

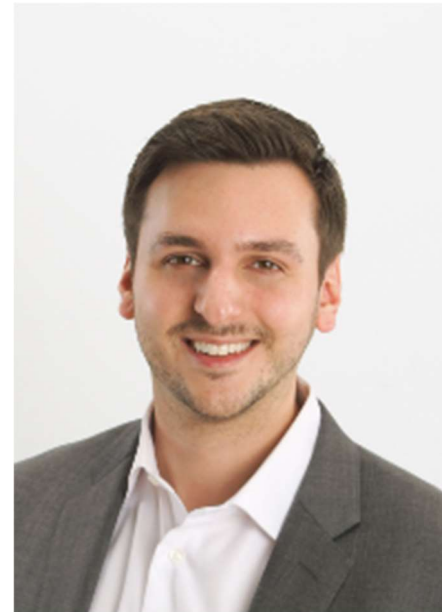


# Creating a Healthier Brand Experience by Optimizing Digital Access to Care

# Our Presenters

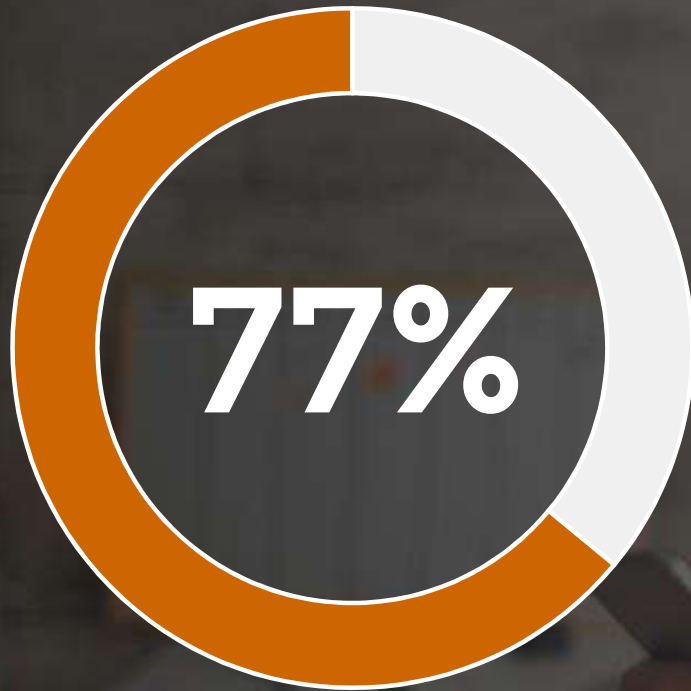


**Deborah Fullerton**  
AMITA Health  
Vice President &  
Chief Marketing Officer



**Jordan Pisarcik**  
Vice President,  
Account Management  
DocASAP

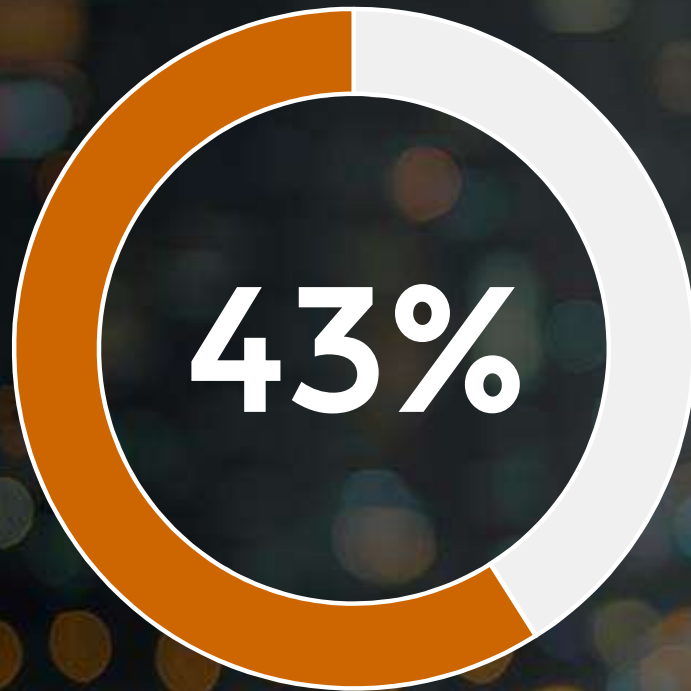
# Digital Access



book, change or cancel appointments online is important



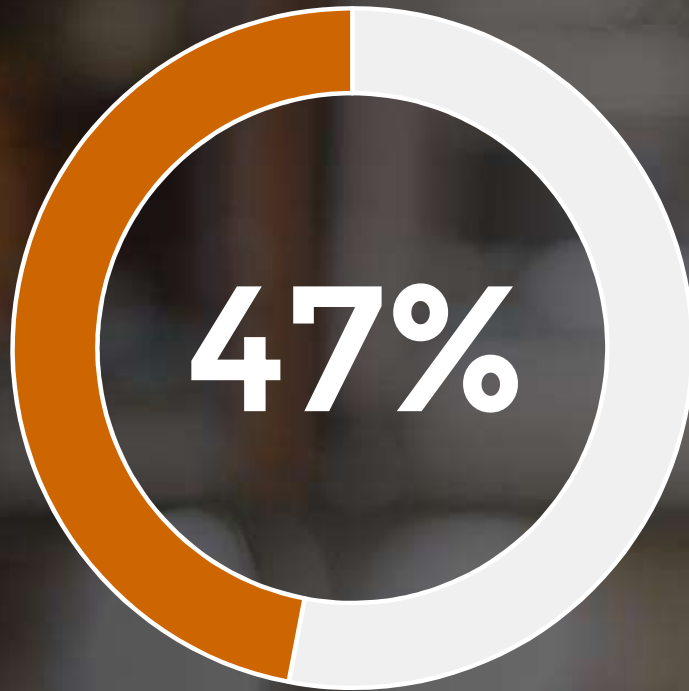
