



KNOCKING ON
DIGITAL'S FRONT DOOR:
**Lessons from
Piedmont**



Who We Are



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Learning Objectives

1

Discuss the ways in which connecting all of a health system's digital touchpoints provides a competitive advantage

2

Explore strategies for creating a digital hand-holding experience for patients throughout their care journey

3

Define the keys to developing a tightly integrated mobile strategy that ties together all of an organization's consumer-facing digital elements

4

Identify the impact of a hassle-free healthcare digital experience on patient throughput, loyalty and revenue

Agenda / Overview

PIEDMONT
HEALTHCARE
and
THE
PIEDMONT
WAY

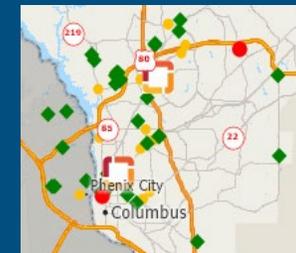
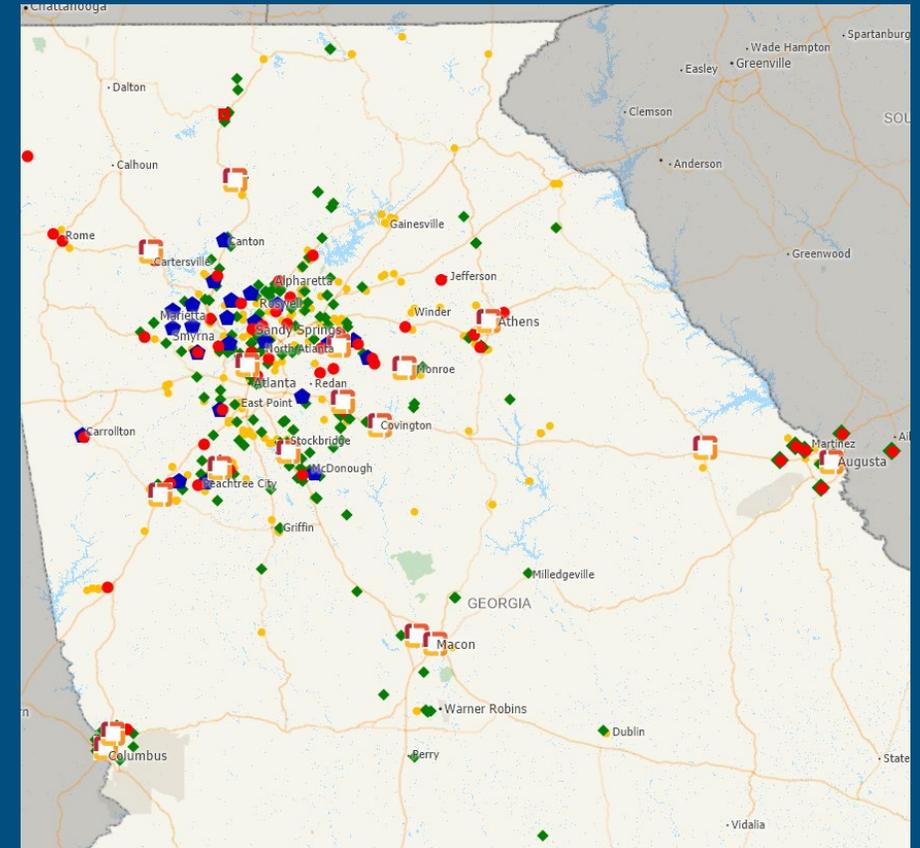
COVID-19:
Testing the
Strategy
and Changing
Market
Dynamics

WHAT'S
NEXT:
Delivering
a Truly
Seamless
Experience

Piedmont by the Numbers

Piedmont healthcare is an 16-hospital system that has been serving Georgia communities since 1905.

- 16 Hospitals
- 3,569 Total Beds
- 5,000+ Providers on Medical Staff
- 26,800+ Employees
- 2,800+ Providers in CIN
 - ~1,000 Employed
 - ~1,800 Independent
- 250+ Ambulatory Locations
 - 1 Freestanding ED
 - 56 Urgent Care Locations
 - 25 Retail Clinics
 - 200+ Physician Offices
 - 30+ Imaging Locations



Strategic Framework

2026

WHY DO WE EXIST?

