONTENT IS LIKE WATER



Josh Clark  
@BigMediumJosh



“ You put water into a cup it becomes the cup.  
You put water into a bottle it becomes the bottle.  
You put it in a teapot, it becomes the teapot. ”

Josh Clark (originally Bruce Lee) - Seven deadly mobile myths

Illustration by Stéphanie Walter

“Responsive web design is not about creating a slick new container in which to shove the same ol’ sludgy content.

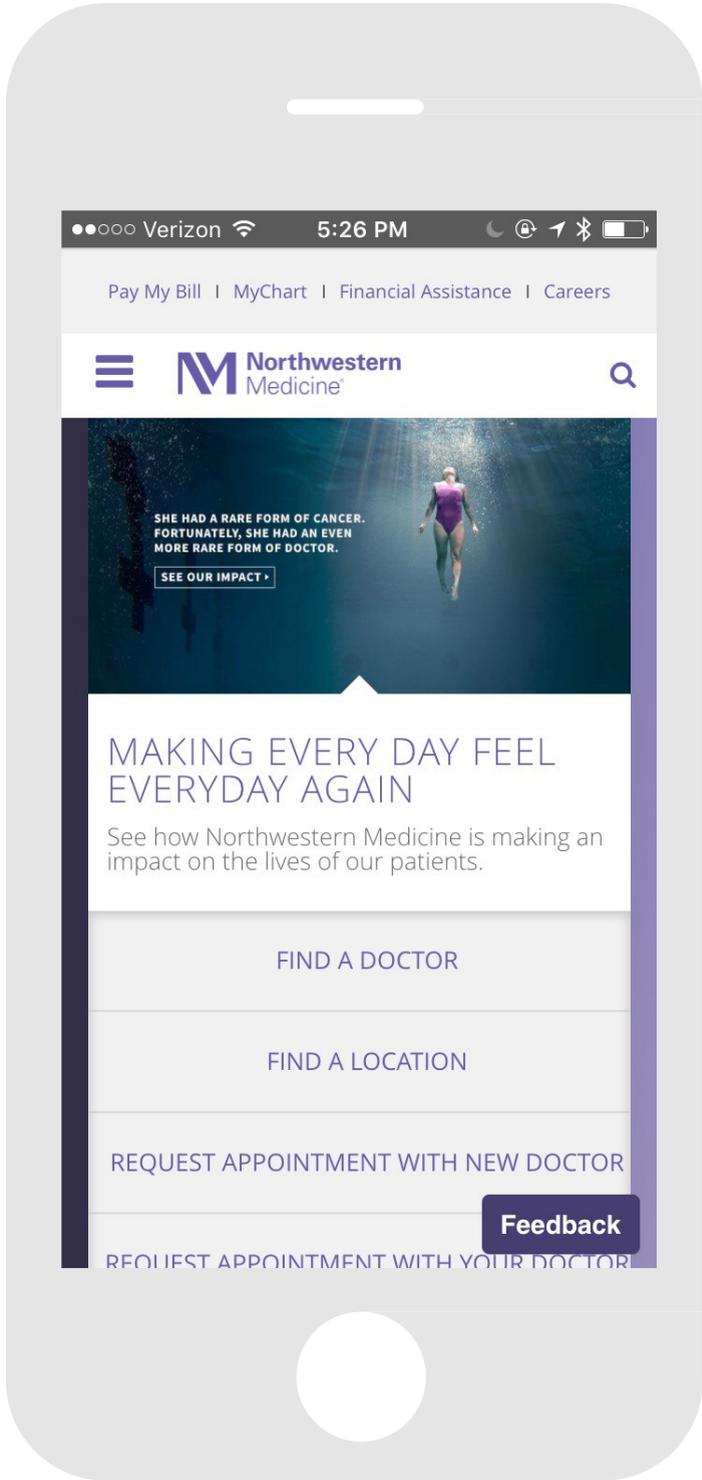
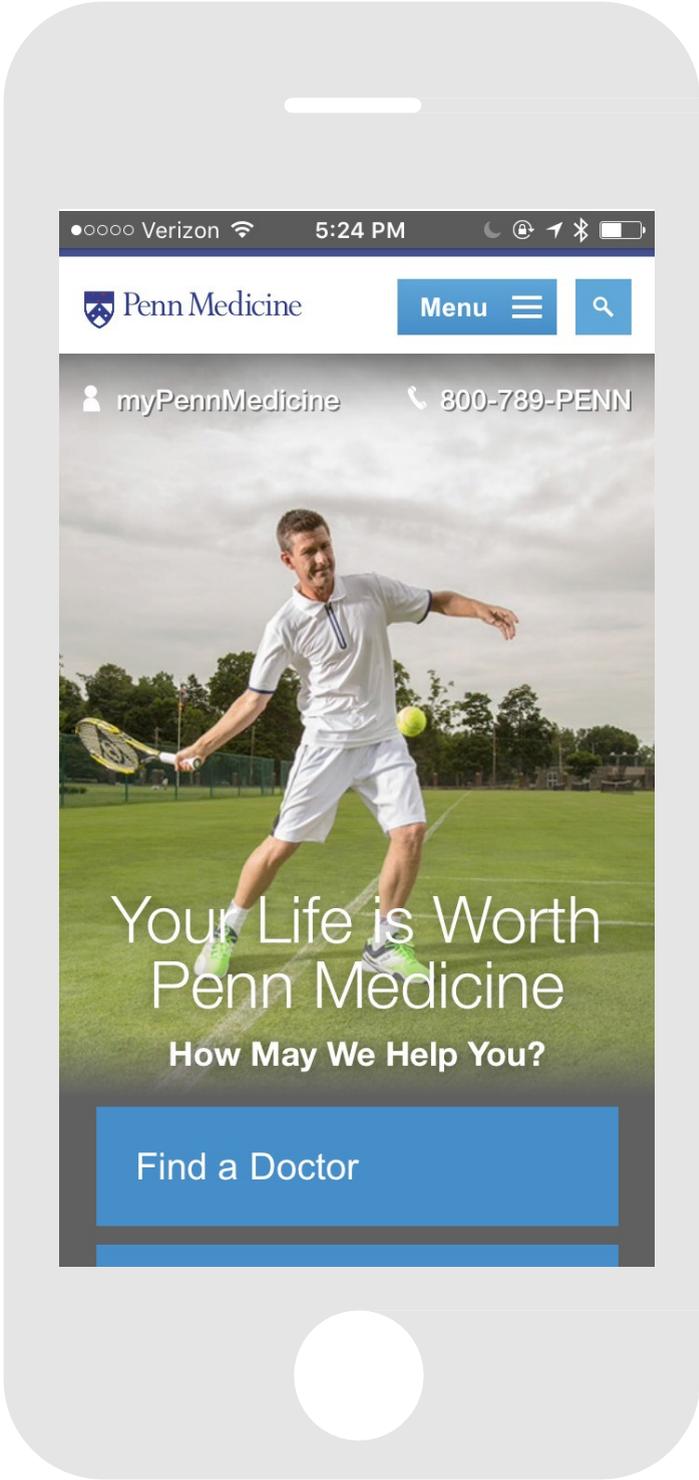
It’s about making all aspects of the web experience succeed across all contexts...”



**Georgy Cohen**  
**@RadioFreeGeorgy**

# Mobile and responsive design

Two-thirds of the HDX-15 hospitals have responsive websites, which display content differently based on the size and type of screen a visitor is using. Among these, Northwestern Medicine, New York- Presbyterian, NYU Langone and Penn Medicine received top HDX scores for providing highly effective, comprehensive mobile experiences that maintain strong branding and provide the same content and utility as their desktop experience.



# Benefits of mobile first design

Mobile represents 68% of system traffic.

From 40 seconds to load to under 4 seconds.

90% more traffic gets to MD pages for appointment setting.

Brian Gresh  
@BMGresh



Google Developers

Mobile Guide Get Started Documentation Mobile-Friendly Test

## Mobile-Friendly Test G+

http://my.clevelandclinic.org/

**Not mobile-friendly**

### Page appears not mobile-friendly

- ✗ Text too small to read
- ✗ Links too close together
- ✗ Mobile viewport not set

### How Googlebot sees this page

This page uses 4 resources which are blocked by robots.txt.

Does this screenshot look incorrect? [Learn how to let Googlebot view the page correctly.](#)

[Show resources](#)



This page may appear not mobile-friendly because the robots.txt file may block Googlebot from loading some of the page's resources. [Learn how to unblock resources for Googlebot.](#)

If you've made sure Googlebot is not blocked, you can see [Pagespeed Insights](#) for more details on detected issues. [Learn more about the differences between the two tests.](#)

A temporary error occurred. 7 resources on this page could not be loaded. The results and screenshot may be incorrect. You may want to try again later.

