

Transforming Marketing via a Growth Strategy for a Competitive Market

Today's Presenters



Chuck Lewis

Executive VP, Chief Growth &
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VP, Enterprise Marketing &
Advertising



Alison McDonough

VP, Client Development



Who we are

WHY WE EXIST

To build meaningful connections between healthcare consumers and healthcare providers by providing trusted information for all

WHAT WE BELIEVE IN

Meeting healthcare consumers where they are.
Providing access everywhere without friction.
Data preceding insight.
Accountability through measurement.
Earning loyalty repeatedly.

WHO WE WORK WITH

600+ client partners
1,000+ hospitals



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Consumer Access

- Healthgrades.com
- Online Appointment Scheduling
- Call Center Services

Marketing Services

- Analytics & Insights
- Segmentation/Targeting
- Campaign Management
- Digital & Print Services

Consumer Intelligence

- CRM
- Marketing Automation
- Consumer Data Platform
- Performance Reporting
- Predictive Modeling
- Onmi-channel Attribution

Patient Engagement & Retention

- 360 Profile
- Real-Time Marketing



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Understanding Today's Environment

Today's Healthcare Consumers **Are:**

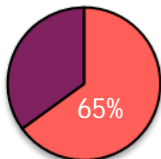
Informed



Consumers view up to **eight** health information sites and rely on them to make care decisions.

Source: STAX web survey and analysis, March 2017

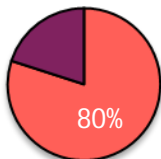
Choosy



65% of consumers are frequently shopping for a new physician.

Source: STAX web survey and analysis, March 2017

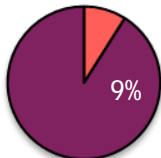
Impatient



80% of consumers will choose a physician with online self scheduling over an identical one who does not.

Source: Deloitte 2014 Consumer Health Study

Fickle



Only **9%** of consumers would definitely follow their PCP to another practice or clinic.

Source: Deloitte 2014 Consumer Health Study

and They **Expect:**

**Information
Transparency**



Consumers are demanding access to cost, quality, availability, experience and outcomes data.

**Easy
Access**



Consumers now consistently rank the ability to get an appointment quickly and at a convenient location over quality.

**Individualized
Experience**



Consumers expect to interact with their physicians on their timetable and in the context of their own needs and interests.

Today's Challenges:

Proving
Value



While marketing budgets are constantly pressured, value generation can lead to increased funding if its verifiable to health system objectives

Engendering
Loyalty



Today's Consumers are 61% more likely to switch providers to get an appointment quickly – *plan for addressing that*

