Innovations in Experiential Wayfinding Platforms that Drive Patient Engagement and Business Development

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Our Time Together

1. A little about Piedmont Healthcare
2. Our journey to a differentiated experience
3. Innovations in patient-centered care through mobile
4. Implementation and engagement
5. Outcomes and next steps
Learning Objectives

- Define key objectives of an experiential mobile platform that improves overall patient experience and translates digital engagement into business development opportunities

- Demonstrate how experiential wayfinding provides significant motivation to adopt a hospital’s mobile platform and the added value of directing patients to one hospital-branded platform with multiple patient engagement opportunities

- Assess ROI and sustained engagement of a mobile app based on real time analytics and digital engagement KPIs
Katie Logan serves as VP of Experience and is responsible for developing and executing Piedmont’s experience strategy, leading the practices and innovations that emphasize the consistent delivery of patient-centered care, while transforming access, choice, and overall experience.

Joining Piedmont in 2009, Katie supported the cardiovascular service line and physician enterprise as VP of Strategy & Professional Services leading business development and strategic planning.

Prior to being tapped for her current role, served as Piedmont’s VP for Marketing and Physician Outreach.

Prior to Piedmont Katie was a management consultant with KPMG.
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Piedmont Healthcare Overview

- **11 Hospitals**
- **2,577** Total Beds
- **5,000+** Providers on Medical Staff
- **18,300+** Employees
- **2,150+** Providers in CIN
  - ~900 – Employed
  - ~1,250 – Independent

- **250+** Ambulatory Locations
  - 1 Freestanding ED
  - 21 Urgent Care Locations
  - 28 Retail Clinics
  - 200+ Physician Offices
  - 30+ Imaging Locations

![Piedmont Hospitals and Locations](image-url)
Highly Competitive Acute Care Market

Ongoing market consolidation and competitive landscape drives need to deliver on exceptional consumer experience and differentiated service offerings

- 150+ Hospitals in GA
- 40+ Hospitals in Atlanta Area
- Widespread merger and acquisition activity
- Growth in outpatient and retail settings
- Increase in healthcare consumerism
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Our Purpose and Vision

Strategic Framework 2026

Why do we exist?
To make a positive difference in every life we touch

Where are we going?
We are transforming healthcare, creating a destination known for the best clinicians and a one-of-a-kind experience that always puts patients first

Quality, Safety Service
High-quality, patient centered care: The Piedmont Way

2026 Goals: Zero harm; Market leading Net Promoter Score
Our work the last three years has focused on the following consumer expectations of their healthcare providers:

**ACCESS**
- Locations
- Scheduling
- Urgent care
- Retail clinics
- Virtual visits

**CHOICE**
- Patient ratings
- Quality
- Pricing
- Billing
- Hospital + Practice + MD rankings
- Online communities

**EXPERIENCE**
- Service design
- Personalization
- Feedback + resolution
- Retail look + feel
- Wayfinding for campuses
- Concierge
- Online communities
The Piedmont Way

A differentiating Piedmont Way experience will serve to achieve 3 key objectives

1. Establish Piedmont as a leader in delivering on consumer needs in Atlanta, and nationally in a differentiating way

2. Create an experience-based red thread that ties the system together across points of care and enhances the Piedmont Clinic value proposition in a sustainable manner

3. Improve patient satisfaction scores and conversion rates between points of care within the Piedmont Healthcare system
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Identifying a Solution

Through the development of the Piedmont Way, we listened to both patients and employees in various settings to understand areas of opportunity.

A mobile solution would:

- Eliminate the hassle of navigating the system and locations
- Improve access to the health system services
- Give a tangible demonstration of our commitment to our purpose
- Provide a tool that enables employees to better deliver our vision of service by helping patients more effectively
- Engages staff and assists in maintaining the Piedmont Way throughout acquisitions and growth
Choosing a Partner

Requirements

- Partner in ongoing mobile strategy development
- Provide navigation from home to indoor destination
- Ensure consistency across system
- Reduce complexity of campuses
  - Clear and efficient routes – Tunnels, Elevators, Bridges
  - Parking reminders
- Easy to add on/update with rapid growth and expansion
  - New features
  - New locations
  - New construction projects
  - Flexible design as consumer needs evolve
- Ability to integrate with other technology solutions
  - Seamless Transitions appointment scheduling
The Finished Product

Text SHSMD to 61653

July 2017 - October 2018
Find Care Now, Your Needs, Your Way.

Make Appointments, Save Your Spot, See Wait Times.

Choose Your Doctor, Your Day, Your Time.
Save Your Parking, We'll Bring You Back.