## Mobile-Friendly Test

https://my.clevelandclinic.org/

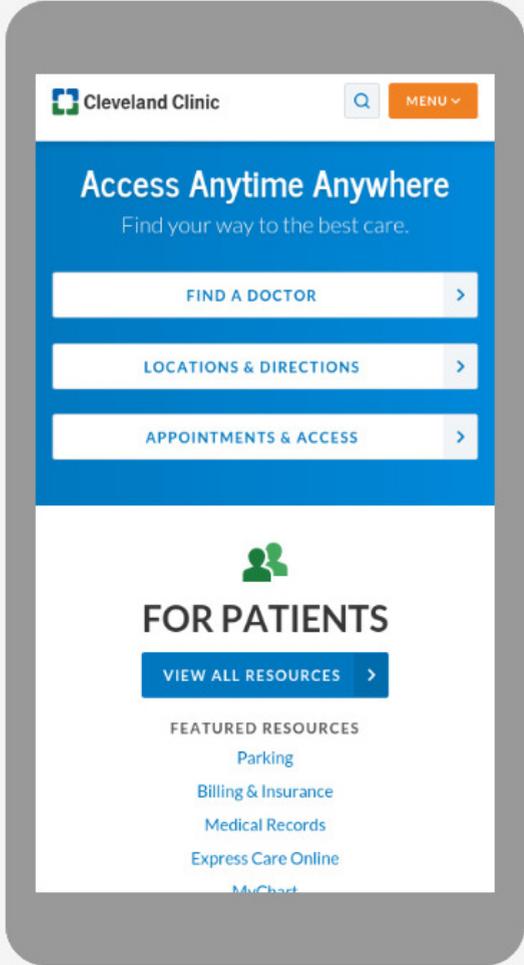
Page loading issues [VIEW DETAILS](#)

Tested on: May 29, 2017 at 3:40 AM

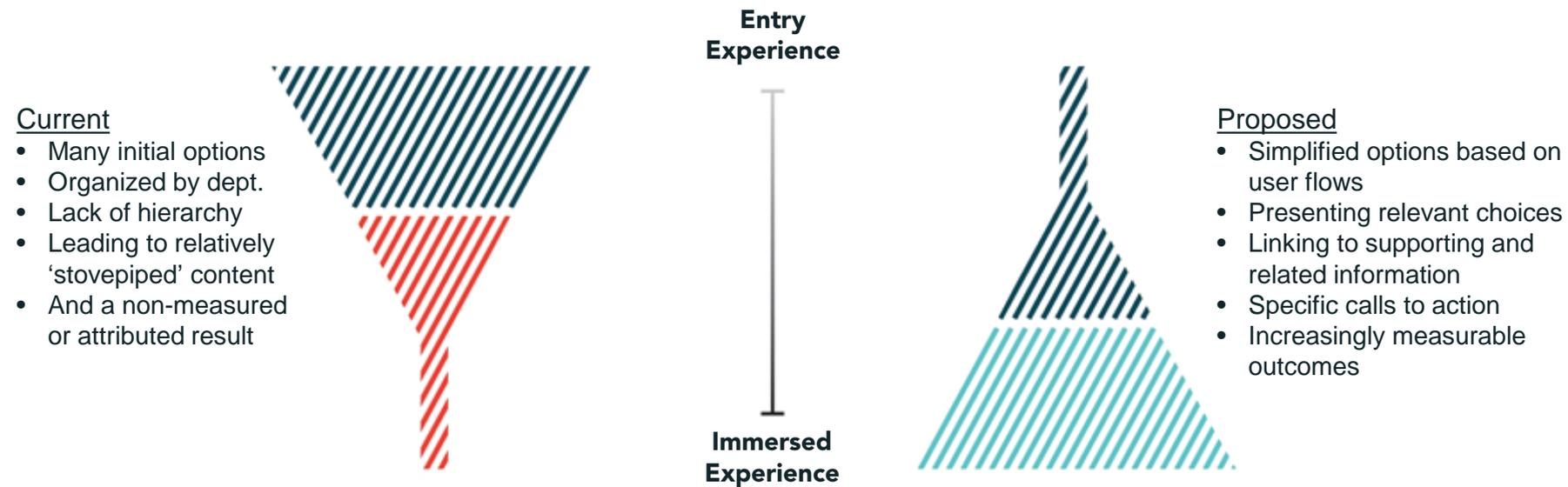
# Page is mobile-friendly

This page is easy to use on a mobile device

[SUBMIT TO GOOGLE](#)



# Mobile starts the turn to dynamic content



## CURRENT

Disparate content hierarchy causes confusion

- Lack of distinct calls to action
- Multiple content types impacts decision making
- Disconnect from audience journey

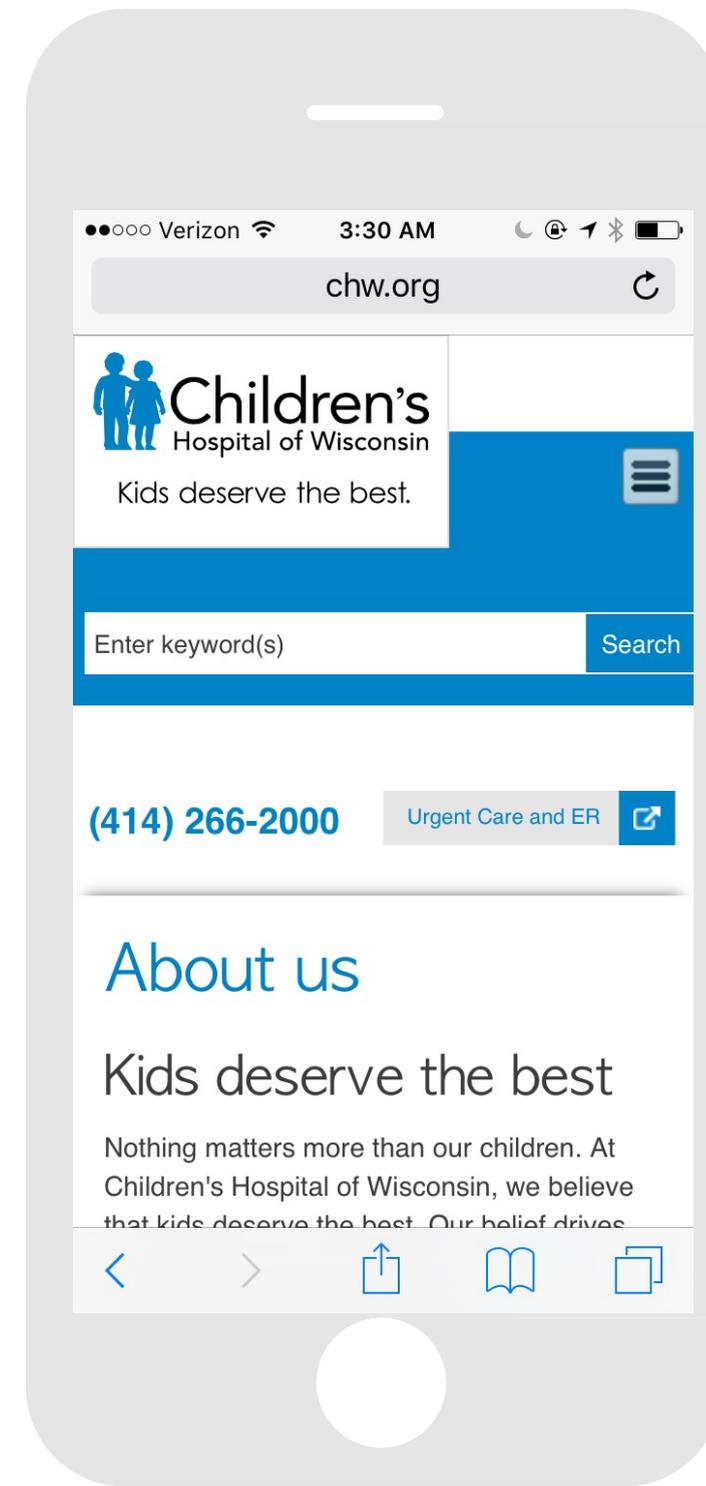
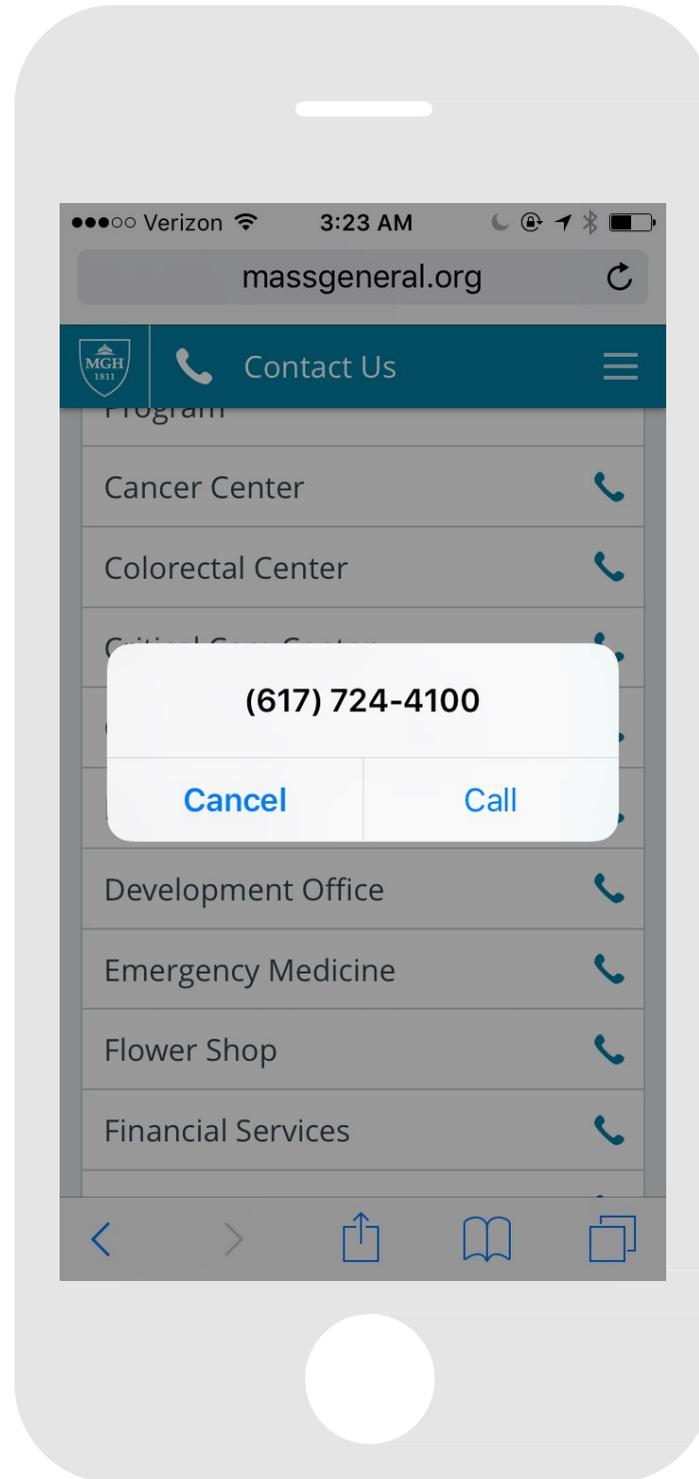
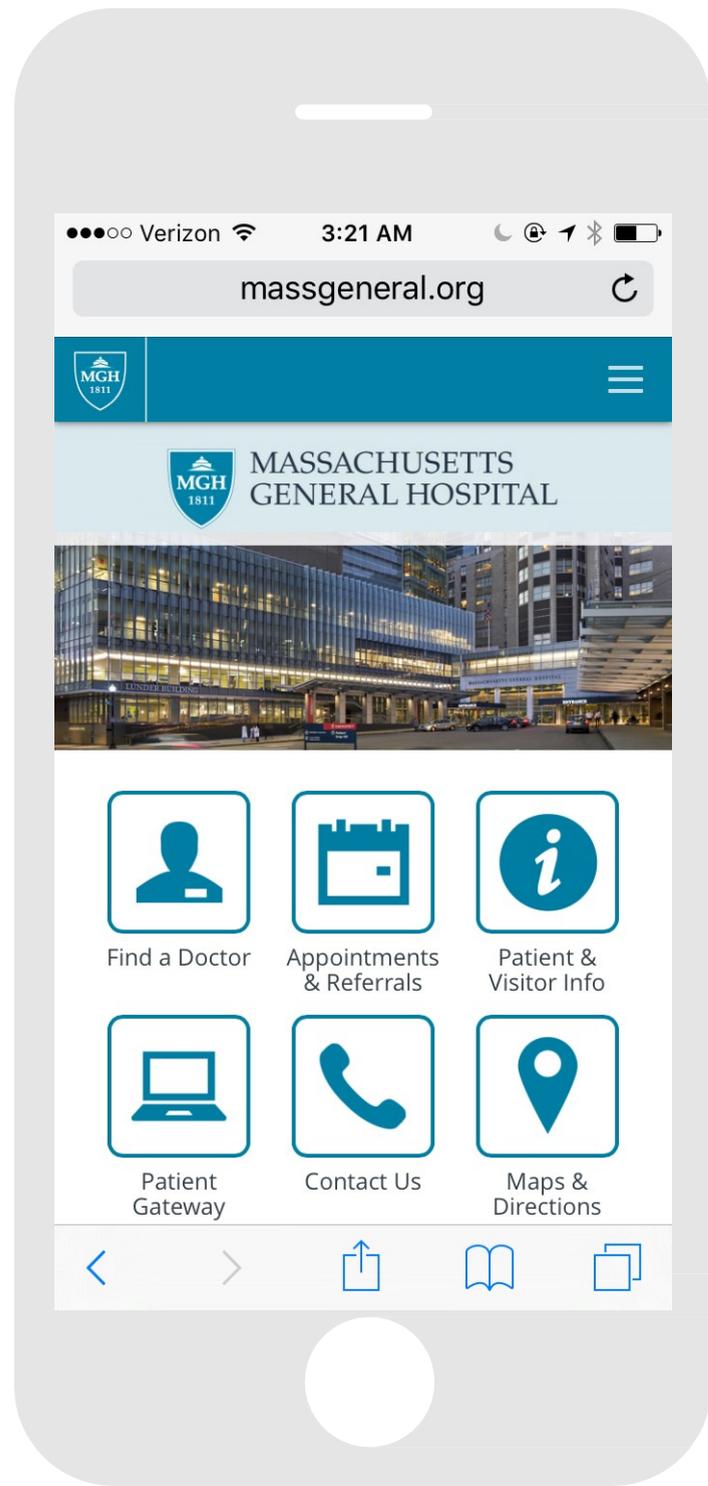
## RECOMMENDED

