THE UBER EFFECT:
How can you change the game with digital
Amanda L Bury
Managing Director, Healthcare
SIM-Partners
@ciaogalchicago
WELCOME to the Age of the Customer
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Related Web Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domino's Pizza</td>
<td>240 Cambridge Ave</td>
<td>Unofficial Guide</td>
</tr>
<tr>
<td>(650) 326-6552</td>
<td>Palo Alto, CA 94306</td>
<td>Pizza, $, Average Entrée price under $10. $$, $10 - $15. ... stanford.edu - and more related pages »</td>
</tr>
<tr>
<td>Ramona's Pizza</td>
<td>2313 Birch St</td>
<td>San Francisco Restaurants - Chowbaby.com</td>
</tr>
<tr>
<td>(650) 322-2181</td>
<td>Palo Alto, CA 94306</td>
<td>chowbaby.com - and more related pages »</td>
</tr>
<tr>
<td>Ramona's Restaurant</td>
<td>2313 Birch St</td>
<td>San Jose Restaurants - Chowbaby.com</td>
</tr>
<tr>
<td>(650) 326-2220</td>
<td>Palo Alto, CA 94306</td>
<td>... ICE CREAM, San Jose. RACE STREET PIZZA, ( 408 ) 295 - 6588 chowbaby.com - and more related pages »</td>
</tr>
<tr>
<td>Papa Murphy's Take 'N' Bake Pizza</td>
<td>2730 Middlefield Rd 2730 Middlefield Rd, Midtown ... papamuraughspaloalto.com - and more related pages »</td>
<td></td>
</tr>
<tr>
<td>(650) 328-5200</td>
<td>Palo Alto, CA 94306</td>
<td>Papa Murphy's ~ Take 'N' Bake Pizza</td>
</tr>
<tr>
<td>Papa Tom Pizza</td>
<td>855 El Camino Real</td>
<td>Welcome to Choraegus ShareMusic!</td>
</tr>
<tr>
<td>(650) 324-3131</td>
<td>Palo Alto, CA 94301</td>
<td>... Spot - A Pizza Place 107 Town &amp; Country Village Palo Alto ... choraegus.com - and more related pages »</td>
</tr>
</tbody>
</table>
Apple Introduces iPhone 2007
Google Launches Android 2008
Mission

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

**THEN**
- Stimulus
- Shelf
- Experience (Happy/Sad Customer)

**NOW**
- Stimulus
- Reviews
- Ratings
- Search
- Community
- Word of Mouth
- Videos
- Product Comparison
- Shelf
- Experience (Happy/Sad Customer)
- Next Customer's ZMOT

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

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.

Photo Credit: Kleiner Perkins Caufield & Byers (KPCB)
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”
Nearly half of patients finish their paths with a branded term.

Source: Google/Compete Hospital Study

Share of patients that finished on:

- Branded: 48%
- Conditions/ Diseases: 23%
- Treatments/ Procedures: 4%
- Symptoms/ Dept.: 25%

Share of patients that started on:

- Branded: 10%
- Conditions/ Diseases: 49%
- Treatments/ Procedures: 6%
- Symptoms/ Dept.: 35%
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.”
Best ride to work ever! Wasn't thrilled about the 3.5x surge - but I had to get to work on time so I couldn't delay my trip to get a normal fare.
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
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.
Amplifying Your Patient Experience

Be Findable  Be Descriptive  Be Transparent
From mobile search to mobile wallet
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

Julie Day, M.D.

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 Medicine
- Board Certification

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.

- Likelihood of recommending care provider: 5.0 stars
- Care provider spoke using clear language: 5.0 stars
- My confidence in care provider: 5.0 stars
- Care provider’s effort to include me in decisions: 5.0 stars
- Time care provider spent with me: 5.0 stars
- Care provider’s concern for questions & worries: 5.0 stars
- Care provider’s explanation of condition/prognosis: 5.0 stars
- Wait time at clinic: 4.6 stars
- Care provider’s friendliness and courtesy: 4.9 stars

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.

Unsatisfied Patient May 18, 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.

Unsatisfied Patient January 17, 2014
Dr. Julie Day is a fantastic doctor. I’m almost 90 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.

Unsatisfied Patient December 19, 2013
Dr. Julie Day is the best. She completed her evaluation and determined I needed to go to the U Hospital by ambulance. She personally called my daughter and arranged my transportation. She is the best doctor I have ever seen.
## Services and Pricing

### Estimated pricing information on top services

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**Pricing Estimates and Information - Uninsured Patients**

Oak Hill Hospital offers many forms of financial relief for patients without healthcare insurance through "uninsured" and "emergency" care programs. Please contact our customer support team for more information.

#### Advanced Estimates...

More detailed pricing information is available. If our estimated price exceeds $5,000, we will provide you with a detailed estimate.

When you call our Service Center, please have the following information available so that we can provide you with the most accurate estimate:

- **Description of services needed**
- **Type of services needed**
- **Insurance information**
- **Emergency department visit**
- **Doctor's office visit**
- **Hospital stay**
- **Outpatient surgery**
- **Inpatient surgery**
- **Inpatient hospitalization**
- **Emergency room visit**

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#### Services & Pricing

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Price Range (Estimated)</th>
<th>Hospital Stay Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cardiology</strong></td>
<td>$6,744 - $15,640</td>
<td>2 - 4 days</td>
</tr>
<tr>
<td><strong>Cardiology</strong></td>
<td>$8,574 - $31,485</td>
<td>2 - 6 days</td>
</tr>
<tr>
<td><strong>Cardiology</strong></td>
<td>$3,854 - $21,932</td>
<td>0 - 7 days</td>
</tr>
<tr>
<td><strong>Digestive</strong></td>
<td>$3,854 - $21,932</td>
<td>0 - 7 days</td>
</tr>
<tr>
<td><strong>Gastrointestinal</strong></td>
<td>$3,854 - $21,932</td>
<td>0 - 7 days</td>
</tr>
<tr>
<td><strong>Myocardial Infarction</strong></td>
<td>$8,574 - $31,485</td>
<td>2 - 6 days</td>
</tr>
<tr>
<td><strong>Renal Failure</strong></td>
<td>$3,854 - $21,932</td>
<td>0 - 7 days</td>
</tr>
</tbody>
</table>
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.
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
Win Patients with Engaging Physician Profiles
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

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