Navigate Anywhere With Real Time, Turn By Turn Directions

Save Favorites for Easy Access to Scheduling Directions, and Info
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System Wide Implementation
Big Bang Approach – Phased for Dedicated Entity Attention

December 2016
- Piedmont Mountainside Hospitals
- Piedmont Newton Hospital

April – June 2017
- User Acceptance Testing and Refinement

2018 - Current
- Onboarding new locations
- V4 Launch

- Piedmont Atlanta Hospital
- Piedmont West
- Piedmont Fayette Hospital
- Satellite Locations

September 2016
- Piedmont Newnan Hospital
- Piedmont Henry Hospital

January – February 2017
- Piedmont Atlanta Hospital
- Piedmont West
- Piedmont Fayette Hospital
- Satellite Locations

July 2017
- LAUNCH!
# Phases of Implementation

<table>
<thead>
<tr>
<th>Readiness</th>
<th>Development</th>
<th>Testing</th>
<th>Launch</th>
<th>Maintenance</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Facility floorplan</td>
<td>• Collect &amp; Develop Content</td>
<td>• Gozio QA</td>
<td>• Internal launch and</td>
<td>• Content Management System Self-service for sites and places</td>
</tr>
<tr>
<td>collection</td>
<td>• Facility Access for Gozio</td>
<td>• Initial App Review</td>
<td>communications</td>
<td>• Map updates</td>
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<tr>
<td>• Establish facility</td>
<td>• Facility Communications</td>
<td>• User Acceptance Testing</td>
<td>• Public launch</td>
<td>• Construction planning</td>
</tr>
<tr>
<td>team/contacts</td>
<td>• Beacon Install and Robotic</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>• On-site walkthroughs</td>
<td>Mapping</td>
<td></td>
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<tr>
<td>• Beacon Placement Signoff</td>
<td>• Generate mobile application</td>
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Key Considerations

- Hold “Executive Roadshow” to gain understanding, generate interest and gather recommendations
- Develop entity teams of key wayfinding subject matter experts (clinical and non-clinical)
- Hold kick-off meetings to discuss process and generate excitement
- Conduct facility walkthroughs with SMEs and consult on wayfinding challenges, fostering local ownership
- Conduct User Acceptance Testing with expanded entity teams
- Provide mechanisms for all employees to provide input and feedback at launch
Engagement Through Implementation

Generating Excitement with Employees

- The Robot is Coming! – All Employee email
- Take a quick look at his journey through Piedmont Mountainside
Engagement Through Implementation

Magellan Hard at Work

- 5,536,401 sq. n. mapped at our campuses!
- He traveled 132,992 feet or just over 25 miles!
- 1.3M indoor steps travelled
Engagement at Launch
Marketing Began with Employees

Leveraging Internal Communications

Pre-Launch
- Emails to specific employee groups
- Piedmont Connectors
- Newsletters to all employees to generate “buzz”
- Toolkits and Flyers
- Intranet home page banner and information

Post-Launch
- All employee email discussing connection to vision
- Newsletter reminders and updates
- Contest launch

Download the New Piedmont Now App and Play for a Chance to Win
To celebrate the app’s relaunch, we’re hosting a scavenger hunt and contest to see which entity can get the most downloads. We’ll give out a Piedmont swag bag to an entrant from each entity. Plus, we’ll raffle a $100 gift card to participants from the entity with the most downloads. The contest runs from July 10 to Aug. 4. Learn about the new app features and how to play >
Engagement at Launch

Who should download the Piedmont Now app?

- Your coworkers
- Your friends and family
- Visitors to your hospital
  - Patients
  - Families and friends of patients
  - Vendors

How do you download the app?

The app is available in the Google Play store for Android and App Store for iPhone.
Engagement at Launch

Entity Signage and Text Back Campaign

- Prompting Discussion
- In App Feedback Tool
- IS Ticketing System
- Intranet Posting
- Regular Touchpoints with Entity Champions

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Team Talk

How do you like our new app? Take it for a spin. While you're there, participate in our scavenger hunt for your chance to win a Piedmont prize pack. Plus, employees from the entity which gets the most app downloads (in proportion to their size, of course) will be entered to win a $100 gift card. Here's how to enter>
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Wow! Quick and Easy. Find it takes you straight to the navigation. I even entered as generic a term I could think of “Imaging” and it listed every Piedmont Imaging Center with a quick tap to directions with active mapping. Great job Piedmont!
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Team Talk

At Piedmont, our purpose and our promise is to make a positive difference in every life we touch. We are committed to continually striving to make your experience the best it can be.

With the Piedmont Now App, our goal is to put Piedmont in the palm of your hand and provide instant support to navigate your entire Piedmont experience. We appreciate you taking a few minutes to provide feedback about the Piedmont Now App so that we can make necessary improvements in order to serve you better.