Simplified content expedites decision making

- Limited initial content options reduces paradox of choice
- Clear call to action hierarchy
- Alignment with audience needs



Localize:  
get closer to customers  
by recognizing their needs.



# Increased need for location information

- The drive for scale and consolidation
- Global expansion and partnership
- Consumerization of services
- Mobility of staff and resources



# Maps are a growing marketing capability

- Duke
- Penn
- UCSF
- UPMC
- NYU Langone

The screenshot displays a Google Maps interface for the UCSF Medical Center. The map is centered on the area around 1600 Divisadero St, San Francisco. A pop-up window for 'Art for Recovery' is visible, showing its location at the UCSF at Mount Zion Hospital, Elevator A, Floor 1. The interface includes navigation controls, a list of nearby locations, and a sidebar with directions and walking instructions.

**UCSF Medical Center**  
 UCSF Benioff Children's Hospital

Home Download Maps Download Multi-Language Driving Directions

Map Satellite

**Adult Infusion Center, UCSF at Mount Zion**  
 Hospital Elevator A Floor 6

**Anal Nephrolasia Clinic, Research and Education Center, Mount Zion**  
 Medical Building 2 Floor 4

**Art for Recovery, UCSF at Mount Zion**  
 Hospital Elevator A Floor 1

**Asian Heart and Vascular Center, UCSF at Mount Zion**  
 Hospital Elevator C Floor 2

**Asian Heart and Vascular Center Library, UCSF at Mount Zion**  
 Hospital Elevator C Floor 2

**Art for Recovery**  
 UCSF at Mount Zion Hospital Elevator A Floor 1  
 1600 Divisadero St.  
 San Francisco, CA 94115

**Directions from:** City Church San Francisco

**Directions to:** Art for Recovery UCSF at Mount Zion Hospital Elevator A Floor 1  
 1600 Divisadero St.  
 San Francisco, CA 94115

Print Directions Email Directions

**Your Driving Directions to Hospital:**  
 Onsite parking is available.

**Your Walking Directions to Art for Recovery:**

1. Follow the signs to the Hospital Entrance
2. From the Hospital Entrance, follow the signs to Elevator A
3. From Elevator A, follow the signs to Art for Recovery

**UCSF at Mount Zion**  
 Hospital Elevator A Floor 1  
 1600 Divisadero St.  
 San Francisco, CA 94115

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 Copyright © 2011 The Regents of the University of California

The screenshot displays the UPMC website with various service categories and locations. The header includes the UPMC logo and navigation links. The main content area is divided into several sections, each with a title, a small image, and a brief description of the service.

**UPMC LIFE CHANGING MEDICINE**

MyUPMC Find a Doctor Careers Resources

For Patients, Families & Visitors For Health Care Professionals About UPMC

**UPMC Locations**  
 From hospitals to specialty and community health services, UPMC provides compassionate patient-centered care throughout western Pennsylvania and the world.

**Hospitals**  
 UPMC's multiple hospitals in Pittsburgh and western Pennsylvania combine high-tech medicine with world-class health care.

**Urgent Care Facilities**  
 UPMC Urgent Care offers full-service, walk-in care — 12 hours a day, seven days a week — at ten locations throughout western Pennsylvania.

**Community Outpatient Facilities**  
 UPMC operates numerous community health and outpatient surgical facilities, along with a variety of neighborhood health and wellness services.

**Rehabilitation**  
 As the largest rehabilitation network in western Pennsylvania, UPMC provides inpatient rehab at eight hospitals and outpatient therapy at more than 60 locations.

**Cancer Care Locations**  
 With more than 35 locations and 180 affiliated oncologists across western Pennsylvania, UPMC CancerCenter provides convenient access to the most advanced cancer care available.

**Imaging Facilities**  
 UPMC Imaging Services offers early morning, evening, and weekend hours at more than 50 convenient locations.

**International Locations**  
 UPMC brings cutting-edge health care and technologies to patients in Ireland, Italy, and other international locations.

**Pharmacies**  
 UPMC's six pharmacies provide clinical and pharmacy services to UPMC patients and employees, and University of Pittsburgh faculty and staff.

**Retirement and Long-term Care**  
 UPMC Senior Communities provides affordable independent- and assisted-living options, along with state-of-the-art medical services, in 12 Pittsburgh-area locations.

**After-Hours Care**  
 Our after-hours primary health care clinics serve both UPMC and non-UPMC patients in the evenings and on weekends.

Your Search For:

Near (Optional):

Insurance Plan (Optional):

**Search**

SEARCH AGAIN    Use My Location    PRINT    VIEW:   

**Results**

1 - 10 of 12 search results found for **Pediatrics**



**Lana Gaggin, MD**

**Pediatrics**

Helen DeVos Children's Hospital (General Pediatrics) - Grand Rapids

**Accepting New Patients**

616.391.8810

Accepts Priority Health Medicare



Primarily Cares for Children

**No Reviews Available**

[Why is this?](#)

**0.49 Miles** from Grand Rapids, MI, USA

**NARROW YOUR SEARCH**

Sort By:

Default

Distance:

Within 120 miles

Gender:

- Male
- Female

Show Physicians Who Are:

- Show all physicians
- Physicians accepting new patients

Next Available Appointment:

Within 1 Week

Include:

- Physicians (DO or MD)
- Physician Assistants (PA or PA-C)
- Nurse Practitioners (NP)
- Nurse Midwives
- Psychologists (PsyD or PhD)

Employed By Spectrum Health Only:

- Yes

Language (In Addition To English):

Please Choose

**Apply Changes**

Reset Changes



**Ruel Lirio, MD**

**Pediatrics**

SHMG Pediatrics - Hudsonville

**Accepting New Patients**

616.669.9238

Accepts Priority Health Medicare



Primarily Cares for Children

**Likelihood to Recommend**



4.6 out of 5 stars  
Based on 70 Reviews

[See all patient reviews](#)

**11.06 Miles** from Grand Rapids, MI, USA



**Joseph Blodgett, MD**

**Pediatrics**

SHMG Pediatrics - Holland

**Accepting New Patients**

616.494.5840

Accepts Priority Health Medicare



Primarily Cares for Children

**No Reviews Available**

[Why is this?](#)

**23.71 Miles** from Grand Rapids, MI, USA



Your Search For:

Pediatrics

Near (Optional):

Grand Rapids, MI, USA

Insurance Plan (Optional):

Priority Health Medicare

Search

< SEARCH AGAIN

Use My Location

PRINT VIEW: [Menu Icon]

