SHSMD24 CONNECTIONS
Health Care Strategy & Market Development

October 13-15 | Denver

Mastering Patient Engagement:

A research-backed approach to meeting patients where they are

John Kadlic, CEO, Parallel Path Health and Wellness Marketing Agency

Katy Dalton Rigsby, System VP, Marketing & Communications, OhioHealth

AHA Events

With You Today

Parallel Path

OhioHealth

Outline/Agenda

🔍	**Review consumer health and wellness research findings**	Learn how to identify patient needs and motivations across segments that transcend demographics.
💡	**Share how these insights have inspired OhioHealth**	Get real world examples of marketing and digital engagement strategies that engage today's patients on their terms.
💬	**Open floor for Q&A discussion**	Let's discuss and share. All attendees will get a free digital copy of the full consumer health and wellness study.

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Consumer Health and Wellness Research

Research Methodology

- Partnered with an independent research firm

- 1,859 Health & Wellness Consumers providing a 2.2% margin of error at 95% confidence level

- *To discover…*

How Consumers *think* about brands

What Consumers *want* in a brand relationship

How Consumers *feel* about their health & well-being

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Key Insights

Consumer **motivations** > Demographics

A wellness wake-up call — **Not just a niche**

We don't **all** have to be Patagonia

Drop the mic to draw the audience

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# The Four Consumer Segments

Four Segments Differentiated by Needs

Consumers vary in the types of connection they seek with brands, how they wish to engage with brands, and what roles brands play in their lives.

Dismissives
Disinterested in brand relationships

Self-Focused
Want brands to pay attention to who they are

Solution-Focused
Want brands to make their lives better

Mission-Focused
Want brands to have a compelling mission they can participate in

Dismissives
22.8%

Self-Focused
28.7%

Solution-Focused
23.8%

Mission-Focused
24.7%

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A Note On Demographics

While there were no material differences between segments in the areas of education level, household income, or the type of community where they live, there are a few notable generational differences.
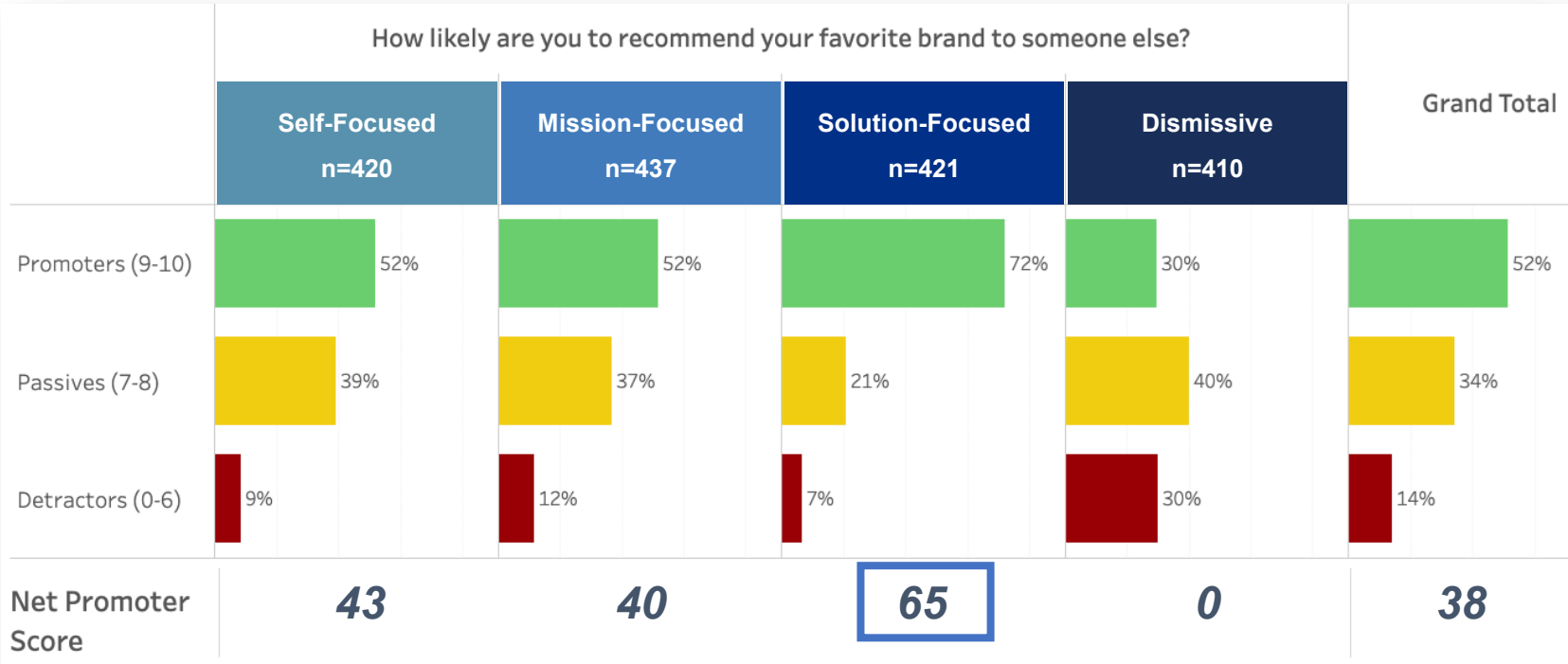
Segments by Generation