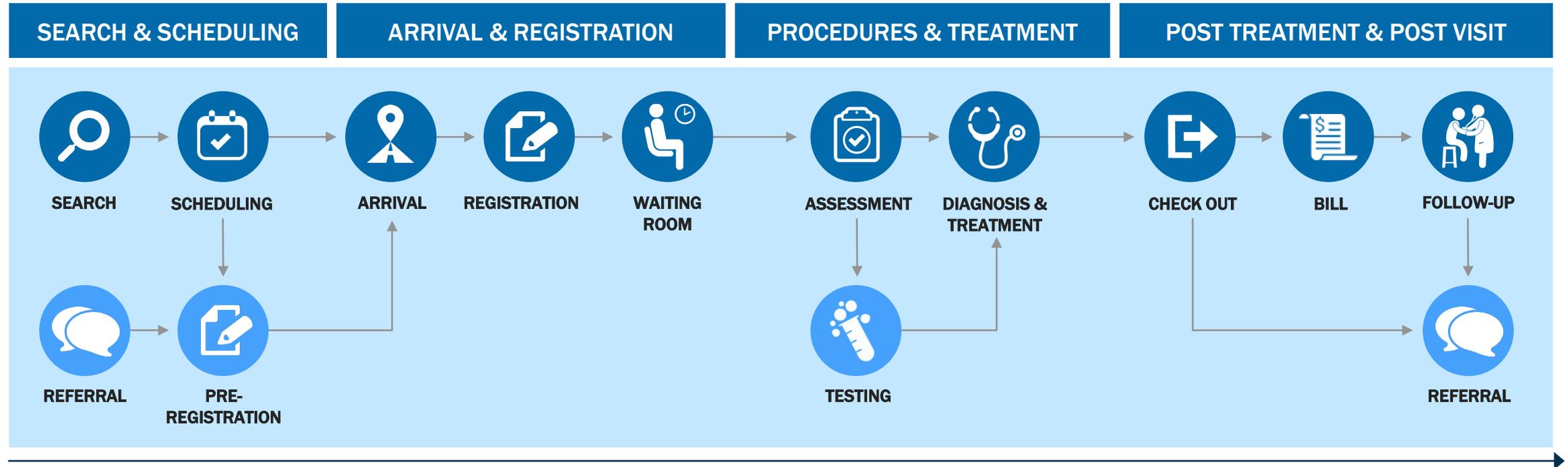
To make a positive difference in every life we touch