# Convenience



online bookings outside  
normal business hours



# Immediacy



prefer immediate, virtual appointment over a delayed, in-person appointment

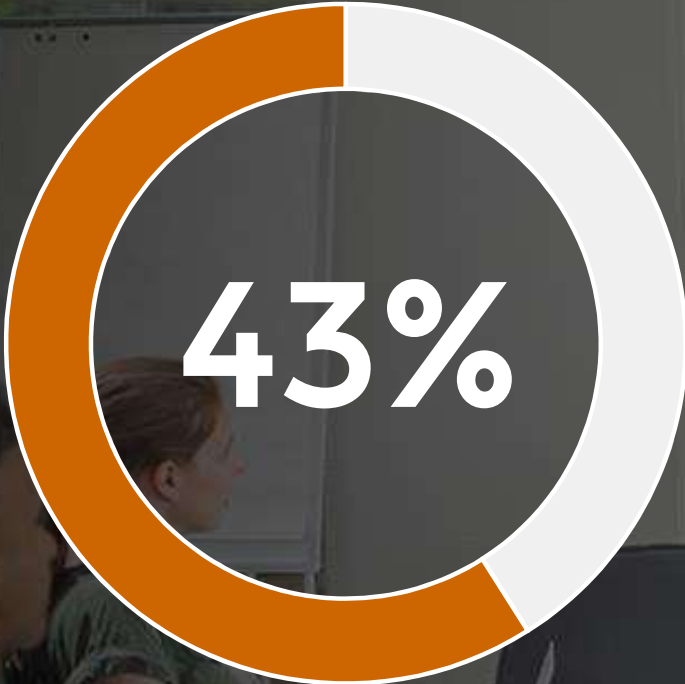


# Waiting Times



days to schedule a new  
physician appointment  
in a large U.S. city

# Growing Priority



health systems consider  
appointment scheduling  
a KPI



# Brand Influencer



Net Promoter Score ranked  
provider finding and scheduling  
2<sup>nd</sup> and 3<sup>rd</sup> out of  
10 brand touchpoints