Legend: Self-Focused, Mission-Focused, Solution-Focused, Dissmissive
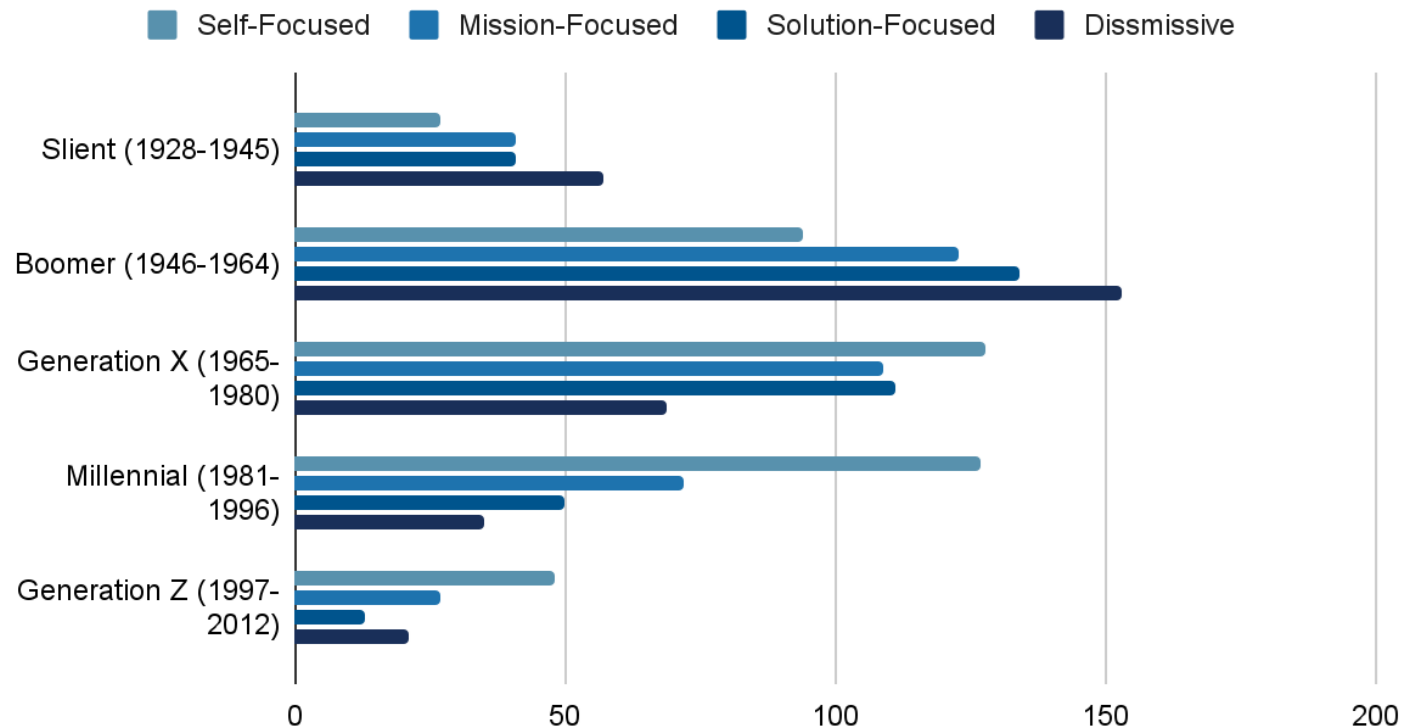
- **Self-Focused consumers are significantly more likely to be Gen Z or Millennials.**

- **Dismissive are significantly more likely to be Boomers or Silent Generation.**

Solution-Focused Consumers Carry Highest NPS

Millennials emerge as strong net promoters (43), but **Solution-Focused** consumers self-report a net promoters score and desire to advocate on behalf of their favorite brands at 65.

How likely are you to recommend your favorite brand to someone else?