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

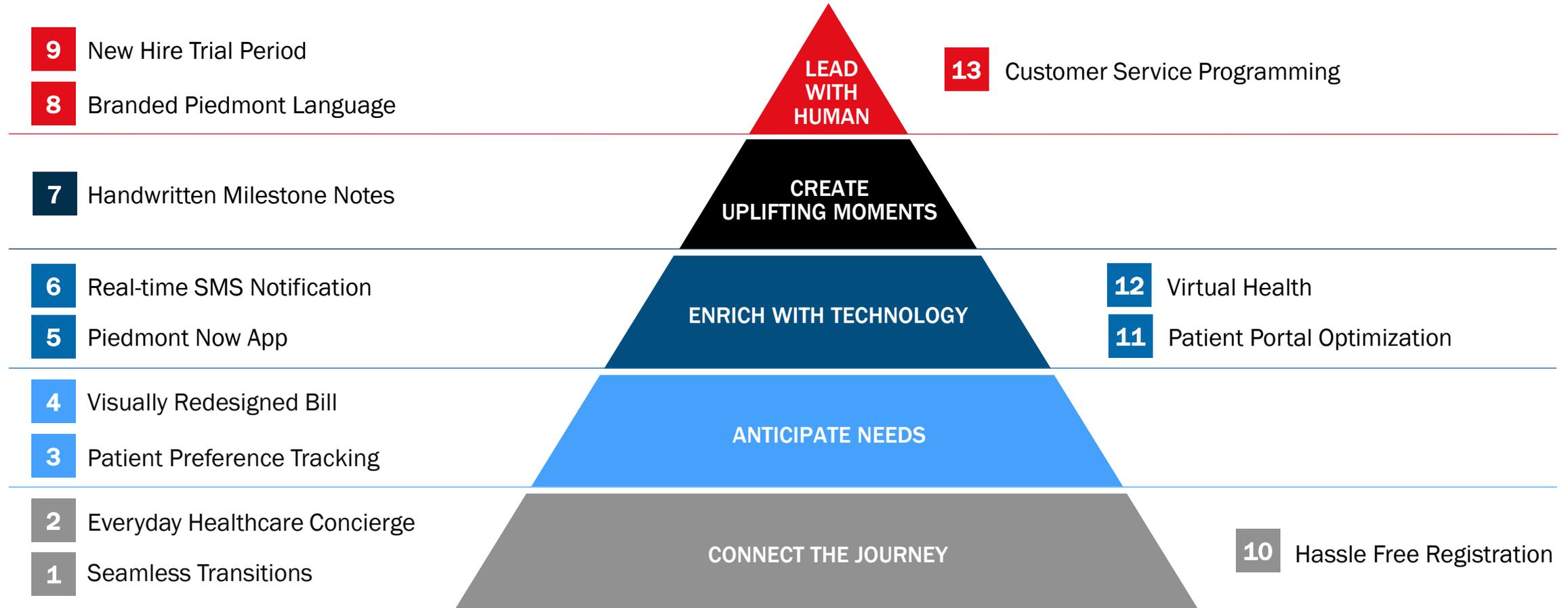


The Consumer and Patient Journey

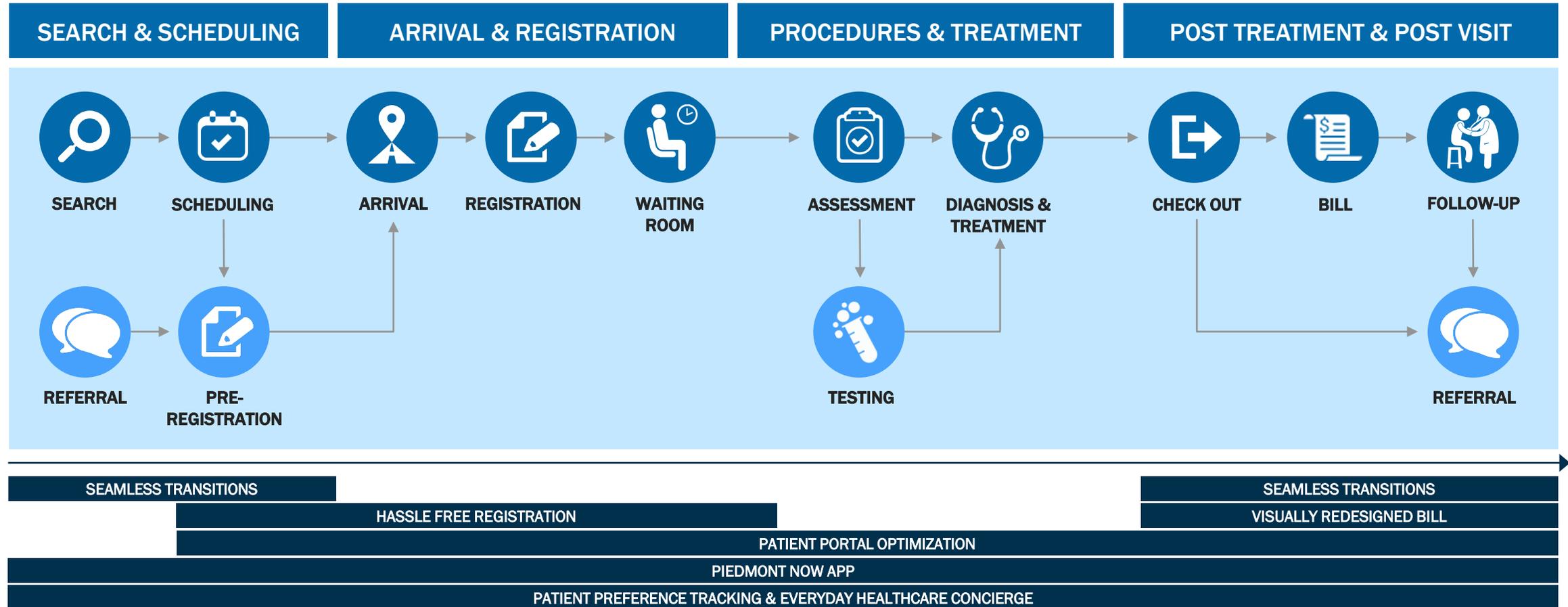


Customer Journey

The Piedmont Way Principles & Programs



The Consumer and Patient Journey



The Digital Front Door

Enabling Transformational Access And Seamless Scheduling

Piedmont Now app



Download the Piedmont Now app for mobile devices to book an appointment.

Available for Apple devices on the [App Store](#) or for Android devices on [Google Play](#).

- Over **187,000 downloads**
- Wayfinding at all hospitals
- Single sign-on with MyChart for one-stop-shop
- Home screen highlights appointments available near you
- **65% use app more than once**
20% use more than 9 times
- **20% appointment conversion rate**

Piedmont.org



Visit [piedmont.org](#) to find a doctor and book an appointment online.