### Results

1 - 10 of 12 search results found

#### Lana Gagin

**Pediatrics**

Helen DeVos Children's Hospital (General Pediatrics) - Grand Rapids

📞 616.391.8810

🏠 Accepting New Patients

#### Ruel Lirio

**Pediatrics**

SHMG Pediatrics - Hudsonville

📞 616.669.9238

🏠 Accepting New Patients

#### Joseph Blodgett

**Pediatrics**

SHMG Pediatrics - Holland

📞 616.494.5840

🏠 Accepting New Patients

#### Alexandrea Melonakos-Mahar

**Pediatrics**

Spectrum Health Big Rapids Hospital Family Medicine - Big Rapids

📞 231.796.3200

🏠 Accepting New Patients

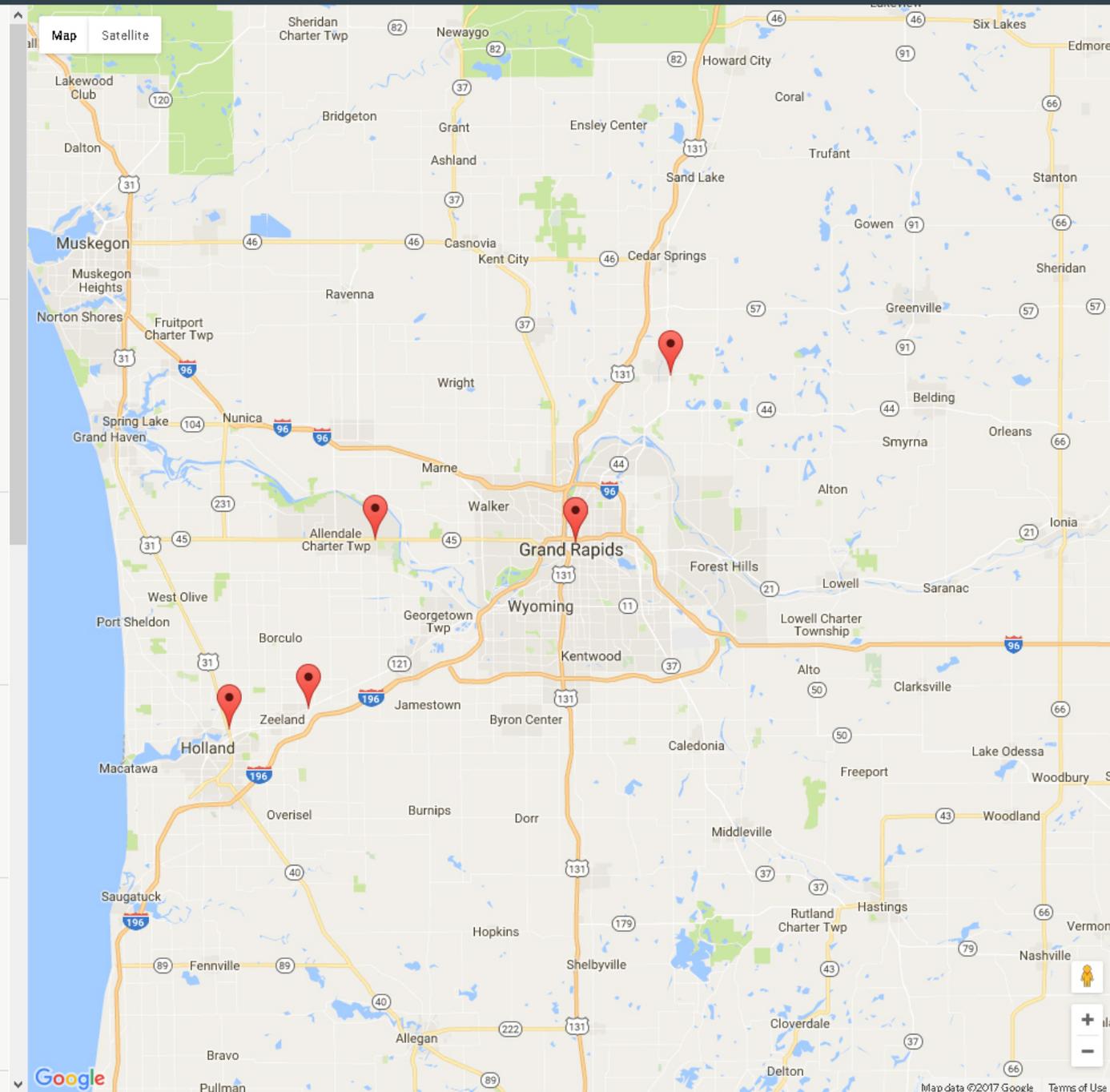
#### Teresa Kovas

**Pediatrics**

Spectrum Health Ludington Hospital Pediatrics

📞 231.843.3477

🏠 Accepting New Patients



# How many locations do you have?

- Data structures for staff multi-siting
- Facility nomenclature
- Contaminated search results
- Google Maps / PDFs aren't wayfinding



## Robert Debbs, DO, FACOG

Director, Pennsylvania Hospital Maternal Fetal Medicine Network  
Clinical Professor of Obstetrics and Gynecology

Obstetrics and Gynecology

[Request an Appointment](#)

### Location:

Penn Medicine Washington Square  
Plainsboro, NJ  
Princeton, NJ  
Somers Point, NJ  
Voorhees, NJ  
Woodbury, NJ

## Source of anger and fines.

# 2

## Big lists of providers can be big liabilities when they're wrong



*Look for a new focus on keeping provider listings and physician profiles up to date.*

Starting with the new year, **new regulations** allow the Centers for Medicare and Medicaid services to fine insurers as much as \$25,000 per beneficiary for errors regarding Medicare

## MAKING SENSE

# Care provider directories wrong nearly half the time in Medicare Advantage plan lists



PHILIP MOELLER

 FOLLOW



BY PHILIP MOELLER *January 18, 2017 at 4:28 PM EDT*

There have been widespread reports of inaccuracies in these directories. But the study nevertheless comes as a shocker. It found that nearly half of directory entries were inaccurate in the plans it reviewed.

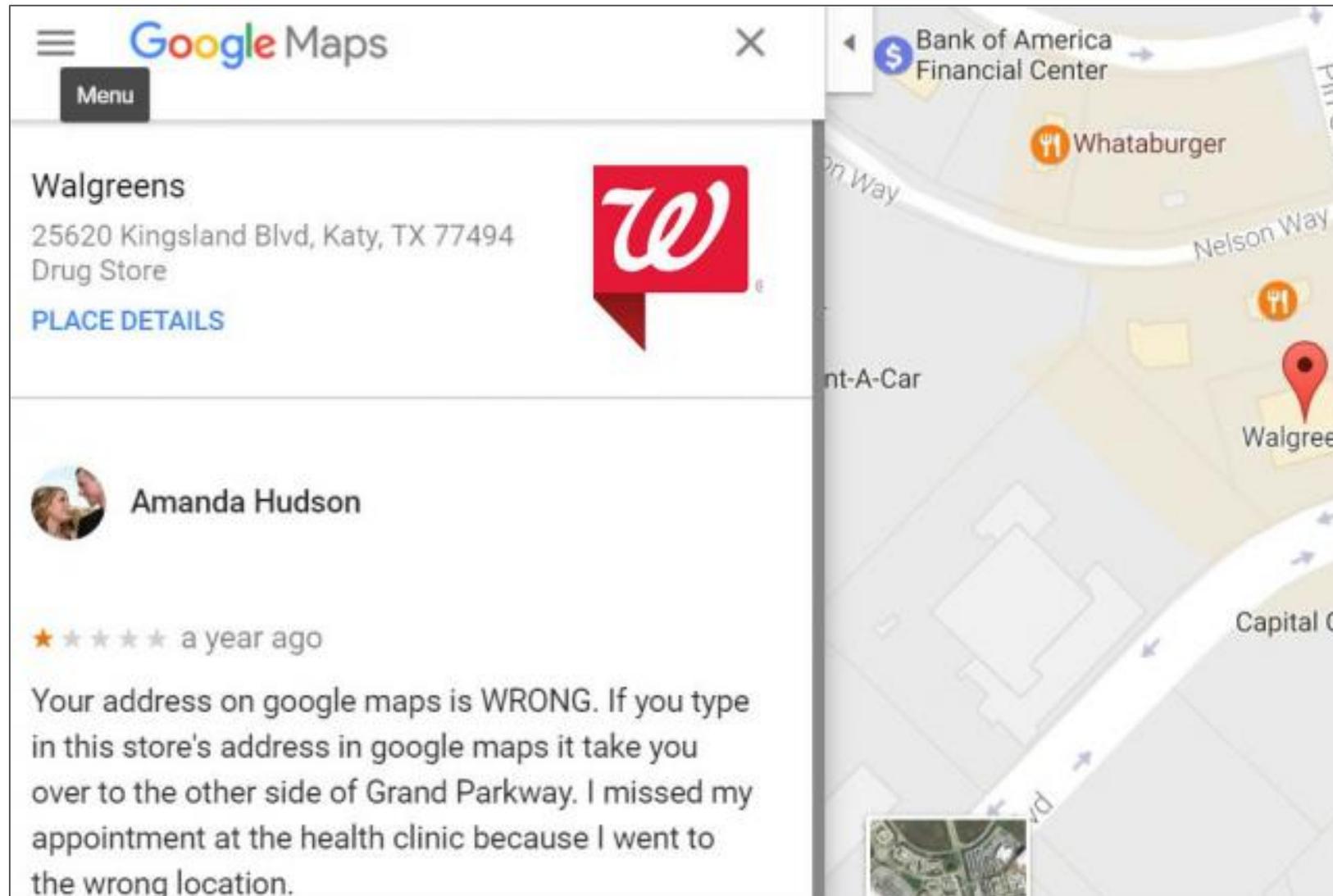
The Centers for Medicare & Medicaid

Services reviewed more than 5,800 health

care providers offering care at more than 11,600 locations. The directories were provided by 54 Medicare Advantage Organizations that represented about a third of all Medicare

**There was at least one mistake in nearly 47 percent of the provider reviews and nearly that many among all locations.**