	Self-Focused n=420	Mission-Focused n=437	Solution-Focused n=421	Dismissive n=410	Grand Total
Promoters (9-10)	52%	52%	72%	30%	52%
Passives (7-8)	39%	37%	21%	40%	34%
Detractors (0-6)	9%	12%	7%	30%	14%
Net Promoter Score	43	40	65	0	38

Applying the insights:
OhioHealth End-to-End Customer Experience

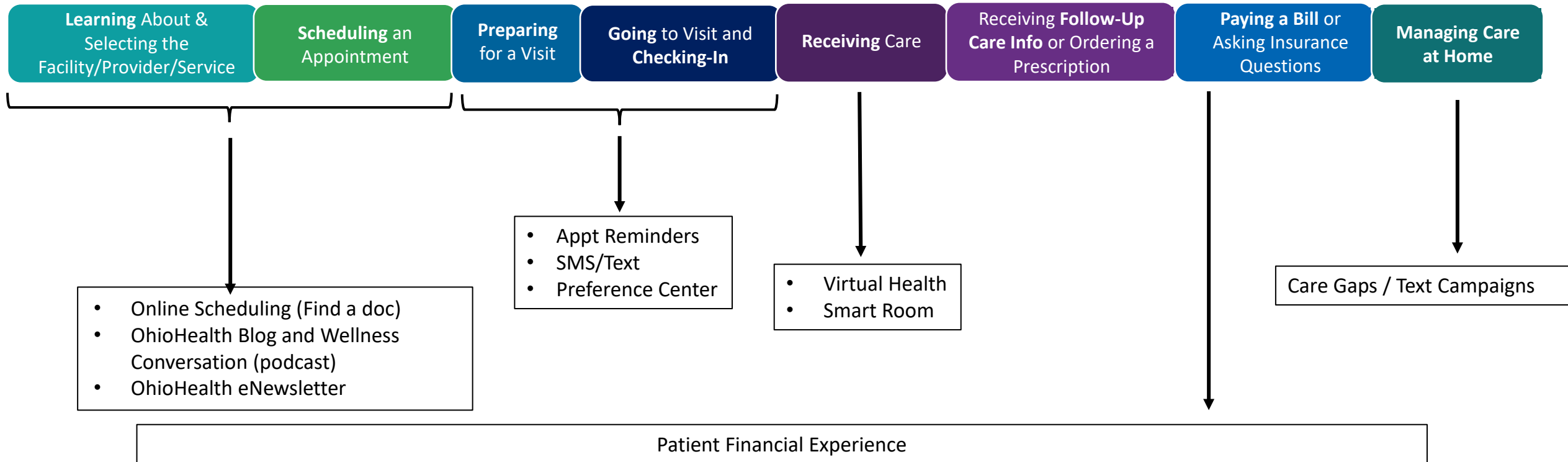| Learning About & Selecting the Facility/Provider/Service | Scheduling an Appointment | Preparing for a Visit | Going to Visit and Checking-In | Receiving Care | Receiving Follow-Up Care Info or Ordering a Prescription | Paying a Bill or Asking Insurance Questions | Managing Care at Home |

- Our goal is to intercept/guide customer segments and customize experiences across sub-journeys and at key moments that matter.

- Journeys are agnostic to age/demographic, but OhioHealth's most "digitally" engaged customer demographic is millennials.

- This study reflects similar customer segments to prior OhioHealth localized segmentation studies.

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Example: Learning and Scheduling Journeys
Appealing to Solution and Self-focused customer segments

JOURNEY

Learning About & Selecting the Facility/Provider/Service	**Scheduling** an Appointment

SUB JOURNEY

Searching for care needed	Understanding if care is covered by insurance	Looking up cost and options for assistance	Understanding if pre-auth is needed	Visiting location to gather info	Finding an available location	Reviewing available timeslots	Booking an appointment	Receiving appointment confirmation

MOMENTS THAT MATTER

- I was provided with the information I needed to make the best decision (i.e., cost, quality).
- I understood how much I would owe prior to getting care.
- I felt comfortable asking questions.
- The information I found was accurate.
- I found the information I needed in a timely manner.
- I was able to learn about my symptoms and understand my care options.

- I felt supported throughout the scheduling process.
- I was able to select the appointment I wanted.
- I do not have to repeat myself or re-enter information.

