Acing the Test: Taking Digital Strategy to the Next Level

Today’s Presenters
- Shawn Stavseth, Senior Director of Product Development, Bluespire
- Brian Bierbaum, SVP of Client Solutions, Bluespire
- Kimberly Morgan, Senior Vice President of Healthcare Strategy, Bluespire

Agenda
- What Are Your Colleagues Doing? Pre-assessment Insights
- What is Digital Maturity?
- Assessing Your Organization
- Reaching the Next Levels of Sophistication

PRE-ASSESSMENT INSIGHTS
Room for Improvement for Digital

- You’re not alone if you think your strategy is average or below average (nearly 69%)
- Only two respondents labeled their digital marketing strategy as “Excellent” (3.45%); only three labeled as “Poor” (5.17%)
- 22.41% answered above average, 50% average, 18.97% below average

You’re Engaging with Patients On…

Poll: Nearly all of you are on social media. What best describes your social media activity level?

1. People want it, so we have it (simply for presence)
2. Use social media for brand awareness or customer services purposes only
3. We actively listen and participate in two-way conversations consistently
4. We don’t utilize social media

Best Way to Measure Effectiveness?

- Basic Analytics: 75.86%
- Share of Content: 65.52%
- Brand Awareness: 62.07%
- Patient Engagement: 39.66%
- Patient Acquisition: 22.41%
- ROI: 32.76%
- A Combo of All: 32.76%
Additional Thoughts

“We really haven’t had a solid digital strategy but moving forward need to get more in place here. I would love get new insight about what works best (especially for healthcare companies/hospitals) and measuring effectiveness.”

“We dabble in a little of all of this. I just feel like we could do better at what we’re doing.”

Recommended percent of total marketing budget supporting digital?

WHAT IS DIGITAL MATURITY

Maturity

Product Maturity
What is Digital Maturity?

Process of Maximizing Tools → Ideal Consumer Experience

Exceptional Consumer Experiences

Consumers have long outpaced brands…
WHY IT'S SO HOT RIGHT NOW

Digital Landscape
- Internet of Me
- Outcome Economy
- Platform Revolution
- Intelligence Enterprise
- Workforce Re-imagined

Patient Engagement Cycle

Moving toward patient-centered engagement aligned with key service lines
The Digital Journey to Wellness

48% researched more than two weeks before scheduling an appointment
84% used both online and offline resources
77% visited two or more hospital websites before converting
61% of patients used search prior to setting up an appointment
70% of the decision is made before talking to a human

Search alone drives 3X as many visitors to hospital sites compared to non-search.

Digital is Key to Engagement

“The consumer-to-patient journey is largely a digital journey at their moment of need. If I were diagnosed with something tomorrow, one of the first things I would do is go online.” – Jon Weston, CMO at Mayo Clinic

According to Cleveland Clinic CMO Paul Matsen, about 80% of patients who are diagnosed with an illness go to the Web to find information about their condition.

Increasing Digital Spend

73% of health systems increased social media budgets
69% of health systems increased website and online media
50% of health systems increased ad budgets

Two out of three marketers have moved at least 30% of their budgets from traditional to digital media in the past three years.
Enabling Business Transformation

5 Pillars of Digital Maturity

- Organizational alignment of strategy, tactics and objectives
- Content is the fuel
- Technology is the enabler, not the solution
- A single view of customer
- Employee enablement
How Do You Know Where You Fall?

- Ask yourself and others in your organization some important questions
- Quick: http://www.startspringboard.com/
- In-depth: Facilitated discussion, road-mapping session

Steps to Reach the Next Level

- Technology
- Content
- Strategy
- Talent

Strong Digital Talent

- Envision the Future
- Work with some ambiguity
- Driven by constant change
- Work cross-functionally
- Analytic-minded
- Absorb data
- Surface trends
- Share simply with others
- Technical Aptitude
- Experience working with digital channels
Experience Mapping Sample

Content

- Most Underestimated Challenge
- Ask Yourself:
  - Have you defined a content strategy and developed data-driven personas?
  - Do you have a content taxonomy and a defined content calendar?
  - Do you have content for each stage of the decision process, by persona?
  - Is your existing content usable and in formats ready for marketing?
Technology

1) Assess Currently Capabilities
2) Identify Gaps
3) Procure Needed Solutions

Critical Considerations
- Flexibility
- Security
- Integration
- Supports Regulatory Compliance
- High Performance
- Total Cost of Ownership

Average of 19% uplift in sales.

Acquisition

Phase 1 - Demand Generation and Lead Nurturing
Phase 2 - Improved Clinical Outcomes and Reimbursements

Vision of Patient Journeys
WRAP-UP

Patient Information Session:
https://healthyweight.nationw
i.com/childrens.org/Videos.aspx
Joint camps webinars from employed and associate physicians
Shawn Stavseth, 6/16/2015
**Next Steps to Digital Maturity**

1) Discovery
   - Goals
   - Infrastructure
   - Assessing current patient experience
     - Strategy, technology, content

2) Define
   - UX
   - Content strategy
   - Platform identification
   - Phased approach
   - KPIs

3) Develop
   - Design
   - Deploy
   - Test
   - Measure

4) Deliver
   - Refine
   - Re-deploy

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**Dream BIG.**
Start small.
Get fast wins.
Build from there.
Refine, adjust.

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**Parting Thoughts: Connect with Us Soon!**

- SHSMD Connections 2015
  - Business Solution Spotlight session
  - Tuesday, Oct. 13, 8-8:45 a.m.
  - "Creating Exceptional Patient Journeys in a Digital World"
- Free content: "3 Tips for Building a Successful Patient Journey"
  - Tip sheet will be available within the next week
- Nov./Dec. SHSMD Spectrum Article
  - Focusing on evolving your marketing technology landscape

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**Questions?**