# What if the map isn't even right....or yours?

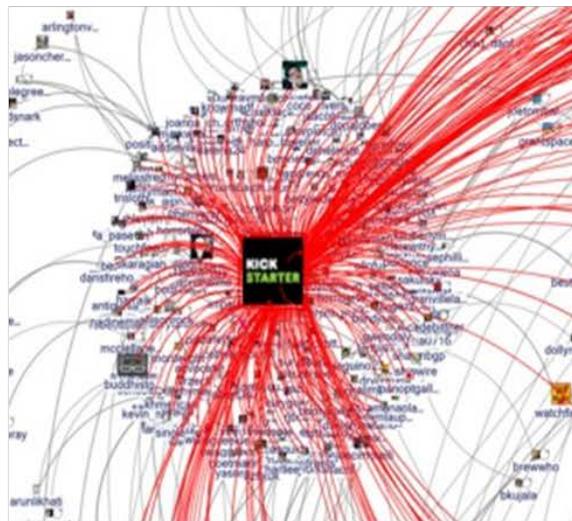


# This is where SoLoMo kicks in for healthcare

Social  
**So**

Location  
**Lo**

Mobile  
**Mo**



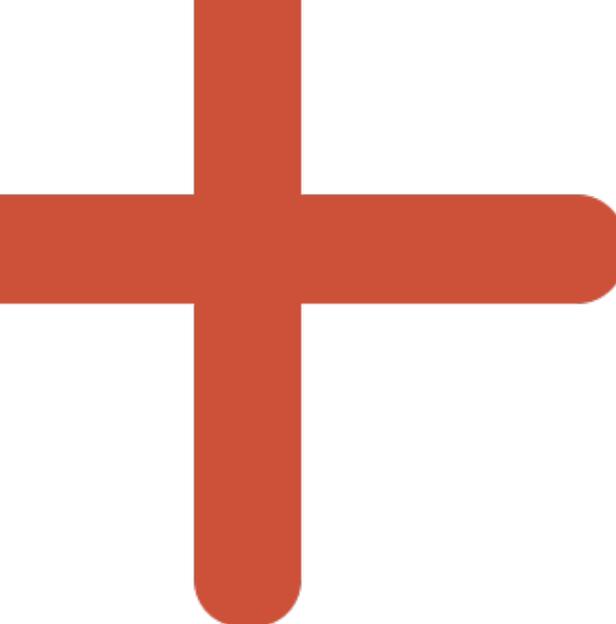
[www.flickr.com/photos/marc\\_smith/6231701213/](http://www.flickr.com/photos/marc_smith/6231701213/)



<http://www.flickr.com/photos/annemarlow/4107928811/>



<http://www.flickr.com/photos/tabor-roeder/5601654995/>



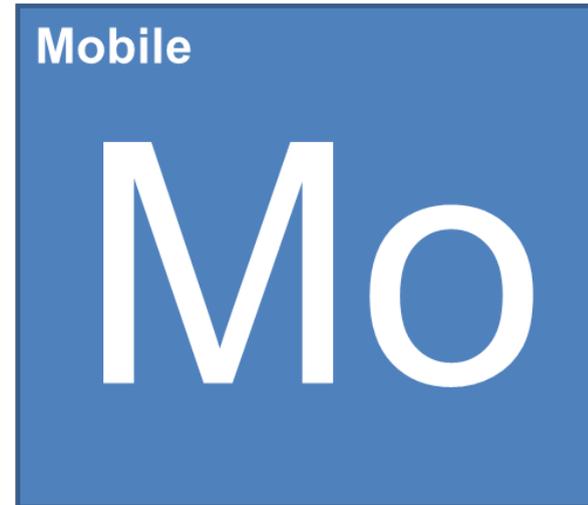
## Where to start:



Syndicated listing updates – locking out visitor errors.

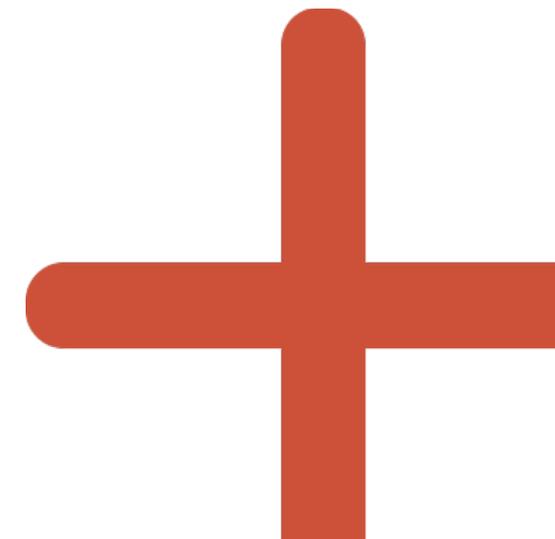


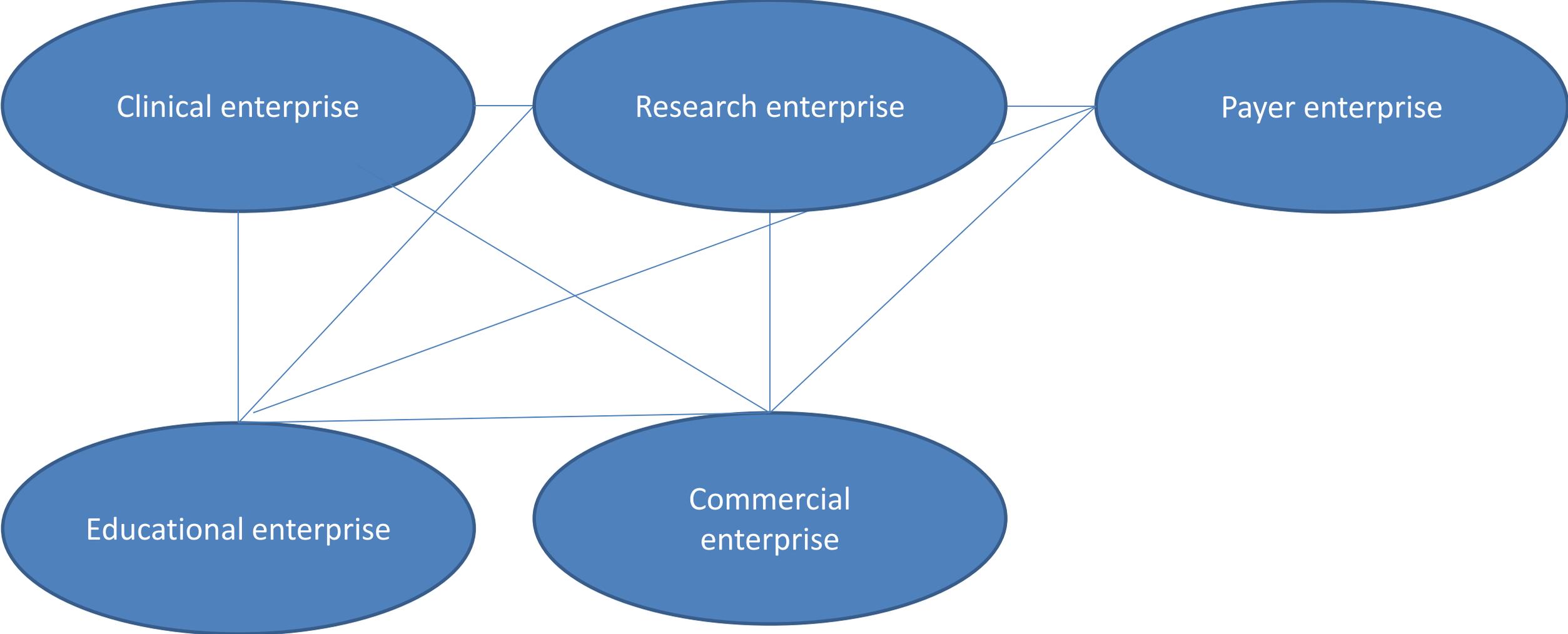
Review promotion, management and reporting.



Reporting to explain how these elements contribute to traffic.