Today, we'll share some examples of OhioHealth's solutions and experiences at various points in the sub-journeys

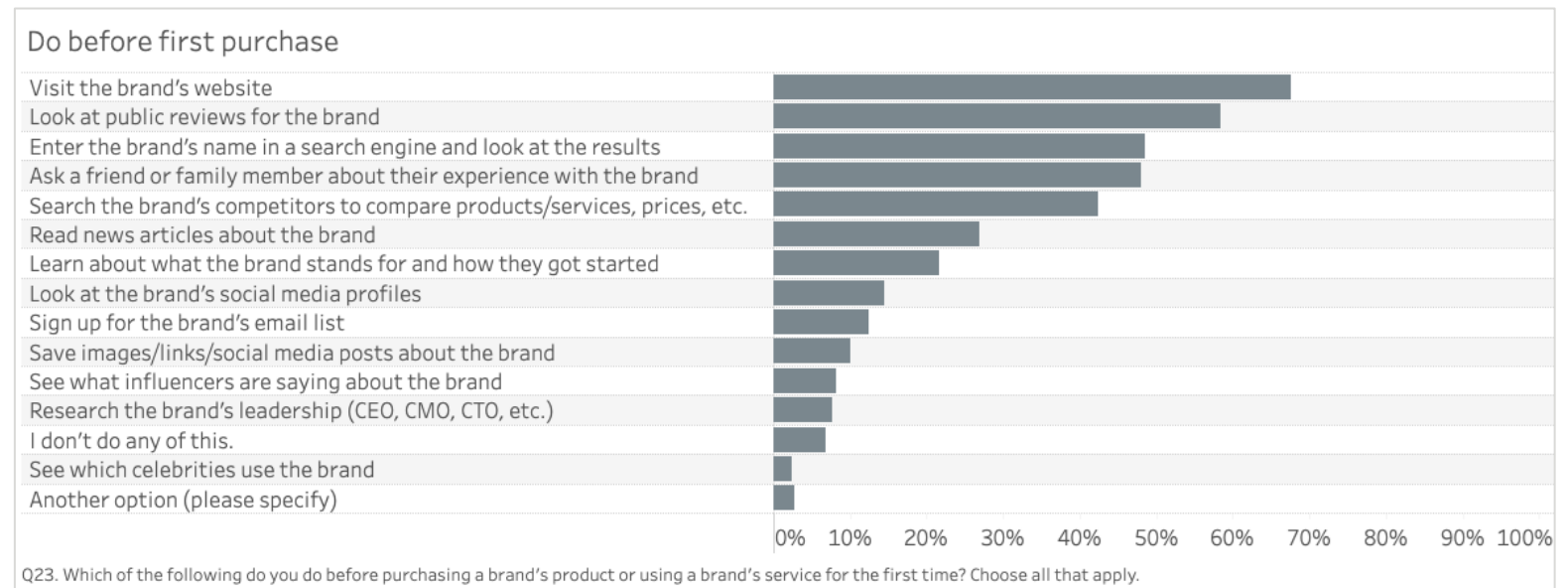| Learning About & Selecting the Facility/Provider/Service	Scheduling an Appointment	Preparing for a Visit	Going to Visit and Checking-In	Receiving Care	Receiving **Follow-Up Care Info** or Ordering a Prescription	**Paying a Bill** or Asking Insurance Questions	**Managing Care at Home**

- Appt Reminders
- SMS/Text
- Preference Center

- Online Scheduling (Find a doc)
- OhioHealth Blog and Wellness Conversation (podcast)
- OhioHealth eNewsletter

- Virtual Health
- Smart Room

Care Gaps / Text Campaigns

Patient Financial Experience

Parallel Path

What Health and Wellness Consumers Want

Consumer's Hold Health and Wellness Brands To A Higher Standard

- **56%** of consumers say Health & Wellness brands probably or definitely have a **heightened responsibility to connect with their customers or community** on a deeper level than other brands.

- Health & wellness brands have a higher bar to meet than brands in other categories. Brand transparency and user experience will be crucial components in earning the trust of health & wellness consumers.