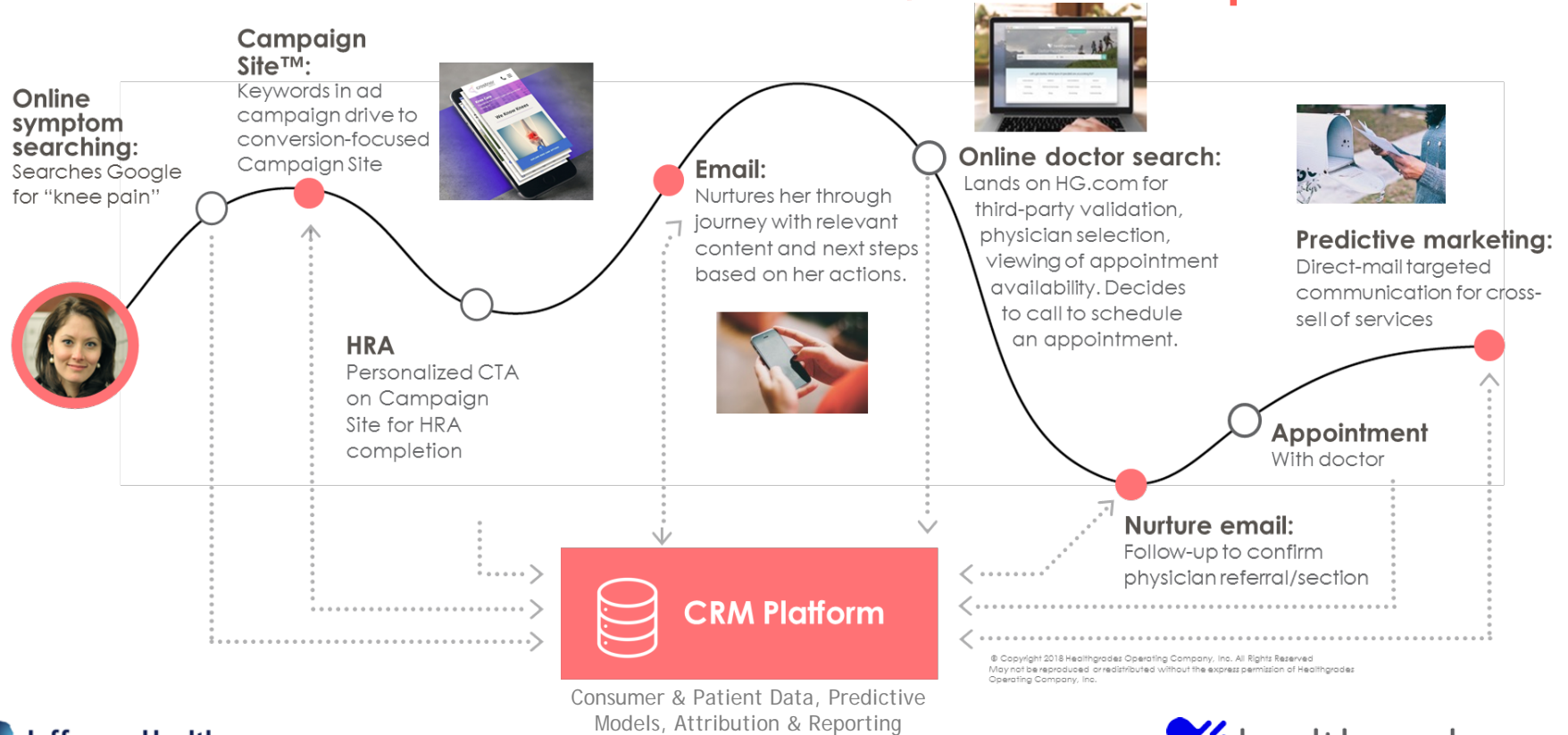
Source: 2014 & 2016 Consumer Health Study (Deloitte)

Gaining
Support



Responding to “Squeaky Wheel” versus demonstrating a strategically aligned approach to achieve results that matter.

To Succeed, Deliver a Measurable, Unified Experience



Who is Jefferson Health?



Jefferson Health

14 Hospitals

- Abington Hospital
- Abington – Lansdale Hospital
- Jefferson Bucks Hospital
- Jefferson Cherry Hill Hospital
- Jefferson Frankford Hospital
- Jefferson Hospital for Neuroscience
 - Vickie and Jack Farber Institute for Neuroscience
- Jefferson Stratford Hospital
- Jefferson Torresdale Hospital
- Jefferson Washington Township Hospital
- Magee Rehabilitation Hospital
- Methodist Hospital
- Physicians Care Surgical Hospital
- Rothman Orthopaedic Specialty Hospital
- Thomas Jefferson University Hospital
 - Sidney Kimmel Cancer Center (NCI-designated)



6,600
physicians/practitioners

7,400 nurses (full/part time)



Abington Hospital, Jefferson Hospital for Neuroscience and Thomas Jefferson University Hospital are Magnet-designated hospitals