yext

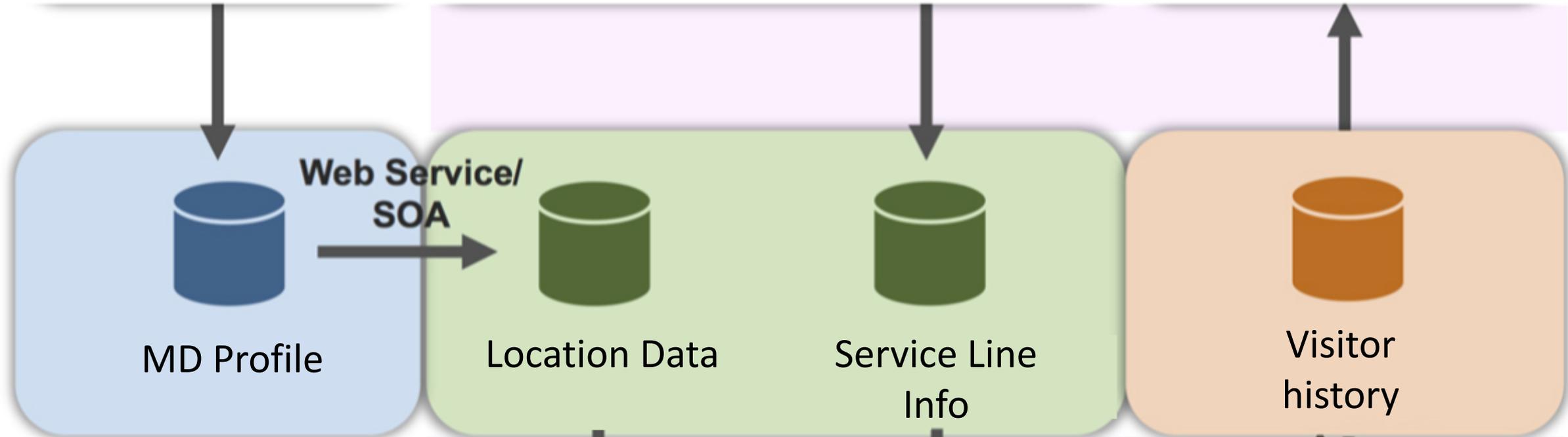




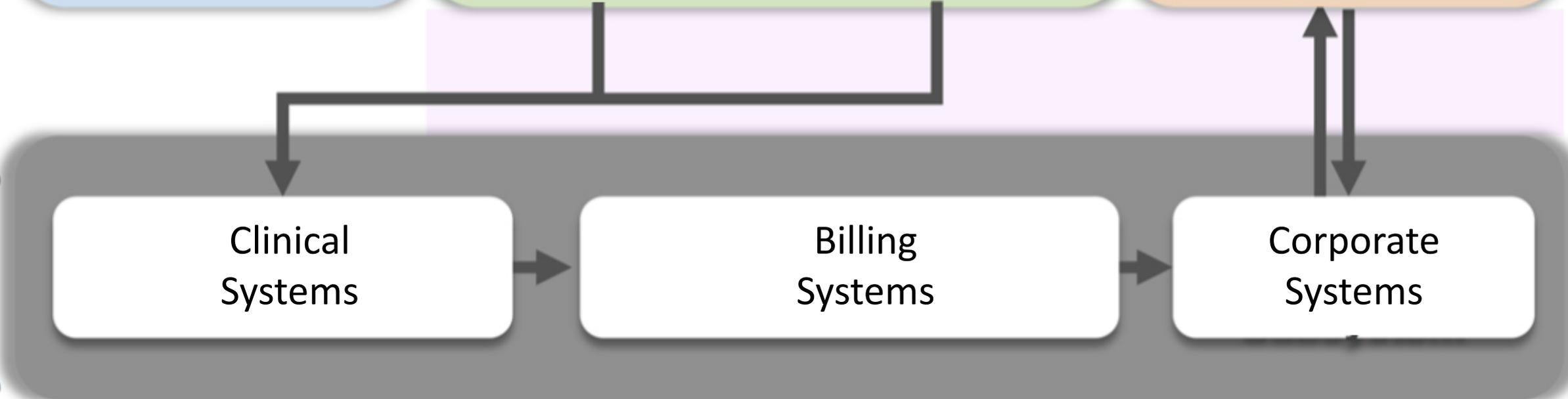
System of  
experience



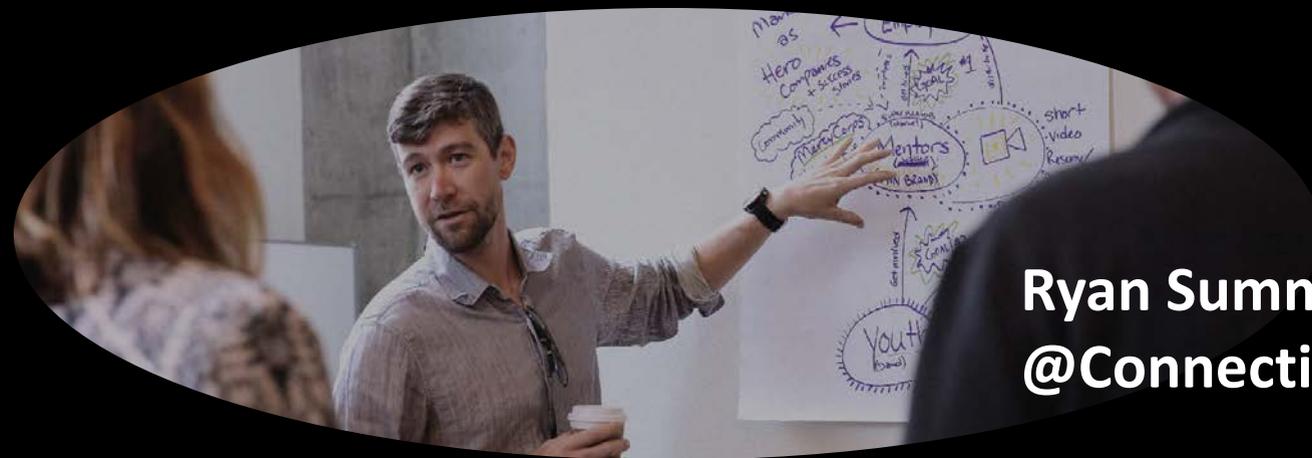
System of  
Operation



System of  
Record



Personalize:  
get closer to customers  
by anticipating their needs.



**Ryan Summers**  
**@ConnectiveDX**

# Testing insights and improvements

## Hypothesis:

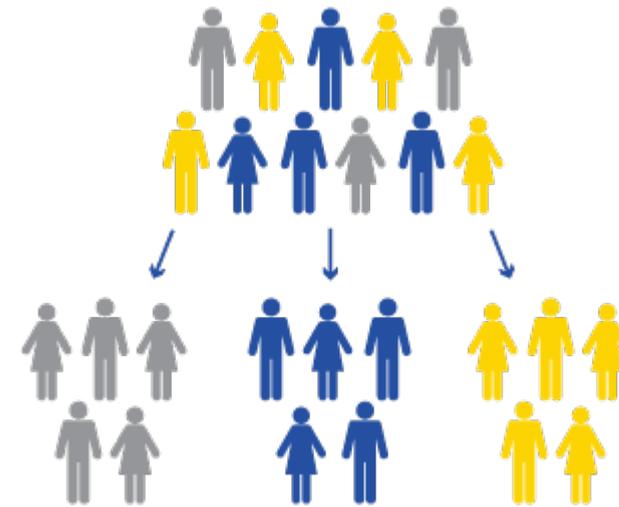
An experience that is designed for a specific mindset should positively impact the conversion value for that audience, and may have impact on other mindsets.

## A/B Split Test

Version A

Version B

## Segment



**Visit attribute:** geo-location, time of day, visit #

**Inferred intent:** search term, page topics

**Inferred engagement style:** purchase profile

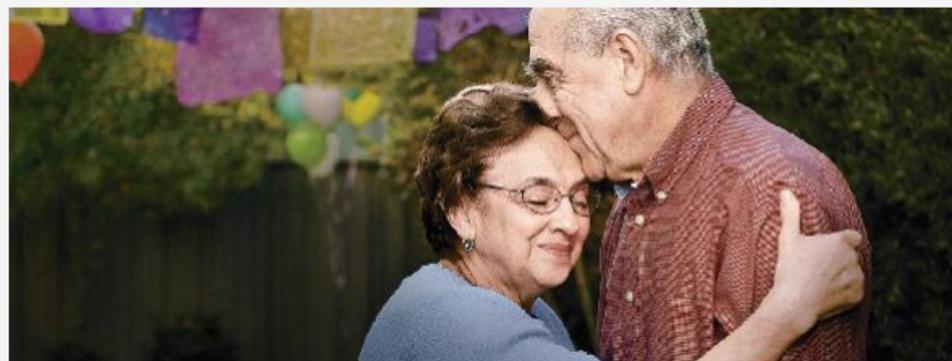
**Explicit attribute:** visitors tell you

# Detect and customize based on location data

## My Baby - A New Dignity Health Pregnancy App

Dignity Health's My Baby app helps you track pregnancy milestones, learn about symptoms and locate local birthing programs right from your phone.

Learn More



Trust Your Heart to Our



Flex Your Health

# Market based geo-targeted personalization

	Average of Market Score	Average of My Demo Score	Average of Web Activity Score (Sessions + Pages/Session + Session Duration + Goal Completions)	Sum of Difference
Chicago-Joliet-Naperville, IL-IN-WI Metro	52.0	13.9	14.7	\$79,842,862
Washington-Arlington-Alexandria, DC-VA-MD-WV Metro	56.3	17.8	14.9	\$65,726,617
Minneapolis-St. Paul-Bloomington, MN-WI Metro	46.1	12.5	15.0	\$62,577,357
New York-Northern New Jersey-Long Island, NY-NJ-PA Metro	50.1	14.9	14.8	\$54,122,635
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metro	47.0	12.6	15.3	\$52,131,008
Boston-Cambridge-Quincy, MA-NH Metro	50.4	14.1	15.9	\$40,836,129
Los Angeles-Long Beach-Santa Ana, CA Metro	51.2	16.1	13.1	\$31,934,360
Dallas-Fort Worth-Arlington, TX Metro	45.5	14.4	14.4	\$30,375,083
Seattle-Tacoma-Bellevue, WA Metro	50.5	13.2	15.4	\$28,190,155
San Francisco-Oakland-Fremont, CA Metro	50.2	15.0	14.9	\$20,313,269
Denver-Aurora-Broomfield, CO Metro	47.3	14.1	15.4	\$19,342,626
San Diego-Carlsbad-San Marcos, CA Metro	49.5	14.6	15.1	\$16,535,499
Atlanta-Sandy Springs-Marietta, GA Metro	49.6	13.3	16.0	\$12,805,701
Baltimore-Towson, MD Metro	50.2	13.6	16.7	\$12,759,812
Portland-Vancouver-Hillsboro, OR-WA Metro	46.7	12.6	15.4	\$12,402,803
San Jose-Sunnyvale-Santa Clara, CA Metro	58.8	21.7	14.9	\$10,837,947
Pittsburgh, PA Metro	46.5	10.8	15.2	\$5,112,174
Trenton-Ewing, NJ Metro	45.5	15.3	14.1	\$2,789,134
Albany-Schenectady-Troy, NY Metro	46.8	11.2	17.4	\$1,688,288
Durham-Chapel Hill, NC Metro	45.1	12.3	18.4	\$1,337,104
Des Moines-West Des Moines, IA Metro	46.1	10.7	17.2	\$1,129,711
El Paso, TX Metro	47.0	12.9	18.8	\$570,094
Columbia, MO Metro	46.5	12.2	20.5	\$494,447
<b>Grand Total</b>	<b>50.0</b>	<b>14.2</b>	<b>15.1</b>	<b>\$563,854,814</b>

## Tier 1

**Overview:** The Tier 1 Market has the most young and educated parents, they engage heavily digitally, and are most likely to make transactions and inquire online. They are the most able to afford childcare, and are in areas where there is higher availability and medium competition.