DOCASAP™

Source: Accenture



# Creating a Healthier Brand Experience by Optimizing Digital Access to Care

# AMITA Health

## Our Service Area

**19 hospitals, which includes:**

- 15 acute care hospitals
- 4 specialty hospitals

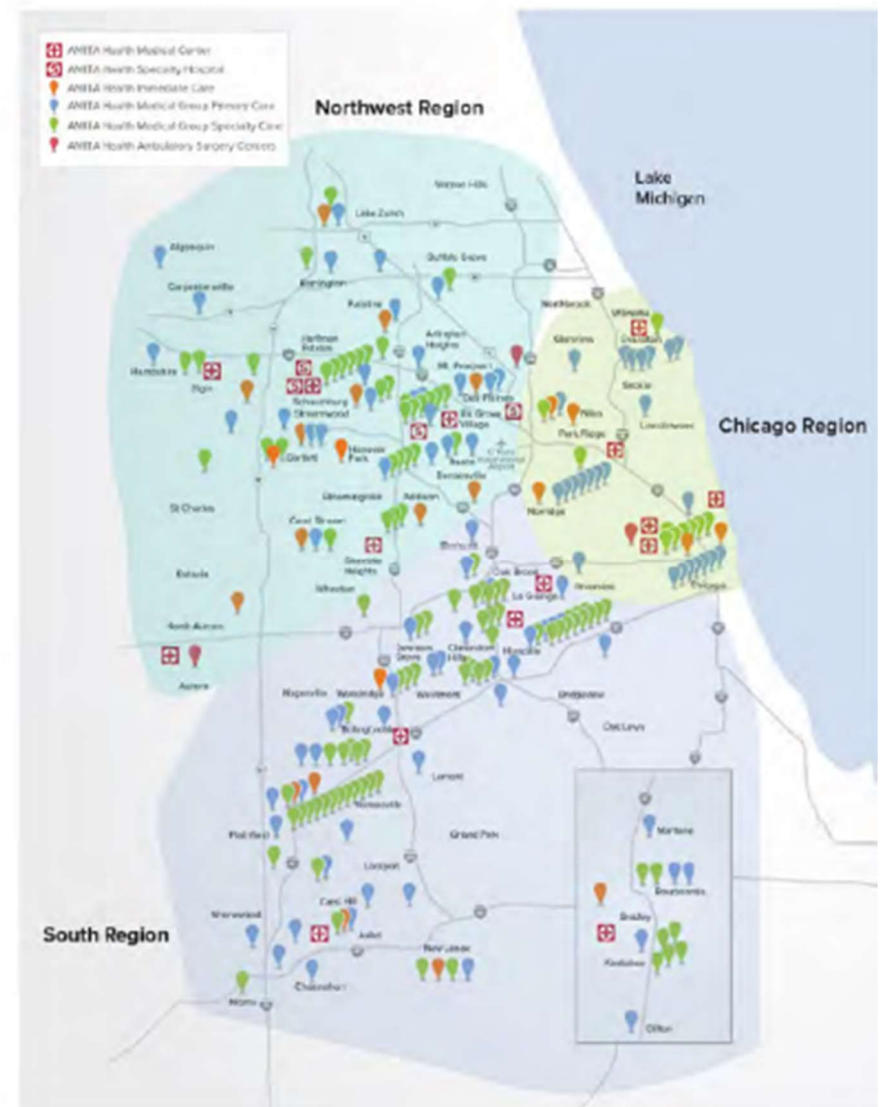
**230+ outpatient sites, which includes:**

- 22 immediate care centers
- 30+ imaging centers
- 12 occupational health centers
- 41 behavioral medicine outpatient sites

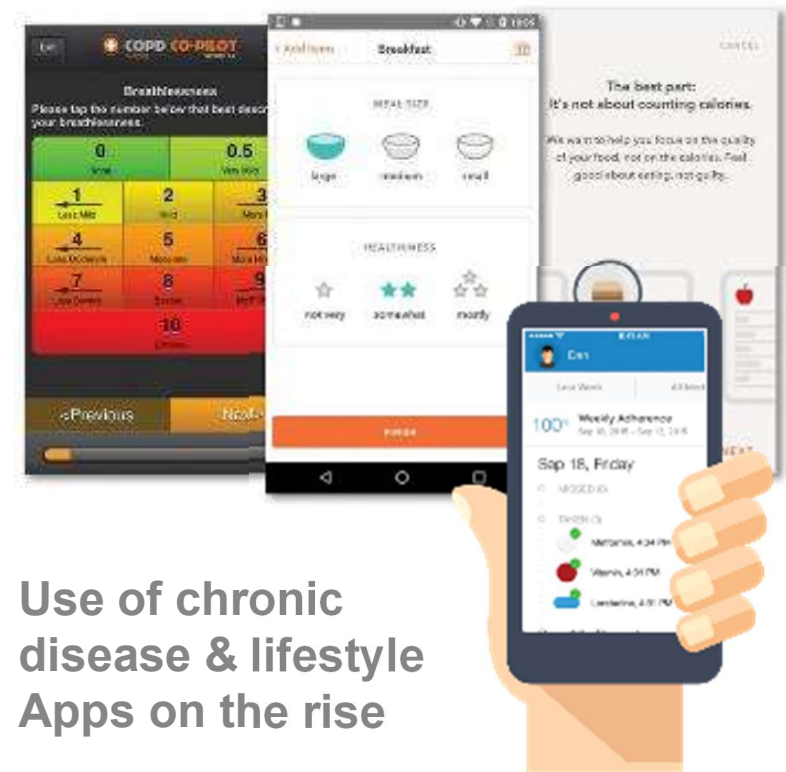
**7,000 hospital-affiliated providers**

**900 employed doctors**

**4,329 licensed beds**



# Consumer Use of Technology Drives Change in Healthcare



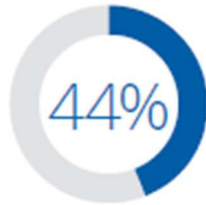
Use of chronic disease & lifestyle Apps on the rise