- Enhanced search & scheduling
- QuickCare, Urgent Care, Primary Care, Select Specialists: **860 providers and retail clinics live** (33% are independent affiliates)
- **1.28 million** online visits scheduled
- **42% new customers**
- **35% scheduled after-hours** and on weekends

MyChart patient portal



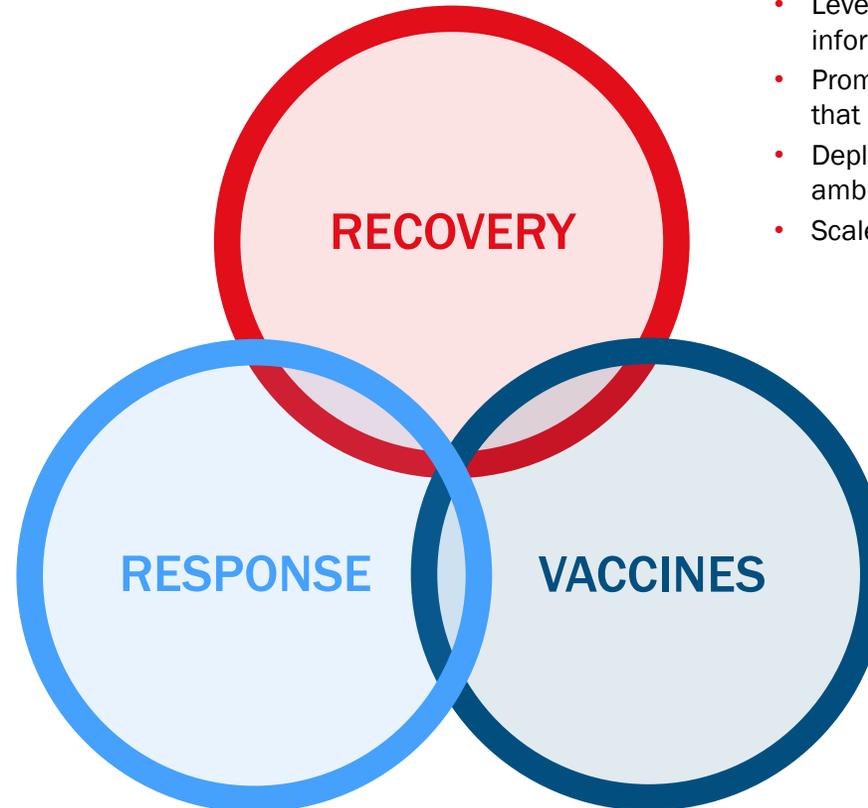
Log in to Piedmont's **MyChart** patient portal to schedule a visit.

- **4.5x more users over** last 5 years with enhanced features like:
 - Fast Pass
 - Imaging self-scheduling
 - Price Estimator
 - Paperless registration
 - Pay your co-pay/pre-pay

The Three Phases of COVID

Beginning in March 2020, organization went into Emergency Response mode.

- Cancelled >30K appts, elective procedures, etc.
- Developed System Command Center structure to serve as central response mechanism
- Went from a culture of in person/in office work to a remote workforce almost overnight
- Launched COVID testing sites for staff & patients
- Leveraged digital front door to keep public informed



In May 2020, efforts to safely resume postponed appointments began.

- Brought elective patients back into facilities
- Leveraged digital front door to keep patients/visitors informed of safety measures in place
- Promoted self-service scheduling to those with appointments that were delayed
- Deployed video visits & asynchronous visits across ambulatory group via MyChart
- Scaled contactless registration across the System (700+ depts)

In Oct. 2020, began planning for vaccine deployment for workforce, patients & community orgs.

- Leveraged self-service scheduling & registration for workforce and patient COVID vaccines (122,355)
- Repurposed employees to new roles in vaccination clinics
- Utilized mobile tools for documentation (Rover)
- Leveraged digital front door to relay information to patients and community about COVID vaccine and access to the vaccine

COVID-19 allowed us to test our strategy. It changed market dynamics and consumer expectations, kicking open the digital front door.

Market Dynamics Changed



Virtual care, convenience, and transparency are nearing table stakes. We cannot move backwards.



Staffing shortages and burnout cannot be ignored, further shifting patient interactions to a digital-first approach



Competition with new market investments and entrants has increased



The gap we created between competitors and us from 2016-2020 is shrinking

Shift in Dynamics has Highlighted a New Imperative

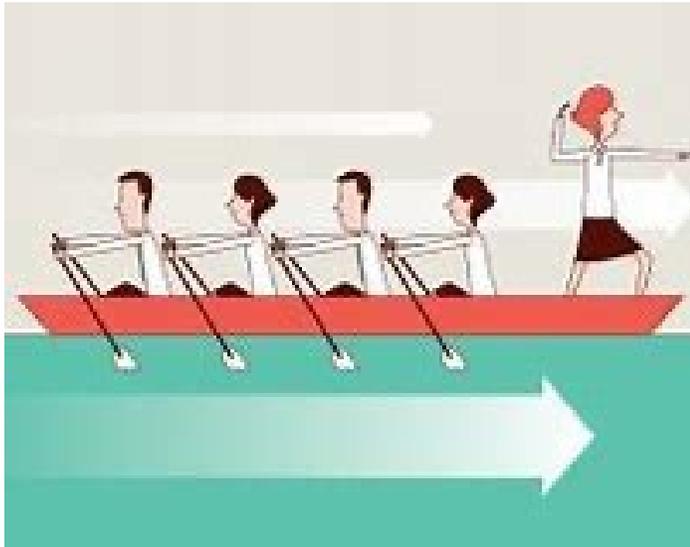
1. Use the momentum to push full steam ahead toward a single, seamless, one-stop stop solution
2. Align our digital strategy with our unique competitive advantage as a state-wide clinically integrated health network