Definitely Not
2.7%

Probably Not
10.9%

Definitely
21.8%

Maybe
35.5%

Probably
29.1%

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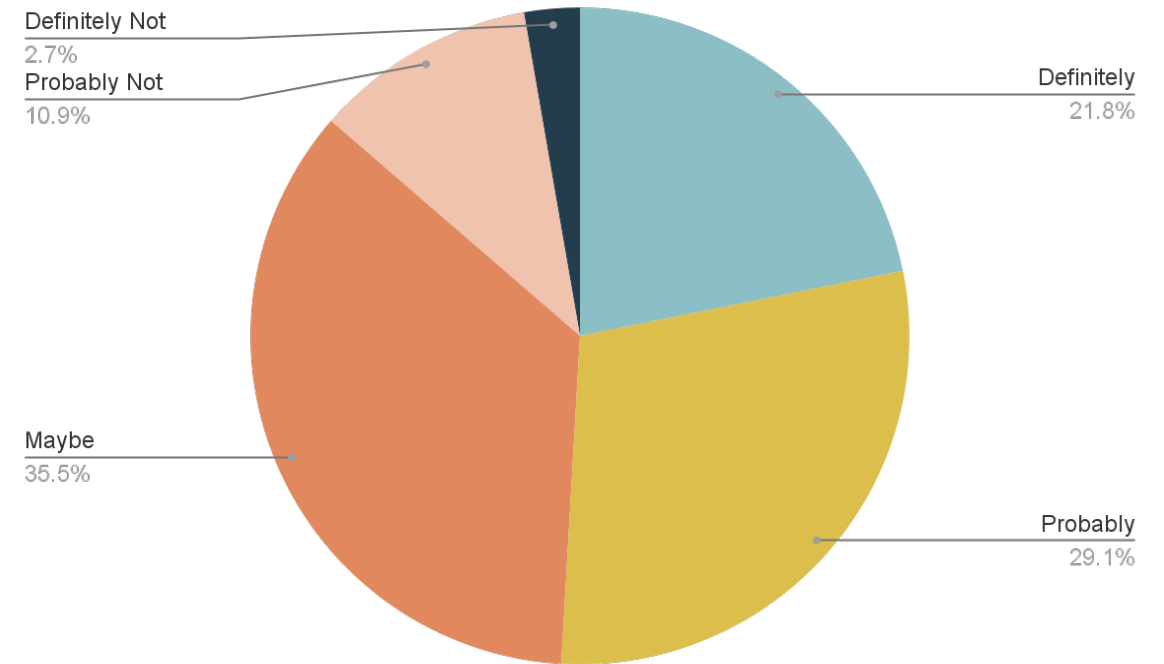
Tell Your Story - And Help Others Tell It, Too

- **Two-thirds** of consumers say they visit a brand's website before they make a choice.

- **The Power of Public Opinion** 58% of consumers say they look at **public reviews** for an organization.

- **About half** enter the organization's name in a **search engine**.

- **Solutions-Focused** and **Mission-Focused** are more likely to research your organization.

Do before first purchase

Visit the brand's website	
Look at public reviews for the brand	
Enter the brand's name in a search engine and look at the results	
Ask a friend or family member about their experience with the brand	
Search the brand's competitors to compare products/services, prices, etc.	
Read news articles about the brand	
Learn about what the brand stands for and how they got started	
Look at the brand's social media profiles	
Sign up for the brand's email list	
Save images/links/social media posts about the brand	
See what influencers are saying about the brand	
Research the brand's leadership (CEO, CMO, CTO, etc.)	
I don't do any of this.	
See which celebrities use the brand	
Another option (please specify)	

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Q23. Which of the following do you do before purchasing a brand's product or using a brand's service for the first time? Choose all that apply.

Personalized Experiences

- While most consumers say a personalized experience is at least somewhat valuable, **only 18%** say it's **extremely valuable**.

- **Self-Focused** consumers are significantly **more likely** to consider a personalized experience **extremely valuable**, which is consistent with their attitudes.

- **Gen Z consumers** are significantly **more likely** than older consumers to expect brands to personalize their engagement. It pays to include personalization in your marketing strategies to younger audiences.

Bar chart with y-axis from 0 to 60:
- Extremely Valuable: ~18
- Somewhat Valuable: ~55
- Not Very Valuable: ~17
- Not At All Valuable: ~9
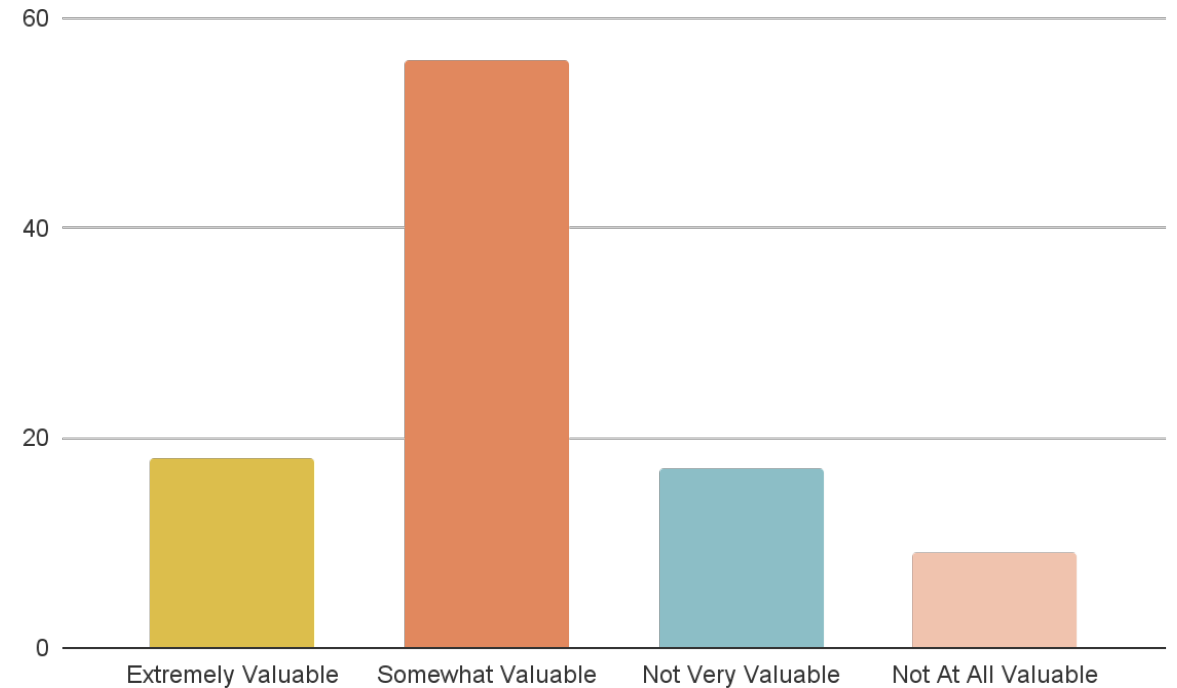
How Brands Can Make Connections