# Consumer Access vs Obstacles

## Consumer Desires:



Place the most value on **easy scheduling of appointments** with a primary care doctor



Indicate "Convenient Location" as the most important factor when deciding where to obtain services for routine care



Are likely to consider a **video visit** instead of an in-person visit the next time they need care

## Reality:

**<19%** appointments available when wanted

**14%** can schedule evening, weekend appointment

**10%** easy access to video appointments

Kaufman Hall Research

# Retail-ization of Healthcare

- Patients are consumers
- Shift to value, shift to retail focus
- Improve convenience & create seamless access experience

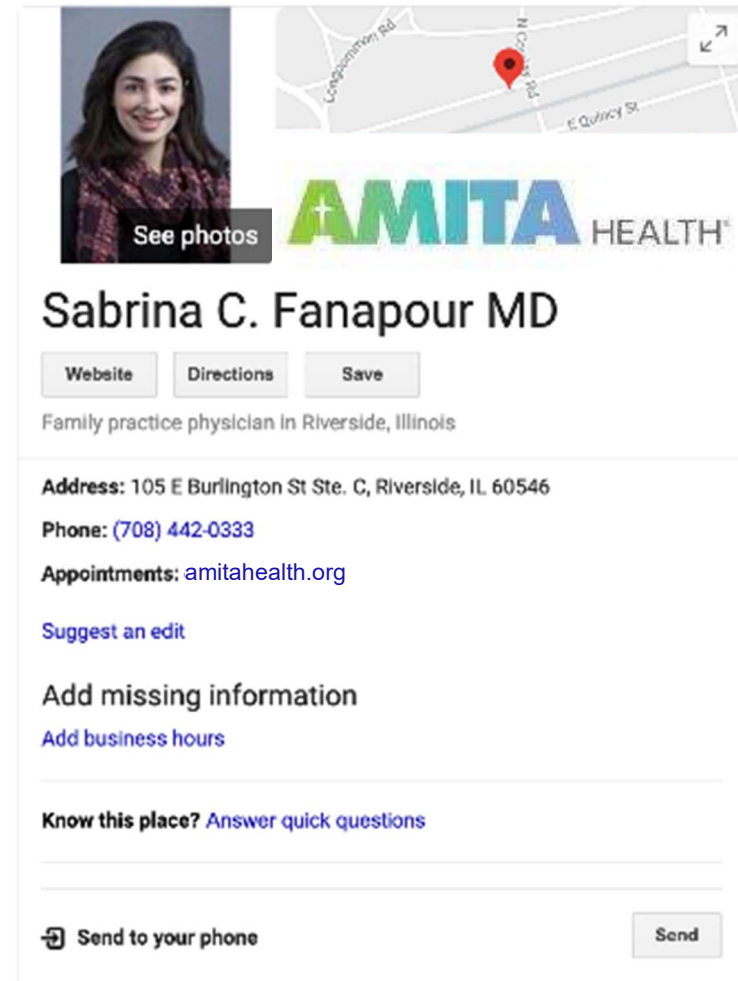


# Amazon...

“Our customers are loyal to us right up until the second somebody offers them better service.”

# The Environment

- Many digital entry points to manage
- Provider scheduling complex
- Patients miss appointments



The screenshot shows a Google My Business profile for Sabrina C. Fanapour MD. At the top left is a profile picture of a woman with a "See photos" button. To the right is a map snippet showing the location at the intersection of N. Central Ave. and E. Quincy St. Below the map is the AMITA HEALTH logo. The name "Sabrina C. Fanapour MD" is prominently displayed, followed by buttons for "Website", "Directions", and "Save". The text "Family practice physician in Riverside, Illinois" is shown below. The address "105 E Burlington St Ste. C, Riverside, IL 60546" and phone number "(708) 442-0333" are listed. The appointment link "amitahealth.org" is provided. There are also links for "Suggest an edit", "Add missing information", and "Add business hours". At the bottom, there is a "Know this place? Answer quick questions" section and a "Send to your phone" button with a "Send" button next to it.