**Keyword Strategy:** TBD

### Audience / Market Attributes

- Highest likelihood to be a private pay customer
- Highest likelihood to be aged 25+ with bachelors degree or higher
- Highest proportion of children aged 0-9
- Highest likelihood to have high household income
- More likely to have a lower occupancy %

### Web Visitor Attributes

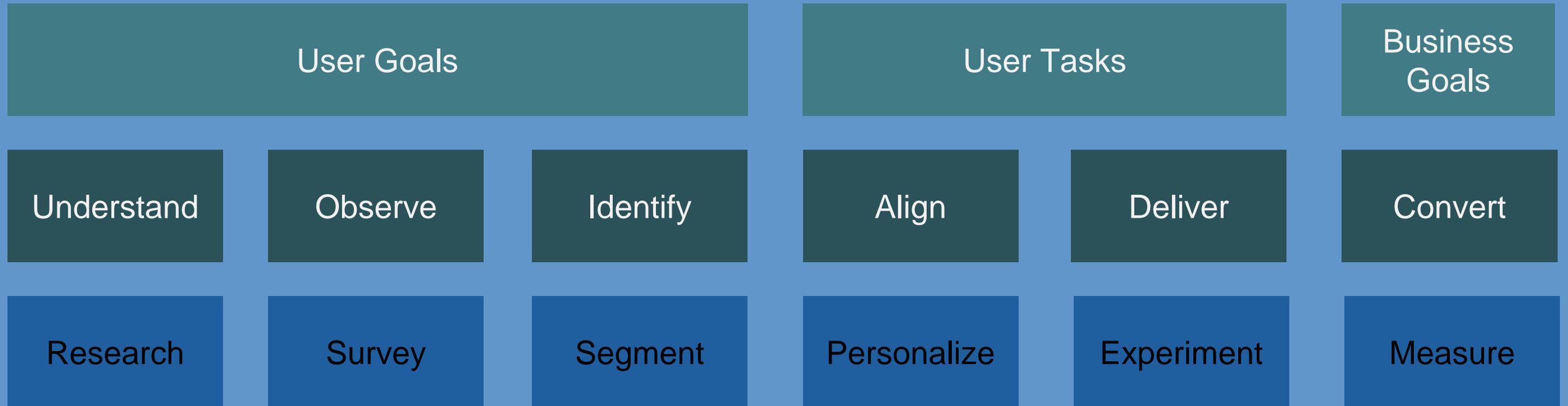
- View more pages per session
- Have longer total session durations
- Are more likely to convert (Complete a Google Analytics goal)
- Are more likely to visit via Organic Search



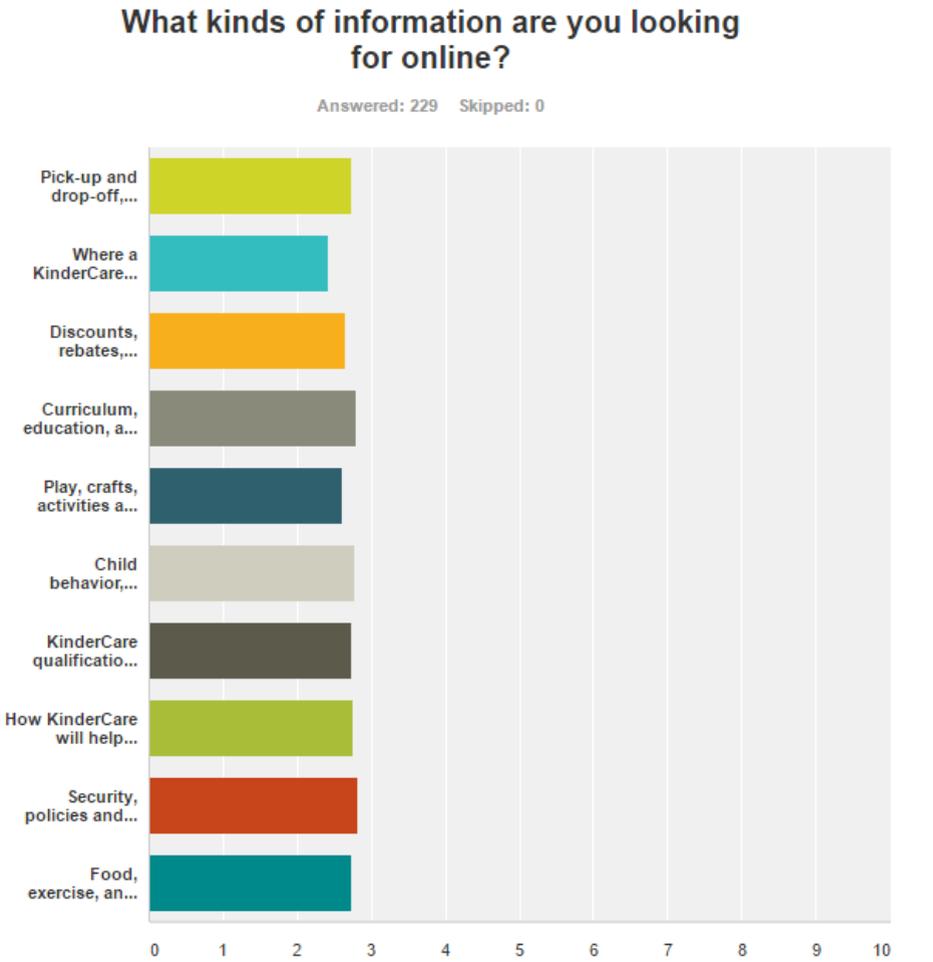
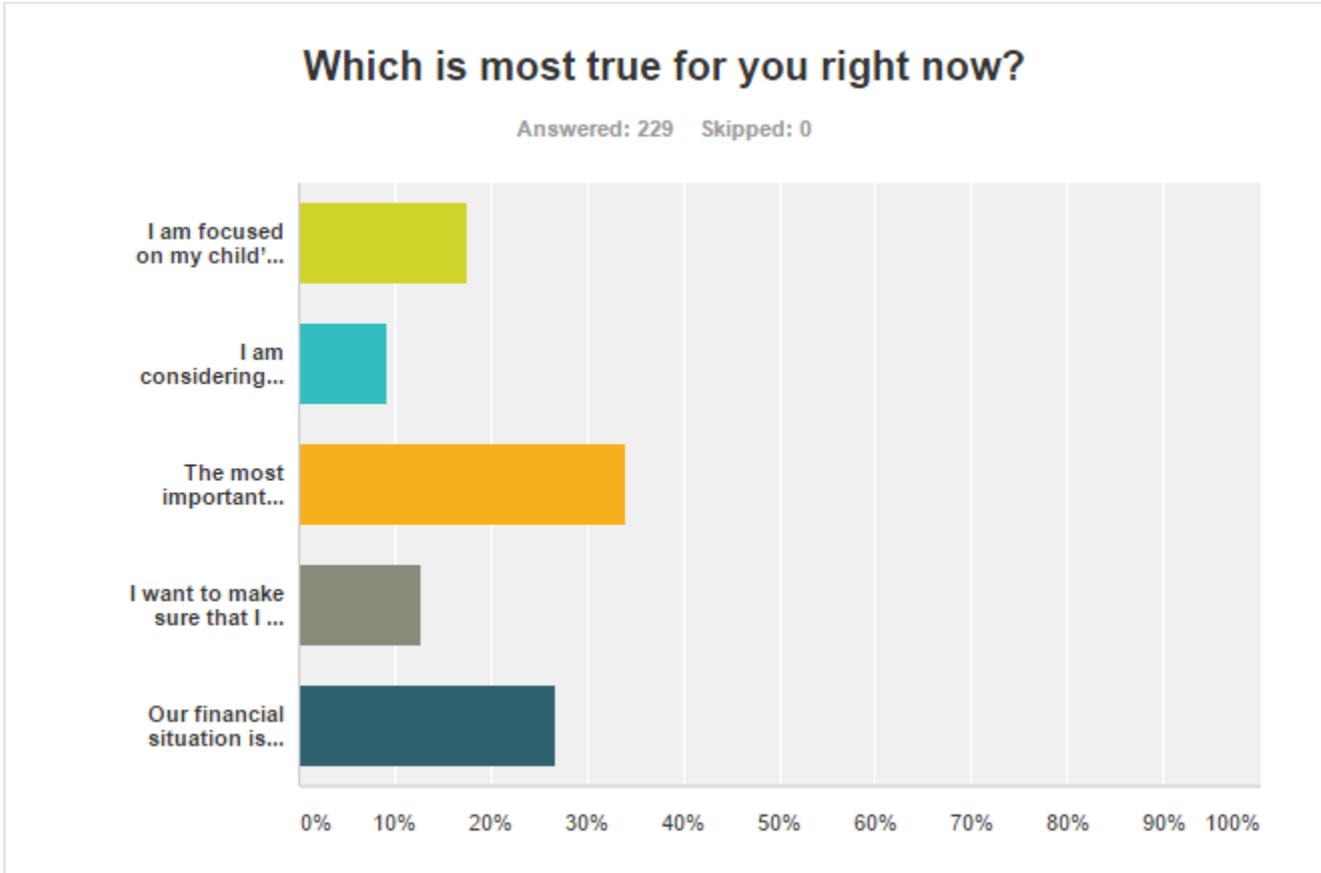
**Markets**

- Chicago-Joliet-Naperville, IL-IN-WI Metro
- WA-Arlington-Alexandria, DC-VA-MD-WV Metro
- Minneapolis-St. Paul-Bloomington, MN-WI Metro
- NY-Northern New Jersey-Long Island, NY-NJ-PA Metro
- Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metro
- Boston-Cambridge-Quincy, MA-NH Metro
- Los Angeles-Long Beach-Santa Ana, CA Metro
- Dallas-Fort Worth-Arlington, TX Metro
- Seattle-Tacoma-Bellevue, WA Metro
- San Francisco-Oakland-Fremont, CA Metro
- Denver-Aurora-Broomfield, CO Metro
- San Diego-Carlsbad-San Marcos, CA Metro
- Atlanta-Sandy Springs-Marietta, GA Metro
- Baltimore-Towson, MD Metro
- Portland-Vancouver-Hillsboro, OR-WA Metro
- San Jose-Sunnyvale-Santa Clara, CA Metro
- Pittsburgh, PA Metro
- Trenton-Ewing, NJ Metro
- Albany-Schenectady-Troy, NY Metro
- Durham-Chapel Hill, NC Metro
- Des Moines-West Des Moines, IA Metro
- El Paso, TX Metro
- Columbia, MO Metro

# Personalization Strategy



# Inferred values get validated



# Engagement matches motives and values



**Meet Amber**  
A prospective mom  
seeking care visits  
KinderCare.com



**Engagement**  
Amber views three  
pages



**Amber's Mindset**  
"Nurture Focus"



**Customer Need**  
"How do I know my kid is  
being cared for?"



**User Task**  
"Talk to a Center Director  
about how we stay  
connected"



**Business Goal**  
Lead Form sent to  
Amber's Local  
Center

Understand

Observe

Identify

Align

Deliver

Convert



# CHANGE YOUR WORLD

Everyone has something unique to contribute to the world. At Clark, an education that will amplify your ability to make a difference is our contribution. What will yours be?

GET STARTED

Or just ask visitors

## MY JOURNEY

Take your own personalized Clark journey

I am a

Looking to

### Recommended Content:



Mobilize:

help patients in wayfinding especially  
through the congested medical campus.