- 30% of consumers say they use social media to learn about brands.

- 22% use social media ads.

- About half (48%) read news articles.

Resources

Resource	Percentage
Brand websites	72%
News articles	48%
Social media posts	30%
Email	22%
Social media ads	22%
Blogs	13%
I don't use any resources to learn more about brands.	9%
Another option (please specify)	13%

Q31. What resources do you use to learn more about a brand? Choose all that apply.
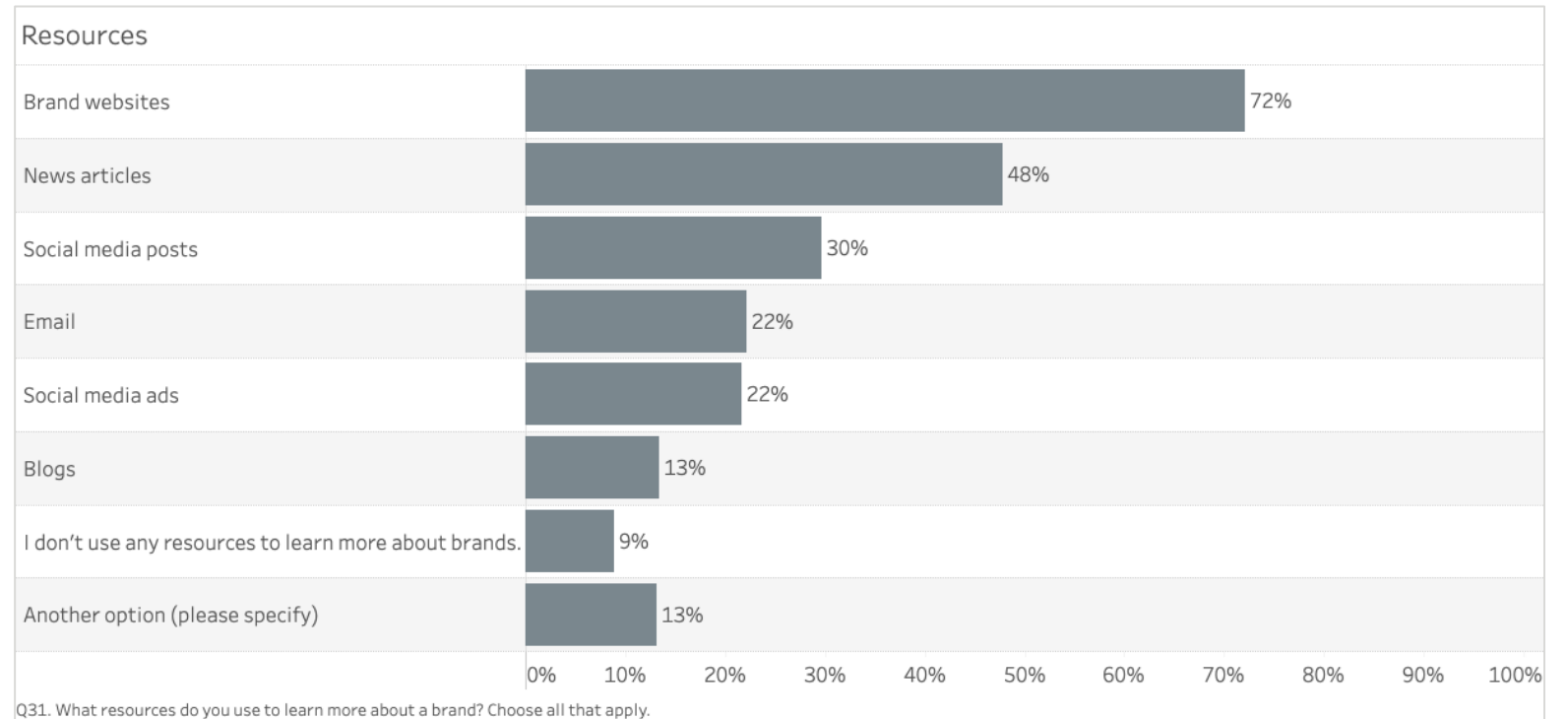
A Mix Is Necessary For Brand Connections

No one channel will provide the necessary resources for consumer segments.