50+ outpatient and urgent care locations

Over **4.3 million**
patient interactions annually



Business Challenge

How We Made Marketing Decisions

Whack-a-mole Marketing



Previously Could Only Demonstrate Soft Metrics

- Calls
- Form fills
- Web visits
- Impressions
- Clicks



Decrease in Budget Expense

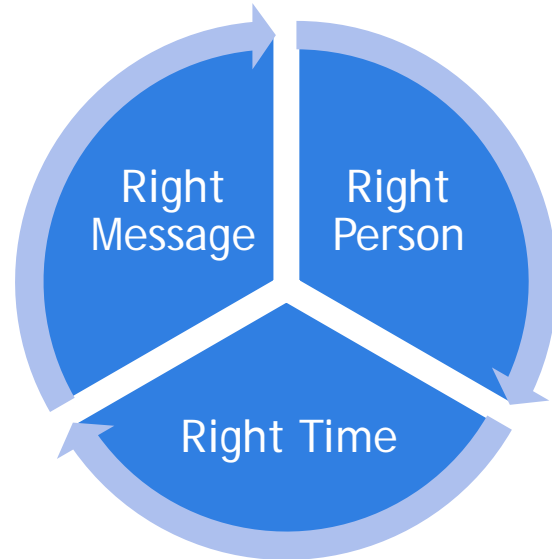
Marketing Viewed as a Cost Center



Solution

Target Patients who Need Procedures that Drive Profitable Growth

Utilizing all of the data you have to properly target, message and track efforts



Eliminate Access Barriers



CEO, CFO and Clinical Leadership Buy-in



Build Awareness and Brand Benefit



Philadelphia



Montgomery County



Bucks County



South Jersey

Reality of Carrying Out Your Vision

Obtain the Right Technology



Partnership in patient acquisition and retention

- CRM
- PDC (physician search)
- OAS (online appointment scheduling)

Training and Education

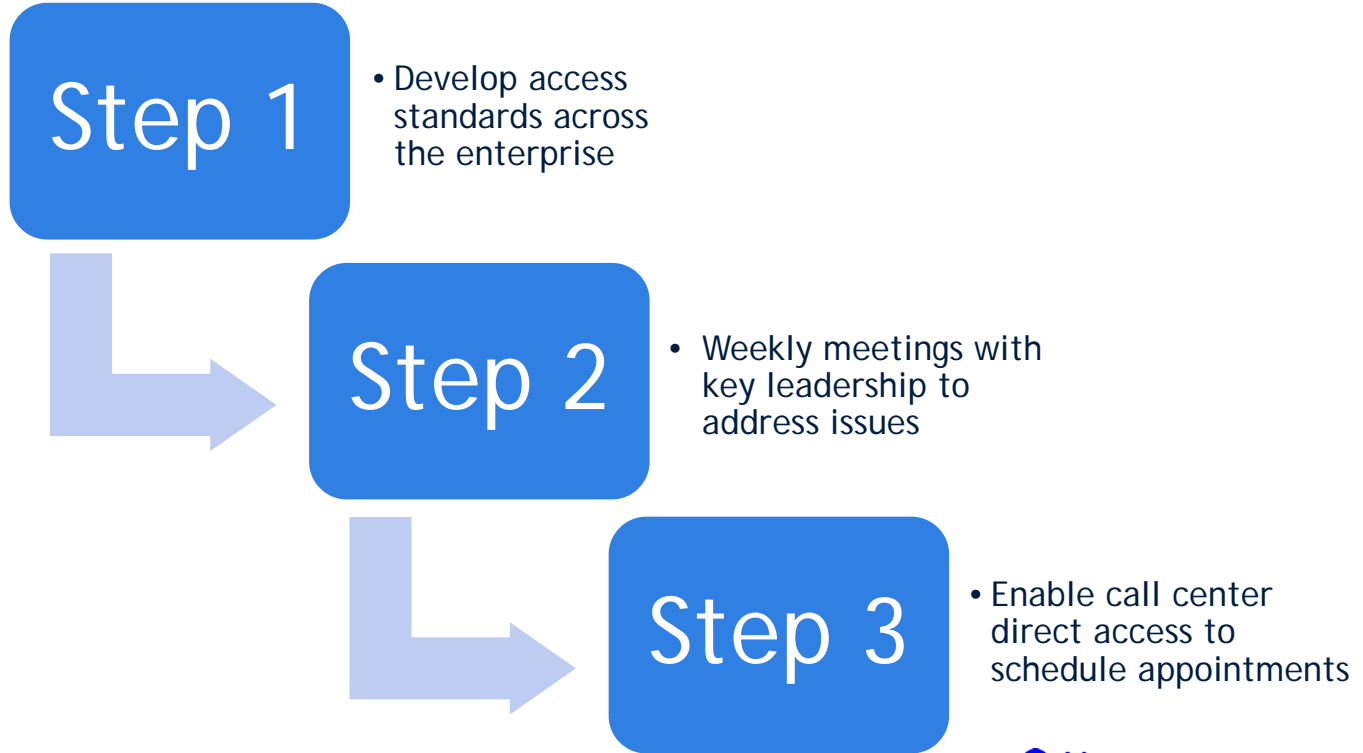
Retrain Marketing Staff
to Think Differently