# The Strategy: Attracting & Retaining Consumers



**ACCESS:**  
Reimagine  
“Front Door”



**PRICING:**  
Reposition  
“Shoppable Services”



**EXPERIENCE:**  
Retain & Build  
Loyalty



# Digital Patient Access

- **Expand access beyond call center hours**
- **Increase access to immediate, primary, and specialty care**
- **Intelligent online scheduling**



# Online Scheduling: Campaign Landing Page

**AMITA HEALTH**  
MEDICAL GROUP

**Schedule an Appointment**

[Call 844.365.0613](#) [Book Online](#)

## Our Doctors Are Here For You, Always

More than 230 outpatient locations throughout the greater Chicago area down to Kankakee. More than 900 outstanding primary and specialty care providers, each one committed to compassionate care and truly understanding your needs. AMITA Health Medical Group puts a massive healthcare network within minutes of where you live — wherever you live. We're here for you, always, in sickness and in health.®

[Call 844.365.0613](#) [Book Online](#)

Primary Care Specialty Care Our Locations

## Convenient Primary Care For The Whole Family

AMITA Health Medical Group offers fast, easy access to the doctors you most commonly need thanks to online scheduling, same-day appointments, and evening and weekend hours.

- Family Medicine
- General Medicine
- Internal Medicine

# Online Scheduling: Medical Group Homepage

**Primary Care**

The AMITA Health Medical Group board-certified primary care doctors provide routine exams and screenings as well as treatment and management of chronic disease. Our doctors also can connect you with our vast array of specialists and coordinate your care throughout our system.

Select an option to learn more:

All

**Specialty Care**

The AMITA Health Medical Group has specialists board-certified in many subspecialties of medicine such as oncology, psychiatry, gastroenterology, endocrinology and many others. Convenient locations make it easy for you to receive comprehensive testing and diagnostics as well as the latest procedures, treatment and management of complex diseases.

Select an option to learn more:

All

**Featured**

**Schedule Physician Appointments Online**

More physician schedules coming soon. If you don't find what you're looking for here, you can call us at 855.MyAMITA.

**Immediate Care**

Our immediate care centers provide fast, convenient treatment for non-life-threatening concerns. Walk-in appointments and after-hour visits are available. [Schedule a visit online.](#)

**Now Open**

Visit us at our new Immediate Outpatient Center in Bart Stooms Rd.



# Online Scheduling: Direct Mail

Schedule Your  
Appointment  
Online

[AMITAhealth.org/AHMG](http://AMITAhealth.org/AHMG)

**AMITA** HEALTH  
MEDICAL GROUP



At AMITA Health Carpentersville and AMITA Health Hampshire, we are committed to the health and wellness of you and your family. We understand that busy schedules can make it difficult to see a provider, so we've made it easy for you with same-day appointments and online scheduling.

Our practices include Family Medicine doctors and a nurse practitioner who care for adults and children of all ages. We welcome new patients and accept most types of insurance. Our goal is to be your trusted provider, now and into the future. In sickness and in health.™

**AMITA** HEALTH  
MEDICAL GROUP

**Convenient Locations**

AMITA Health Carpentersville  
2201 W. Randall Rd.  
Carpentersville, IL

AMITA Health Hampshire  
805 S. State St., Ste. 201  
Hampshire, IL 60140

**AMITA Health Carpentersville**



Sarita D. Najari, MD  
Family Medicine



Tanya Khalid-Sanders, NP  
Nurse Practitioner

**AMITA Health Hampshire**



Michelle Wills, DO  
Family Medicine

AMITA Health  
2601 Hamilton Dr.  
Lisle, IL 60532



Call 844.366.2613 today to make an appointment  
or book online at [AMITAhealth.org/AHMG](http://AMITAhealth.org/AHMG)

# Online Scheduling: Direct Mail

Schedule Your  
Primary Care  
Appointment  
Online Instantly

[AMITAhealth.org/AHMG](http://AMITAhealth.org/AHMG)

**AMITA** HEALTH  
MEDICAL GROUP



At **AMITA Health Chicago**, we are committed to your health and wellness. We understand that busy schedules can make it difficult to see a doctor when you need one, so we've made it easy for you to feel better faster with **same-day appointments and online scheduling**.

Our practices include doctors who care for adults through all stages of life. We welcome new patients and accept most types of insurance. Our goal is to be your trusted provider, now and into the future. In sickness and in health.®

#### Convenient Locations

AMITA Health Chicago  
711 W. North Ave., Ste. 209, Chicago, IL  
1150 W. Fullerton Ave., Chicago, IL

Call 855.383.4446 today to make an appointment  
or book online at [AMITAhealth.org/AHMG](http://AMITAhealth.org/AHMG)

**AMITA** HEALTH  
MEDICAL GROUP



Lucia Gleason, MD



James Lagatta, DO



George Rozpka, MD



Gopika Chandra, MD

AMITA Health  
2601 Hamilton Dr.  
Lisle, IL 60532



# Online Scheduling: Direct Mail

**AMITA** HEALTH<sup>®</sup>  
MEDICAL GROUP

**IMMEDIATE CARE** | **OUTPATIENT CARE**

**AMITA Health is now just minutes from home**

You can find Immediate Care for non-emergency, minor conditions and AMITA Health Medical Group primary and specialty care doctors all in one place at our new Immediate Care and Outpatient Center in Bartlett. We manage all aspects of your care so that you can feel your best while doing what you love the most.