A mix of branded site content provides the broadest support.

(news articles driven by earned media efforts and partnerships, and social media — both paid and organic)

Despite only 30% of respondents claiming to use social media to learn about brands, we still believe that there are opportunities for brands to **create awareness and connection within these platforms.**

- **Self-Focused** segment is **more likely** to leverage social media along with Gen Z as an age segment.

- Brands can leverage paid tactics to **create awareness, education, and connection with qualified consumers**.

How OhioHealth brings the insights to life...

| Learning About & Selecting the Facility/Provider/Service | Scheduling an Appointment | Preparing for a Visit | Going to Visit and Checking-In | Receiving Care | Receiving Follow-Up Care Info or Ordering a Prescription | Paying a Bill or Asking Insurance Questions | Managing Care at Home |

- **Online Scheduling (Find a doc)**
- OhioHealth Blog and Wellness Conversation (podcast)
- OhioHealth eNewsletter

- Appt Reminders
- SMS/Text
- Preference Center

- Virtual Health
- Smart Room

Care Gaps / Text Campaigns

Patient Financial Experience

Empowering Solution and Self-focused Customer Segments by placing Choice at their fingertips

Once a patient has identified OhioHealth as their potential next step in their healthcare journey, we are responsible for providing *as much information as needed for them to make a choice* *as early as possible*.

Choice Making: All Important Information Quickly

In one view, the prospective patient can see:

1. Providers nearest them
2. Ratings and Reviews
3. Contact Information
4. Scheduling Availability
5. Credentials
6. Specialty
7. Video Biography
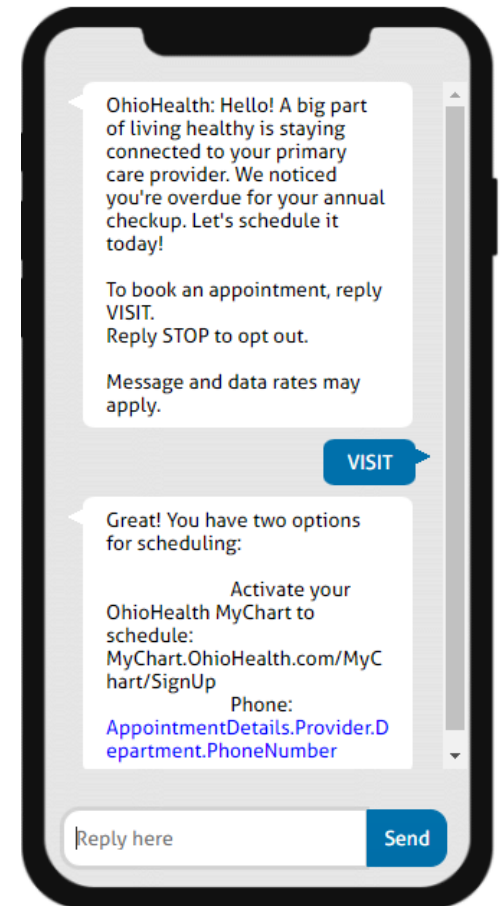

Satisfaction rating went from 3.08 to 4.8 out of 5 stars!
Increased scheduling conversions by greater than 5%.

Another example…

Learning About & Selecting the Facility/Provider/Service	Scheduling an Appointment	Preparing for a Visit	Going to Visit and Checking-In	Receiving Care	Receiving **Follow-Up Care Info** or Ordering a Prescription	Paying a Bill or Asking Insurance Questions	Managing Care at Home

- **Appt Reminders**
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Patient Financial Experience

Reactivating Inactive Patients through SMS outreach

- User testing with patients confirmed they want SMS reminders about important care appointments needed.

- The Inactive Patient Reactivation campaign goal is for patients to see their Primary Care provider every year.
  - **MVP average conversion rate of 10.95%.**

- Additional patient feedback resulted in updates to the target audience, follow-up messaging and scheduling options.
  - Revised campaign achieved a **13.56% conversion rate**.

OhioHealth: Hello! A big part of living healthy is staying connected to your primary care provider. We noticed you're overdue for your annual checkup. Let's schedule it today!