Educate Senior Leadership

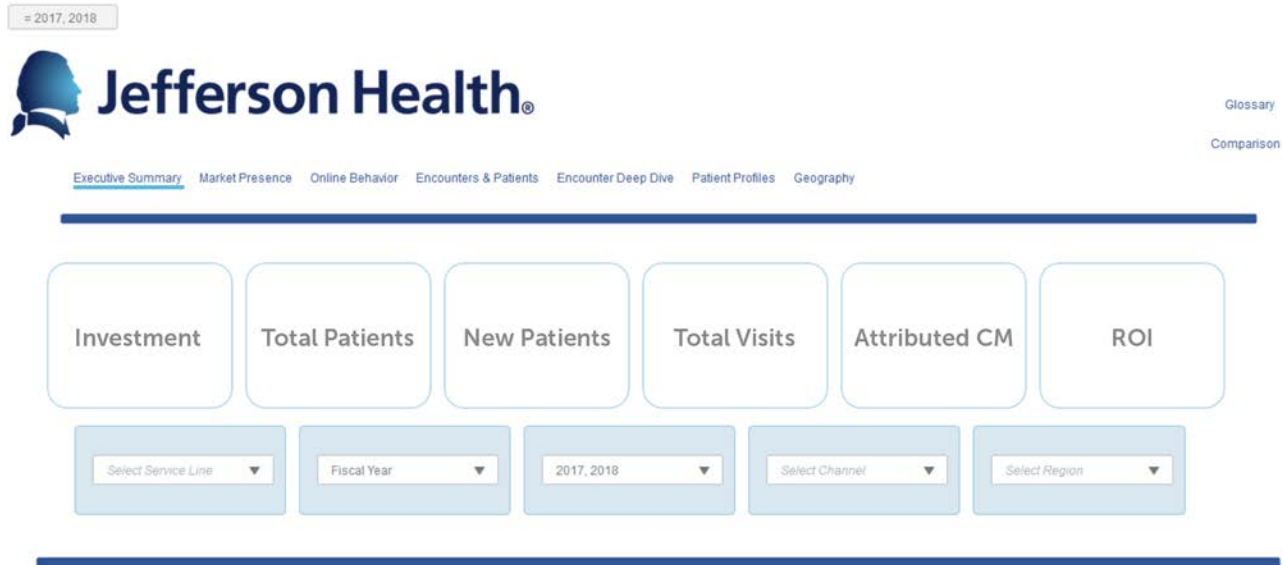
- Presidents
- Chief Financial Officer
- Chief Medical Officer
- Finance
- Service Line Leadership

Develop Process to Eliminate Barriers



Measure Success and Share ROI

Developed Dashboard to share results



Case Study

Increase Deliveries - Abington - Jefferson Health and Thomas Jefferson University Hospital

- Goal - Drive awareness and incremental business for Maternity Services as well as downstream utilization
- Eliminated access issues and set appointment standard for both hospitals
- Ongoing digital campaign including search, display and social

Case Study

= Women & Children

= 2017, 2018



Jefferson Health®

[Assumptions](#)

[Glossary](#)

[Comparison](#)

[Executive Summary](#) [Market Presence](#) [Online Behavior](#) [Encounters & Patients](#) [Encounter Deep Dive](#) [Patient Profiles](#) [Geography](#)



Women & Children ▼ Fiscal Year ▼ 2017, 2018 ▼ Select Channel ▼ Select Division ▼



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Next Steps for Jefferson Health

1. Activate online appointment scheduling
2. Integrated strategic planning process
3. Continue weekly seamless access meetings
4. Eliminate barriers
5. Track and report outcomes



Thank You Questions?



Empowering consumers and providers to make meaningful connections confidently.



Abington Hospital | Abington - Lansdale Hospital | Jefferson Bucks Hospital | Jefferson Cherry Hill Hospital
Jefferson Frankford Hospital | Jefferson Hospital for Neuroscience | Jefferson Stratford Hospital
Jefferson Torresdale Hospital | Jefferson Washington Township Hospital | Magee Rehabilitation Hospital
Methodist Hospital | Physicians Care Surgical Hospital | Rothman Orthopaedic Specialty Hospital
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