Immediate Care Hours:  
**Monday–Friday, 8 am–8:30 pm**  
**Saturday–Sunday, 9 am–6 pm**

Visit [AMITAhealth.org/Bartlett](http://AMITAhealth.org/Bartlett) to learn more, find a doctor or schedule an appointment online.

Call **888.721.2350** to schedule an appointment.

**Join us for our Holiday Open House!**

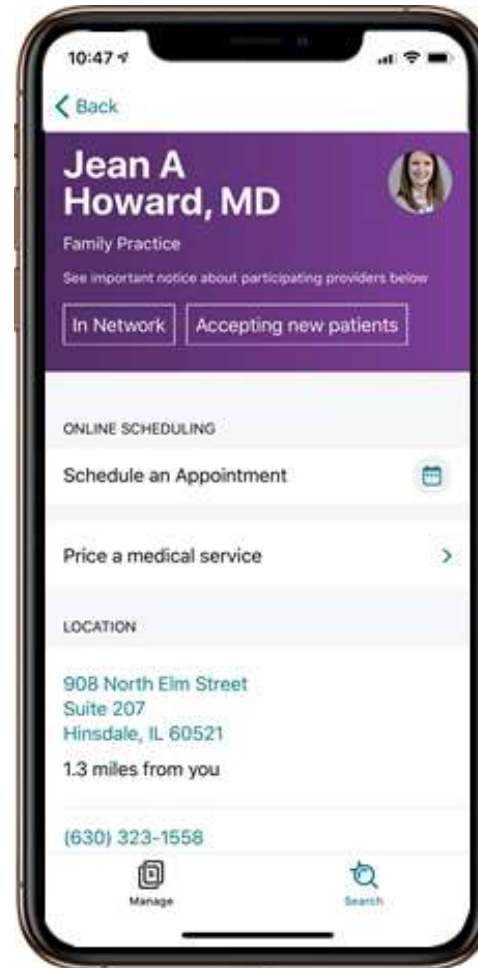
**Saturday, December 15, 2018**  
**9 am–12 pm**

- Family photos with Santa Claus
- Fun activities for the whole family
- Light refreshments
- Healthy cooking tips and holiday recipes