VIRGIN 82%

2:15

Wednesday, March 4

**Dr. Doug Ross** now  
Your 3pm Appointment is in 45 minutes.  
Would you like directions?  
slide to view

> slide to unlock



 **Room 218**  
1 min 52 steps northeast


This is a little like mitigating global warming  
by shaving bears.



**Mobilize:**

get care closer to customers

by taking treatment to them.

An aerial photograph of a city, likely Baltimore, Maryland, showing a dense urban landscape. The most prominent feature is a large, cylindrical building with a blue, textured facade, labeled "Debes Children's Hospital". Other buildings of various heights and colors are scattered throughout the city. In the foreground, there are parking lots and a green field. The sky is clear and blue.

**SPECTRUM HEALTH**



<https://www.spectrumhealth.org/healthier-communities/mcgaw-prize-for-excellence-in-community-service>

- Cardiovascular Care +
- Children's Health
- Community
- Diet & Nutrition
- Digestive Health & Disorders
- General Health & Wellness
- Living with Chronic Conditions +
- Lungs, Breathing & Sleep
- Men's Health
- Neuroscience
- Orthopedics
- Pregnancy & Childbirth +
- Research & Technology
- Women's Health +

**EXPLORE**

- Infographics
- Patient Stories
- Photo Galleries
- Special Series

**REGIONAL**

Choose Your Hospital ▼

**ARCHIVES**

## 'I would not trade this job'

Community health workers like Terri Price empower clients in underserved populations to achieve health for themselves and their families.



As a certified community health worker with the Spectrum Health Healthier Communities team, Terri Price dedicates her time to working with women and children in medically underserved populations in Kent County, Michigan. (Taylor Ballek | Spectrum Health Beat)



<https://www.spectrumhealth.org/healthier-communities/mcgaw-prize-for-excellence-in-community-service>

# Develop Test Implement Optimize Replicate

Springboard Healthy Scranton will seek bold goals, such as the coordination of all community resources to eliminate hunger and preventable chronic disease, and to eliminate preventable cancer and disease through genomic medicine. Once **developed, tested and implemented**, projects will be **optimized** in order to create the most cost-effective and sustainable solutions to issues affecting a community's health. And, once proven, they will be **replicated** in order to be **shared both nationally and globally.**

THE PROCESS

Fresh Food Pharmacy Overview

Precision Medicine Overview







**VIEW FROM BROAD AND MORRIS STREETS**

**COMMUNITY HEALTH AND LITERACY CENTER**

CONNECTIVE DX

HDX-15 RESEARCH REPORT: November 2016

# Hospital Digital Experience Index



Benchmarking digital excellence from  
the top 15 U.S. hospital system websites

## Get HDX-15 and updates

- Next month's update
- More PX, MX, DX insights
- Tips on using HDX yourself

<http://dx.connectivedx.com/HDX15-report>

@UsefulArts

@ConnectiveDX



Dave Wieneke

@UsefulArts

@ConnectiveDX

Thank you!

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## Desktop still leads in buying

	Conversion Rates by Device	Q3 2015	Q4 2015	Q1 2016	Q2 2016	Q3 2016
GLOBAL	Traditional	3.58%	4.30%	3.91%	3.76%	3.45%
	Smartphone	1.51%	1.43%	1.47%	1.45%	1.27%
	Tablet	3.24%	3.83%	3.32%	3.25%	2.98%
US	Traditional	3.55%	4.38%	3.98%	3.85%	3.55%
	Smartphone	1.34%	1.26%	1.34%	1.33%	1.15%
	Tablet	3.08%	3.80%	3.20%	3.13%	2.85%
UK	Traditional	6.81%	6.75%	6.48%	6.02%	5.67%
	Smartphone	3.23%	3.38%	3.12%	2.96%	3.05%
	Tablet	5.09%	5.07%	4.75%	4.56%	4.41%



# Age, income and education bias

## Large age, education and income gaps in smartphone usage throughout North America, Europe, Australia and Japan

*% of adults who report owning a smartphone*

	Age				Education*			Income**		
	18-34 %	35-49 %	50+ %	Youngest- oldest gap	Less %	More %	Diff	Lower %	Higher %	Diff
Canada	95	87	48	+47	61	80	+19	67	80	+13
U.S.	93	85	61	+32	65	84	+19	68	90	+22
Greece	84	67	13	+71	35	79	+44	26	56	+30
Poland	88	66	18	+70	31	57	+26	32	61	+29
Italy	97	81	37	+60	58	94	+36	44	82	+38
Hungary	80	66	21	+59	44	67	+23	37	53	+16
France	85	80	31	+54	52	76	+24	47	69	+22
Germany	92	89	48	+44	50	75	+25	59	78	+19
UK	94	87	53	+41	66	86	+20	63	80	+17
Sweden	97	94	64	+33	75	91	+16	63	88	+25
Netherlands	98	86	66	+32	75	89	+14	71	91	+20
Spain	93	91	63	+30	74	92	+18	74	88	+14
Japan	94	80	29	+65	46	71	+25	39	68	+29
Australia	95	95	59	+36	68	88	+20	65	92	+27

Note: Percentages based on total sample. All differences shown are statistically significant.

\* For the purpose of comparing educational groups across countries, we standardize education levels based on the UN's International Standard Classification of Education. In every country but Poland, the lower education category is secondary education or below and the higher is postsecondary or above. In Poland, the lower education category is below secondary education and the higher category is secondary or above.

\*\* Respondents with a household income below the approximate country median are considered lower income. Those with an income at or above the approximate country median are considered higher income.

Source: Spring 2016 Global Attitudes Survey, Q80 & Q81. U.S. data from a Pew Research Center survey conducted Sept. 29-Nov. 6, 2016.

PEW RESEARCH CENTER

Reliance on smartphones for online access is especially common among younger adults, non-whites and lower-income Americans.

Age

**Race**

Gender

Income

Education

Community

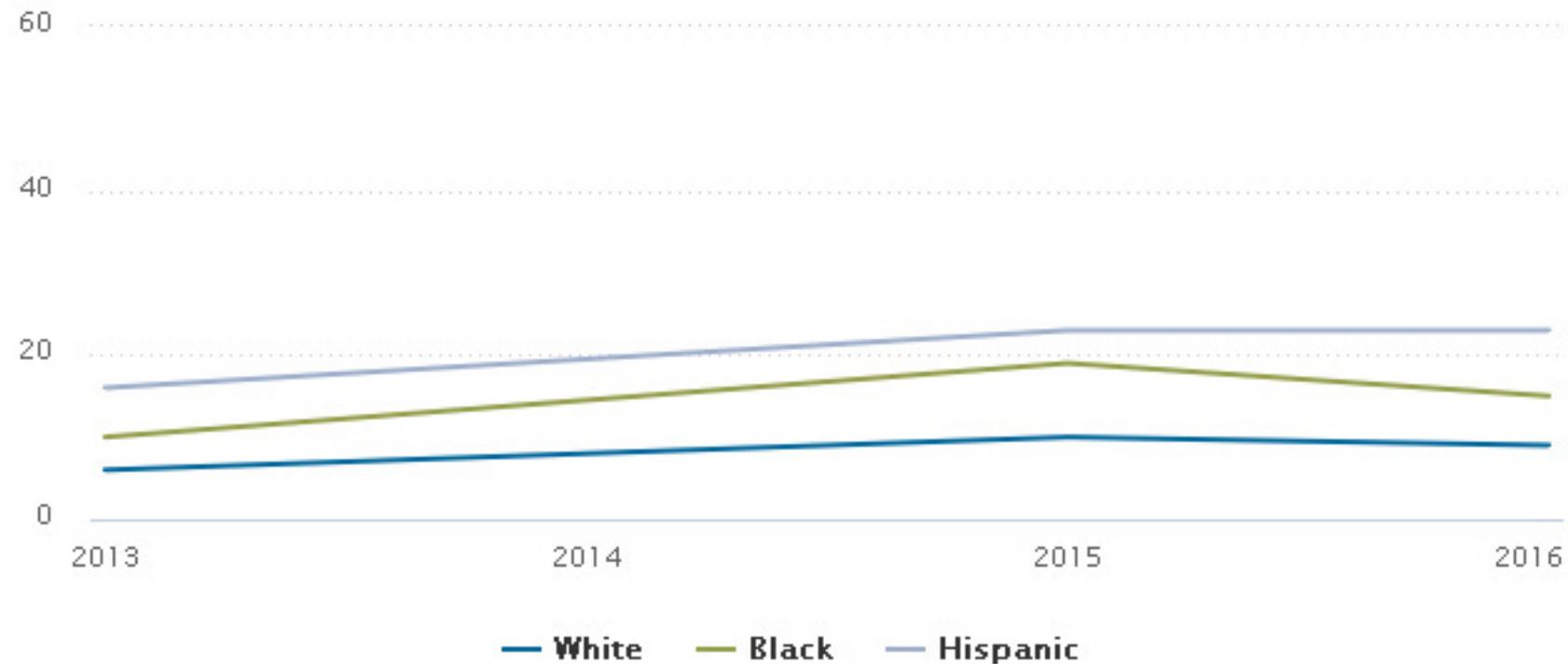
Chart

Data

Share

Embed

*% of U.S. adults who do not use broadband at home but own smartphones, by race*



## HDX-15 hospital system scores and notable strengths

67	Mayo Clinic #1 in market impact and usability	58	New York-Presbyterian #1 time on site, strong in mobile design and branding	50	Penn Medicine Leader in mobile design and geo data
64	Stanford Health Search-forward experience, strong referring MD	56	Mass General Traveling patients and multilingual pages	49 (tie)	Johns Hopkins Best website readability
62	Cleveland Clinic Strong on telemedicine, physician reviews, home page routing, traveling patient resources	54 (tie)	UCLA Health Early use and promotion of telemedicine	49 (tie)	Barnes Jewish Referring provider program, MD profile archive
60 (tie)	NYU Langone #1 in content and brand clarity	54 (tie)	UPMC Strong market impact, ER site, geodata usage	41	Duke Medicine MD search and patient reviews, geodata
60 (tie)	UCSF Health #1 in site functionality, strong department page design	53	Northwestern Medicine Tied for highest traffic growth, mobile design leader	37	Brigham and Women's #1 multilingual translation