UP NEXT

**Stitching together point solutions
to create a seamless experience**

Methods for Delivering a Tightly Integrated, Hassle Free Experience



**Continue to drive adoption across
Piedmont Healthcare's workforce**



**Continue to drive patient and
consumer adoption**



**Enhance the usability and
integration of our digital tools
to drive engagement**

Driving Workforce Adoption

Align employee incentive program to Piedmont Way priorities

- Largest quarterly gains in MyChart & hassle free registration adoption (outside of COVID-19 vaccine clinics) due to focused staff engagement to define tactics and contest prizes

Launch an internal brand campaign highlighting the hassle free experience

Rethink the way in which employees are onboarded, trained, and involved in process improvement

Re-emphasize the value proposition for digital tools in relation to the current staffing shortages

Increasing Patient and Consumer Adoption

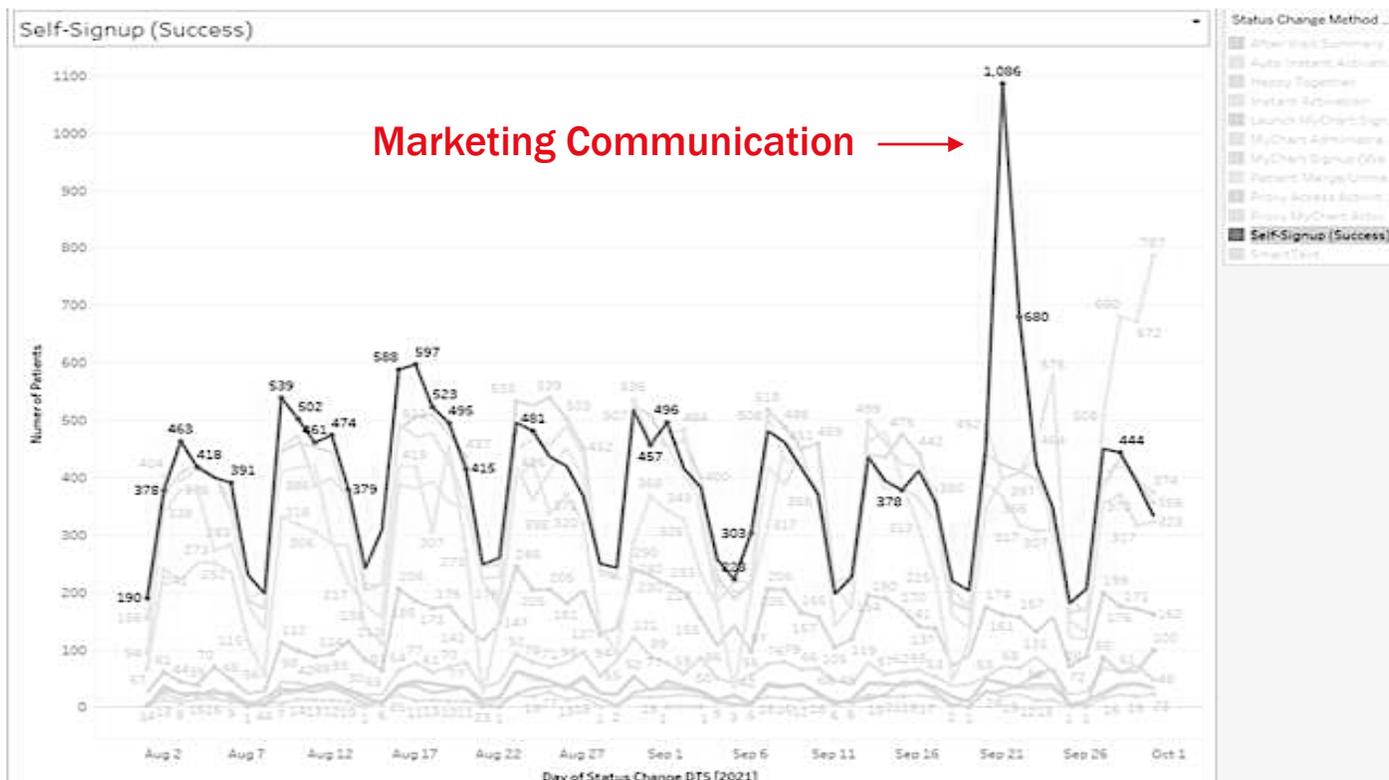
More engaged staff will be able to more effectively engage patients in use of our tools

Launched external brand campaign highlighting hassle free experience

Use Piedmont's customer relationship management system to personalize patient communications with targeted calls to action



Piedmont MyChart Activations Weekly Trend



We pride ourselves on offering hassle-free health care, and we've come up with one more way to give it to you. We've made signing up for MyChart even easier! You don't need an activation code, so you can enroll whenever is convenient for you.