AMITA Health  
2601 Navistar Dr.  
Lisle, IL 60532

©2018 AMITA Health Medical Group

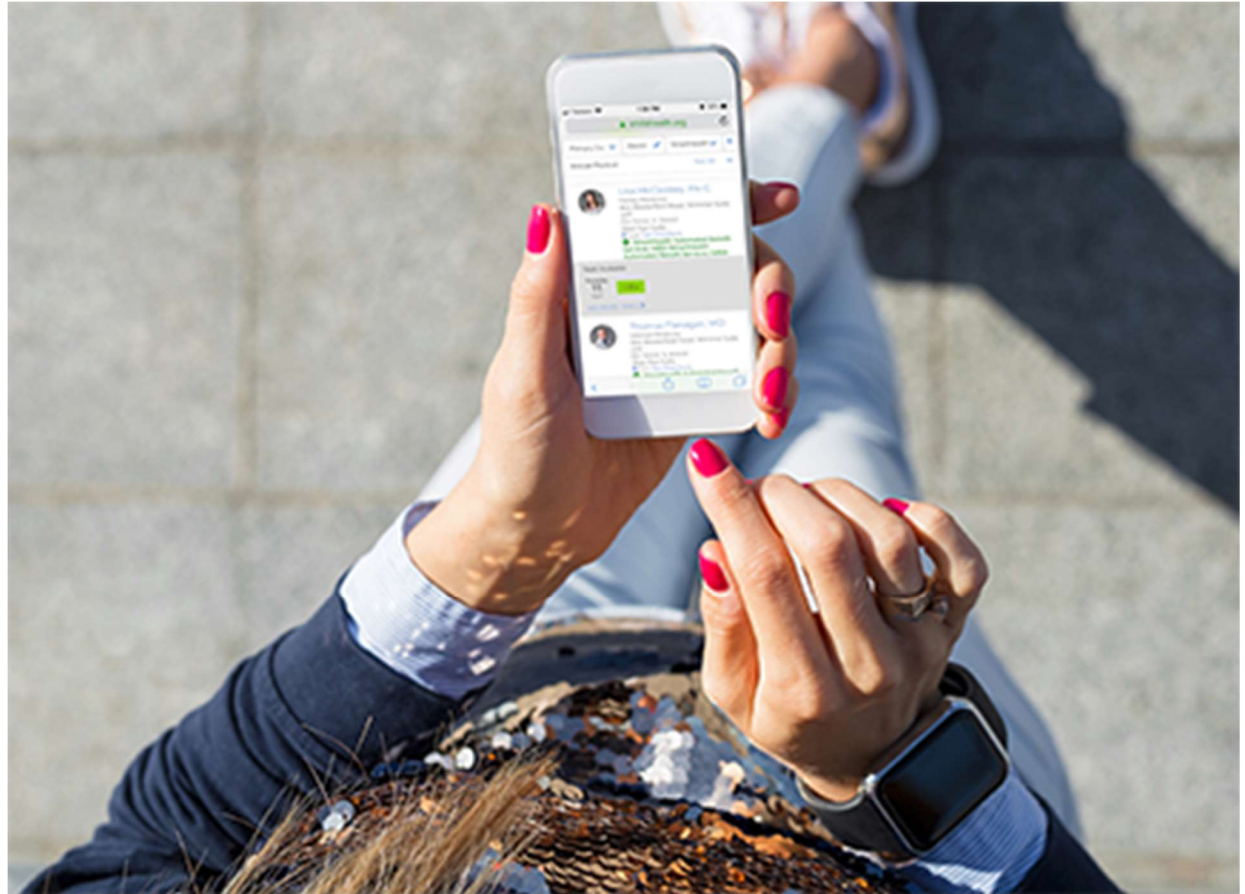
# Online Scheduling: Health Plans



# Navigating Patients to Care

Matching patients with the right provider and care setting at the time they need care:

- Visit reason
- Location
- Insurance
- Timeliness





# Roll Out

- **Moved providers from previous system first**
- **Primary care providers, then specialists**
- **Consolidated 400 different schedules to 14**
- **Accommodate scheduling rules**



# Provider Buy-In

- **Providers retain control over their schedule**
- **Ideal for providers accepting new patients**
- **Opportunity to fill in cancellations**



# Scheduling Immediate Care


Immediate Care ▼
60103 ✎
SmartHealth Automated Benefit Ser ▼

Illness
See All ▼

Click a time to book your appointment online

THU <b>11</b> APR	FRI <b>12</b> APR	SAT <b>13</b> APR	SUN <b>14</b> APR	MON <b>15</b> APR
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▶  
◀



**AMITA Health**  
Medical Group,  
Immediate Care,  
Bartlett

Immediate Care  
1041 W Sterns Rd  
Bartlett, IL 60103  
(855) 692-6482

[Get Directions](#)

✔ **SmartHealth**  
Automated Benefit  
Services (ABS)

11:00 a	9:00 a	10:00 a	10:00 a	9:00 a
11:30 a	+5	+3	+3	+5
12:00 p	12:00 p	12:00 p	12:00 p	12:00 p
+14	+14	+9	+9	+14

# Scheduling with a Provider



**Lisa Fortman, M.D.**  
Family Medicine

Not accepting new patients

[Book Online](#)

AMITA Health Medical Group, Primary Care, Hinsdale at gis  
921 Elm Street, Suite 301, Hinsdale, IL 60521

Reason: Wellness  
DOB: 1990-10-12

FR	SAT	SUN	MON	TUE	WED	THU
12	13	14	15	16	17	18
APR	APR	APR	APR	APR	APR	APR

Next Available  
Wednesday  
08 May 12:00 p

[SEE MORE TIMES >](#)

More Options

**Zoheb Osman, DO**  
Family Medicine  
921 Elm Street, Suite 301  
Hinsdale, IL 60521  
[Get Directions](#)

Next Available  
Friday  
12 April 11:00 a

[SEE MORE TIMES >](#)

**Smitha Rajasekhar, MD**  
Family Medicine  
921 N Elm Street, Suite 123  
Hinsdale, IL 60521  
[Get Directions](#)

Next Available  
Saturday  
13 April 11:00 a

[SEE MORE TIMES >](#)