1. How would you rate your experience with the Piedmont Now App?
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Piedmont Healthcare Guest Wireless Network

Welcome to the Piedmont Healthcare Guest Wireless Network Access System.

Accessing Piedmont Healthcare Guest Wireless Network from Your Wireless Device

Piedmont Healthcare provides Internet access for free of charge in select areas for the convenience of its patients, visitors and guests with portable computers or devices capable of receiving wireless signals. You will be able to access the Piedmont Healthcare Guest Wireless System from your wireless device when you are within range of an access point. However, the Piedmont Healthcare Guest Wireless System may not be available at all areas within the Piedmont Healthcare facilities or may not always be operational. You are expected to use the Piedmont Guest Wireless System in a legal and responsible manner. By accessing and using the Piedmont Healthcare Guest Wireless System, you acknowledge that you are subject to, and agree to abide by all applicable international, federal, state and local laws, rules and regulations, including without limitation, patient privacy, copyright and intellectual property rights laws.

Piedmont Healthcare is responsible for keeping the wireless service up and running, but we cannot provide technical support for personal computers. Piedmont Healthcare does not assume responsibility for loss, theft, damage or breach of valueable, including but not limited to, laptops, cellphones, PDAs or other such devices. Piedmont Healthcare may revoke this agreement at any time. You must accept this agreement each time you use the service, and it is your responsibility to review it for any changes each time.

Acceptable Use of the Service

Piedmont Healthcare supports the free flow of information and ideas over the Internet. Your access to the service is conditioned on legal and appropriate use. Your use of the service and any activities conducted online through the service shall not violate any applicable law or regulation or the rights of Piedmont Healthcare, or any third party. The use of the service for the following activities is prohibited: Spamming and Invasion of Privacy Sending of unsolicited bulk and/or commercial messages over the Internet unless the service, service provider or individual for activities that invade personal privacy. Intellectual Property Rights Violations Please be sure to check that

Agreement

By clicking the 'Accept' button below, you are acknowledging that you have read, understood and agreed with the above.

Accept
You have successfully connected to Piedmont-Guest Wi-Fi.

For instant support navigating your entire Piedmont experience, download the free Piedmont Now mobile app.

![Available on the App Store](appstore.png)  ![GET IT ON Google Play](googleplay.png)

The app provides navigation to all of our locations including indoor directions to departments and services within our hospitals. You can also easily look up and schedule with a Piedmont physician, see Emergency Department wait times, find the nearest Urgent Care or Walk-In location and save your spot in the line, launch a face-to-face virtual doctor visit with Piedmont On Call, pay your bill, access your patient information using MyChart, and more!
Engagement at Launch

Entity Signage and Text Back Campaign

Putting Piedmont in the palm of your hand.

Looking for the cafeteria? Lettuce show you the way.

Download the Piedmont Now app to access everything from your doctor's number to step-by-step directions through the hospital.

Text ATLANTA to 61653 to download the Piedmont Now App*

*Message and data rates may apply.

You are here. Now what?

Download the Piedmont Now app to access everything from your doctor's number to step-by-step directions through the hospital.

Text NOW to 1234 to download the app.
Launch Messaging and Marketing
Launch Messaging and Marketing

Public Launch

- Volunteer and Patient Access Engagement
  - Promo Items
- Hospital and Parking Deck Signage
  - Text Back for Download Link
- Practice Promotion
  - Appointment Reminder Cards
  - Appointment Text Reminder Download Links
- On Hold Recording
- Social Media
- Piedmont.org
- Wifi Connection Success Landing Page
Marketing – Lesson Learned
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Results

47,153 downloads

95% use app more than once

22% using nine or more times

Top wayfinding destinations: Food, MOBs, ED
Results

21% appointment conversion rate
31% retail appointment conversion rate
27% book appointments from the home screen
Lessons Learned

Translating Improved Patient Experience, Mobile Solutions, and Wayfinding into Best Practice:

- Innovation linked to strategy, not a solution
- Pain points as the starting point
- Wayfinding as part of a mobile strategy
- Solving for staff and patient concurrently – prioritize your needs
- Involve staff every step of the way – local engagement and excitement is critical
Lessons Learned

Translating Improved Patient Experience, Mobile Solutions, and Wayfinding into Best Practice:

- Continue to evolve messaging, employee communications, and engagement
- Demonstrate ROI through:
  - patient satisfaction scores
  - improved patient retention
  - increased appointments scheduled
  - fewer late patients/no shows
  - employee engagement scores
Questions?

Please be sure to complete the session evaluation on the mobile app!