Take a few minutes to take a proactive role in your health care and simplify your life. MyChart allows you to:

- Communicate directly with your doctor. You can get answers to your medical questions from the comfort of your own home
- Access your test results as soon as they're available*. No more waiting for a phone call or letter
- Request prescription refills for any of your refillable medications
- Schedule your next appointment, or view details of your past and upcoming appointments
- Check in electronically before your appointments to reduce paperwork and save time

You can have your health care information at your fingertips. [Sign up for MyChart](#) today.

**In most cases, test results will be available as soon as they're ready. Physicians will follow up with you if they need to review any results together*

[Sign Up](#)

Enhancing the Usability of Our Digital Tools

**Create deeper levels of integration between the
Piedmont Now App and Piedmont MyChart**

**Design foolproof user interfaces to reduce drop off
rates and increase conversion or completion rates**

**Partner with patients and staff for feedback as part
of continuous process improvement**

EXAMPLE 1

Simplified Access to Find Your Way

Current

Appointment Details
1:30 PM EST 1/28/2022
Doctor Test, MD

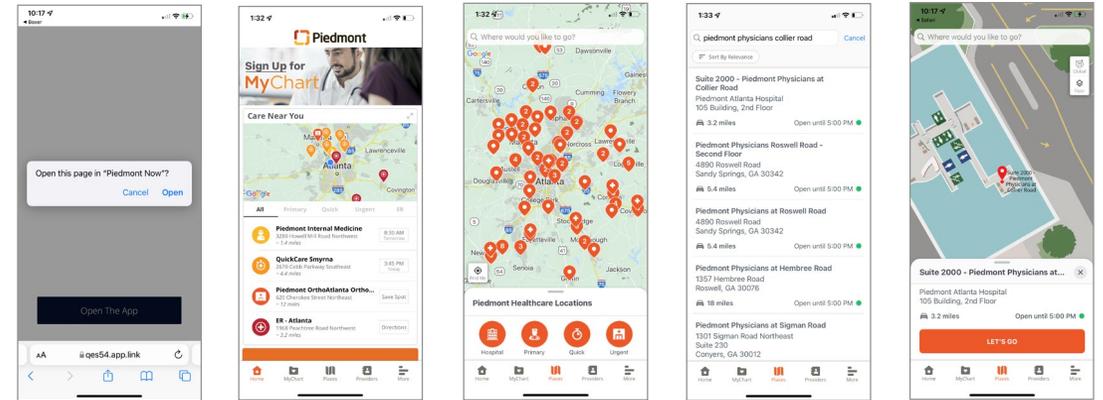
Appointment Location
PIEDMONT PHYSICIANS AT COLLIER ROAD
PIEDMONT ATLANTA HOSPITAL
105 BUILDING, 2nd FLOOR SUITE 2000

Please plan to arrive 15 minutes before your scheduled appointment and bring a list of any medications that you are currently taking both prescription and non-prescription.

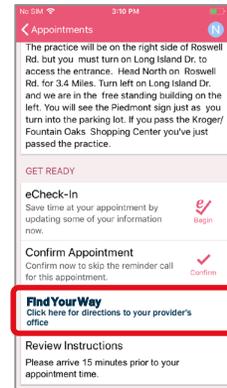
Need Directions?
Click Here or text "Go" to 61653 to download the Piedmont Now app for turn by turn directions to your provider's office.

For future appointments, you can schedule your visit online on piedmont.org or via your MyChart account.