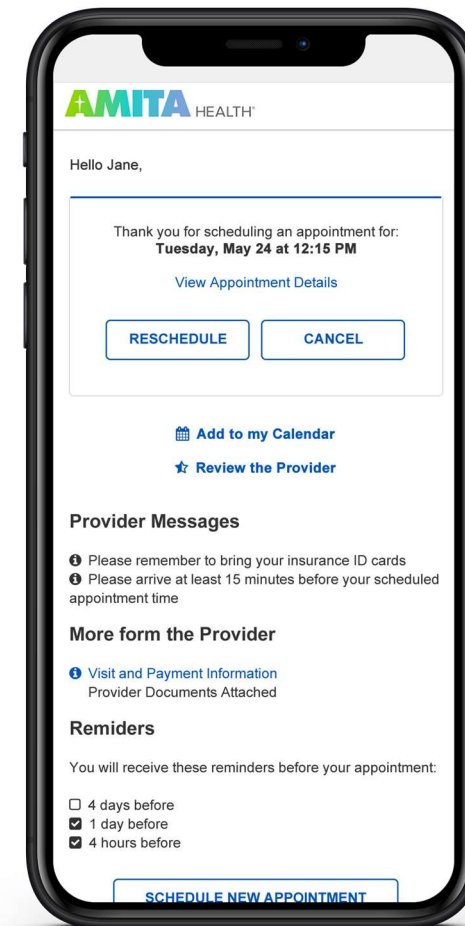
**Katherine Racanelli, DNP**  
Family Medicine  
921 Elm Street, Suite 301  
Hinsdale, IL 60521  
[Get Directions](#)

Next Available  
Monday  
15 April 9:30 a

[SEE MORE TIMES >](#)

# Appointment Reminders

- Get patients to the “finish line”
- Automated reminders



# Online Scheduling SEM Campaign Performance

July 2018 – March 2019:

**204,000**  
Impressions

**9,690**  
Web Visits

**1,134**  
Find a Doctor  
Conversions

**613**  
Appointment  
Conversions

**19.7%**  
Overall Conversion  
Rate

# Online Appointments Exceeding Calls\*



## Appointments Scheduled

13,836

6%  
From Last Quarter

## Patient Type\*

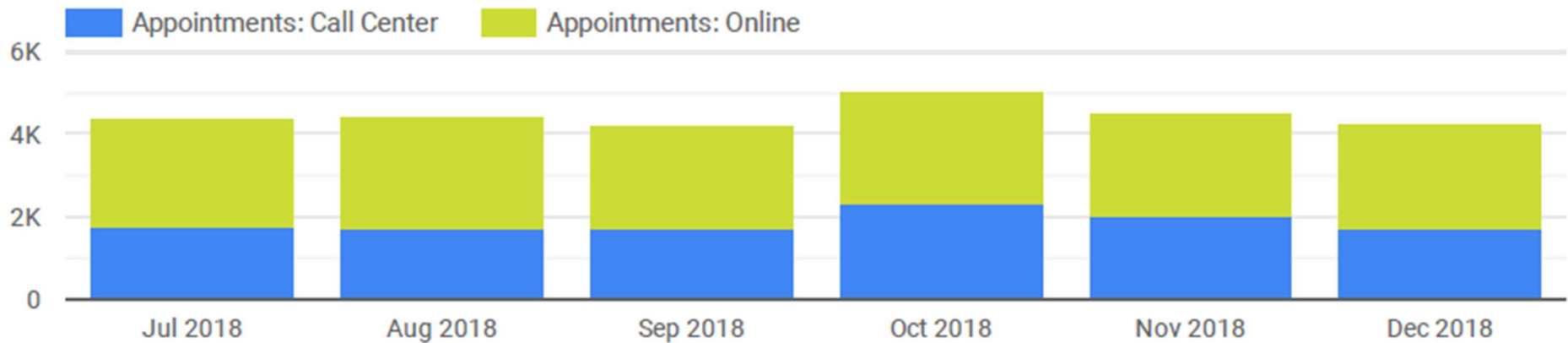
New	Existing
4,704	8,067
2%	12%

From Last Quarter

## Scheduling Method

Call	Online
5,913	7,923
16%	+0%

From Last Quarter



\*Note: Appointment metrics for Independent physicians understated due to direct phone access for these practices; Patient Type Results Do Not Include Presence Data

# Results: New Patient Growth

January 2018 – March 2019:

**47%**

**New Patients**

**48%**

**Same and Next Day  
Appointments**

**39%**

**After-Hours  
Bookings**

**48%**

**Mobile  
Bookings**

**5%**

**No Show  
Rate**



# Immediate Care Efficiencies

- **Centers better able to accommodate appointments**
- **Help staff better manage in-person operations**
- **Bookings became more predictable over time**



# Moving Forward

- **Leverage more health insurance portals**
- **Screening mammography**
- **Campaign notifications: Preventive care, flu shots**
- **Reminders: Checklist before arrival**



# Q&A



**Deborah Fullerton**  
AMITA Health  
Vice President &  
Chief Marketing Officer



**Jordan Pisarcik**  
Vice President,  
Account Management  
DocASAP

THANK YOU