From Apt. Confirmation Email

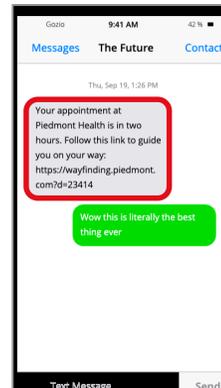


Work In Progress

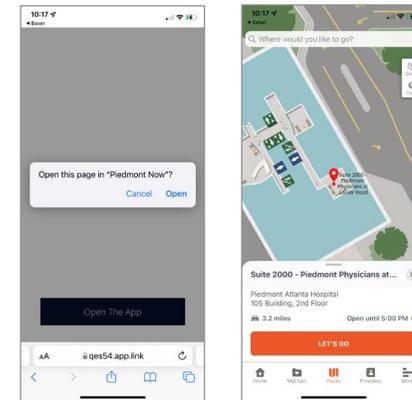


From MyChart

OR

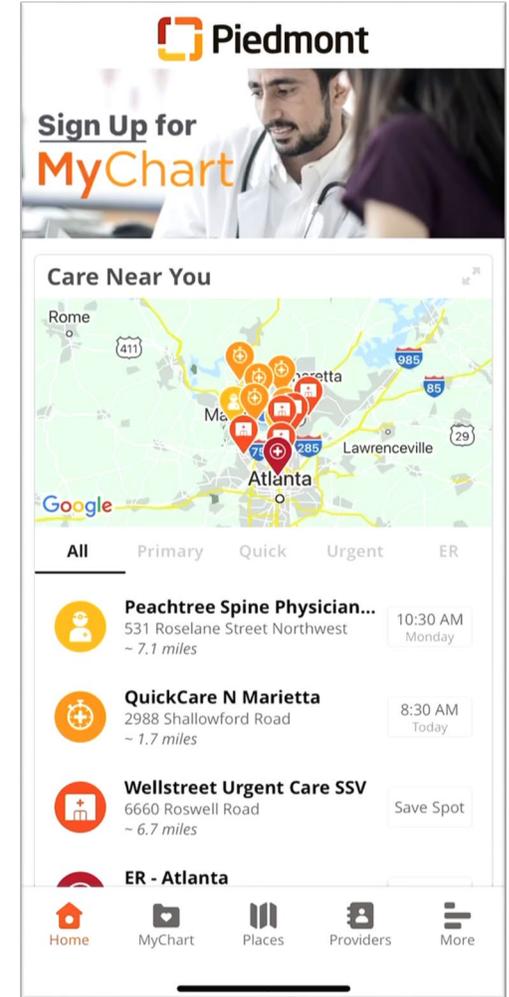
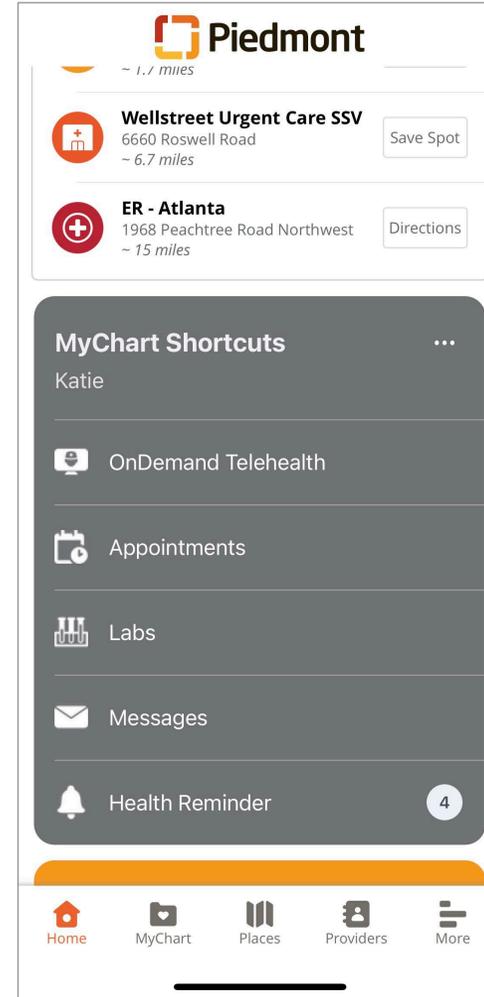
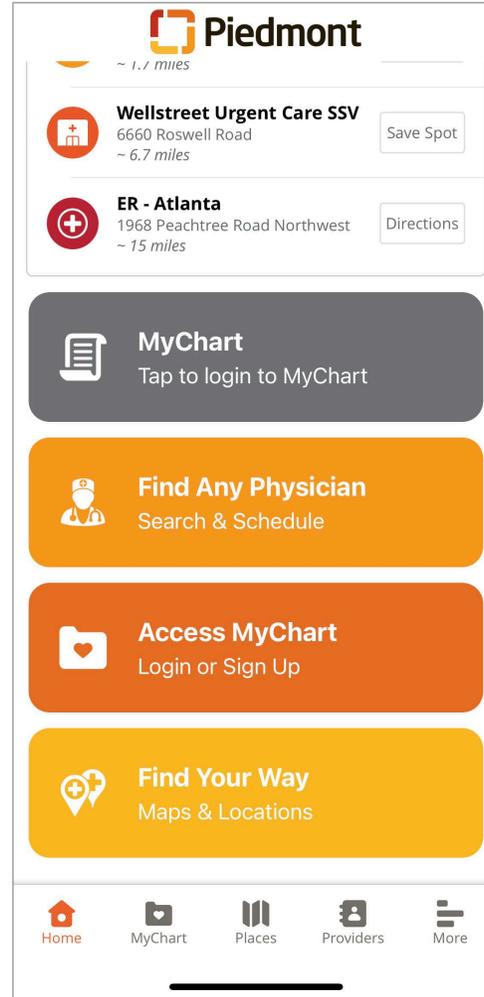


From Text Reminder



EXAMPLE 2

Deeper Piedmont App/ Patient Portal Integration



Questions Prompted by Our Consumerism Journey



Do we have the right technology infrastructure to deliver on these strategies?



How can this digital foundation help us address other urgent needs?
Staffing shortages? Regulatory requirements?



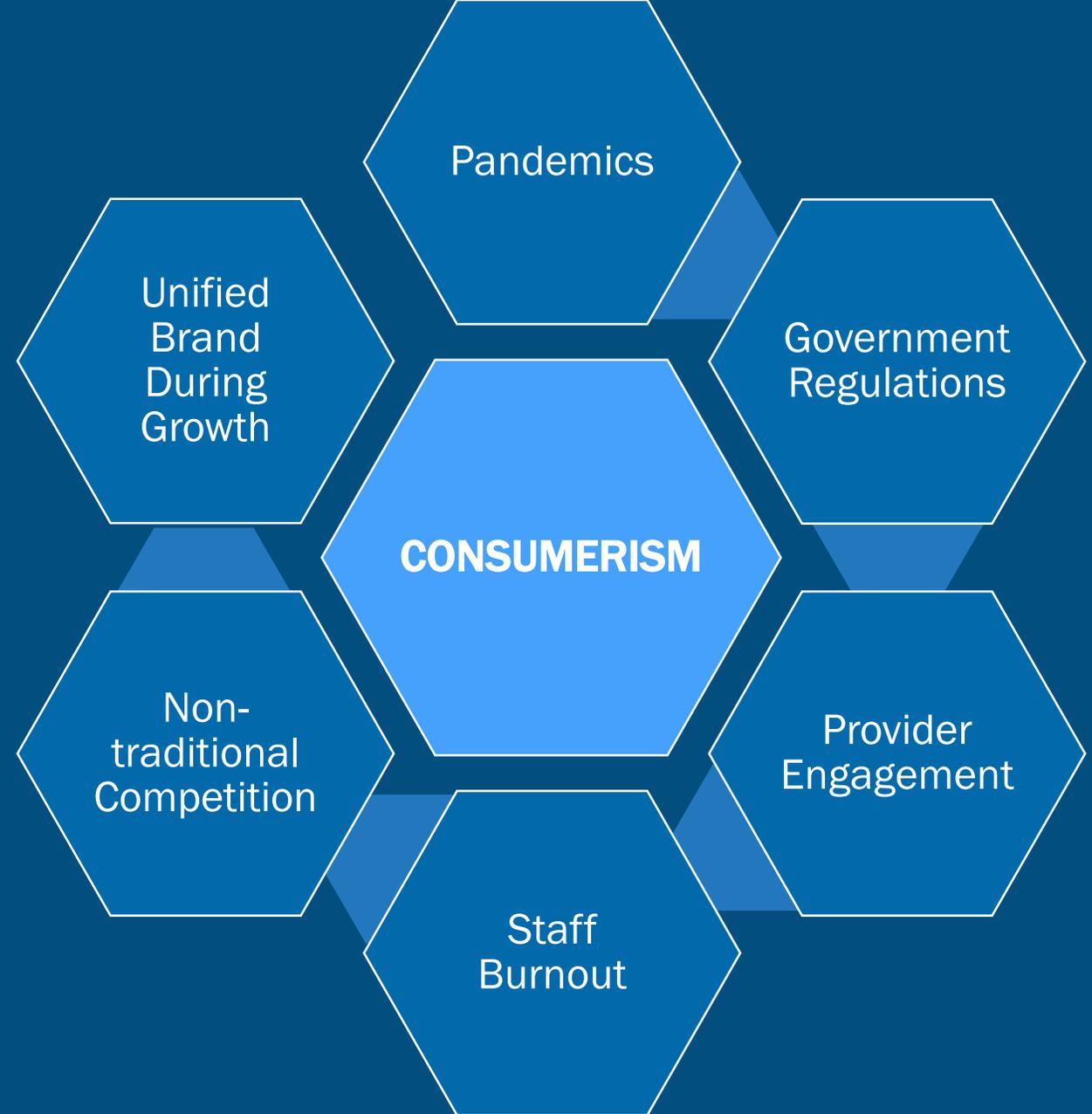
Do we build, buy or partner in order to achieve our digital strategy?



What strategies can we deploy to “rewire the plane while we’re still flying it”?

What Started as a Consumerism Imperative

**HAS LAID THE FOUNDATION FOR
BROAD DIGITAL TRANSFORMATION**



Questions?

Thank You.