To book an appointment, reply VISIT.
Reply STOP to opt out.

Message and data rates may apply.

VISIT

Great! You have two options for scheduling:

Activate your OhioHealth MyChart to schedule: MyChart.OhioHealth.com/MyChart/SignUp
Phone: AppointmentDetails.Provider.Department.PhoneNumber

Reply here   Send

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Appointment Outreach Post Scheduling

The feedback from user testing resulted in several changes:
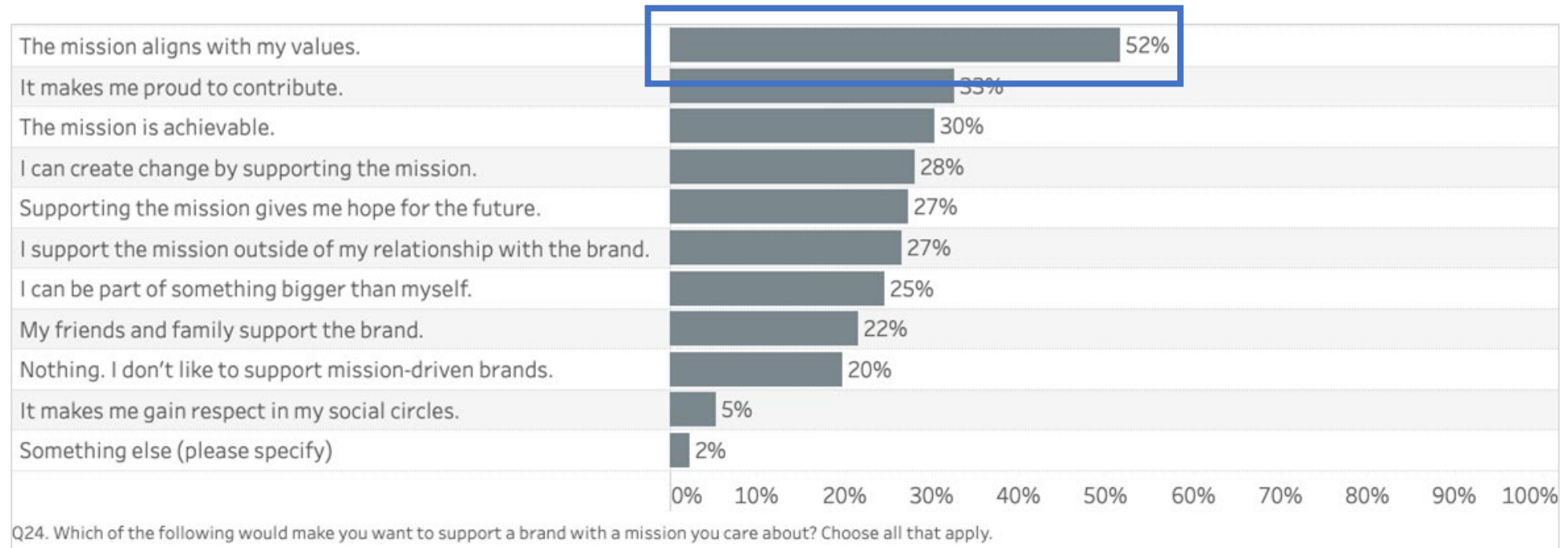
1. Suppressed duplicative notifications from MyChart/Epic

2. Ran a pilot to determine when appointment reminders should be sent

3. Added logic so patient's previous actions were taken into consideration and unnecessary messages were suppressed

4. Created "week at a glance email" and updated SMS reminders
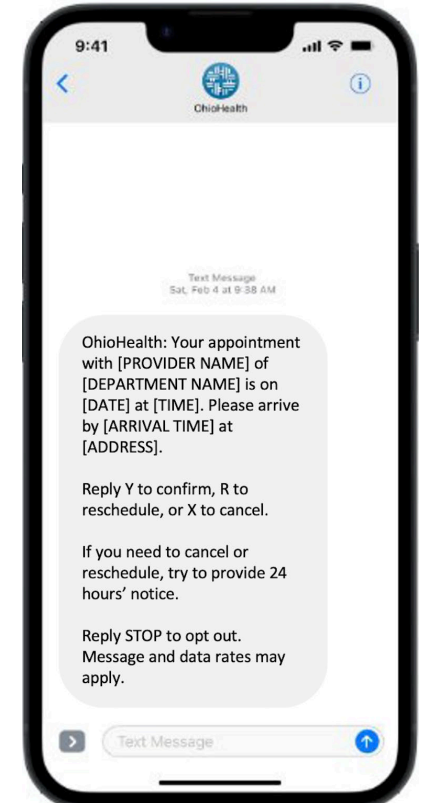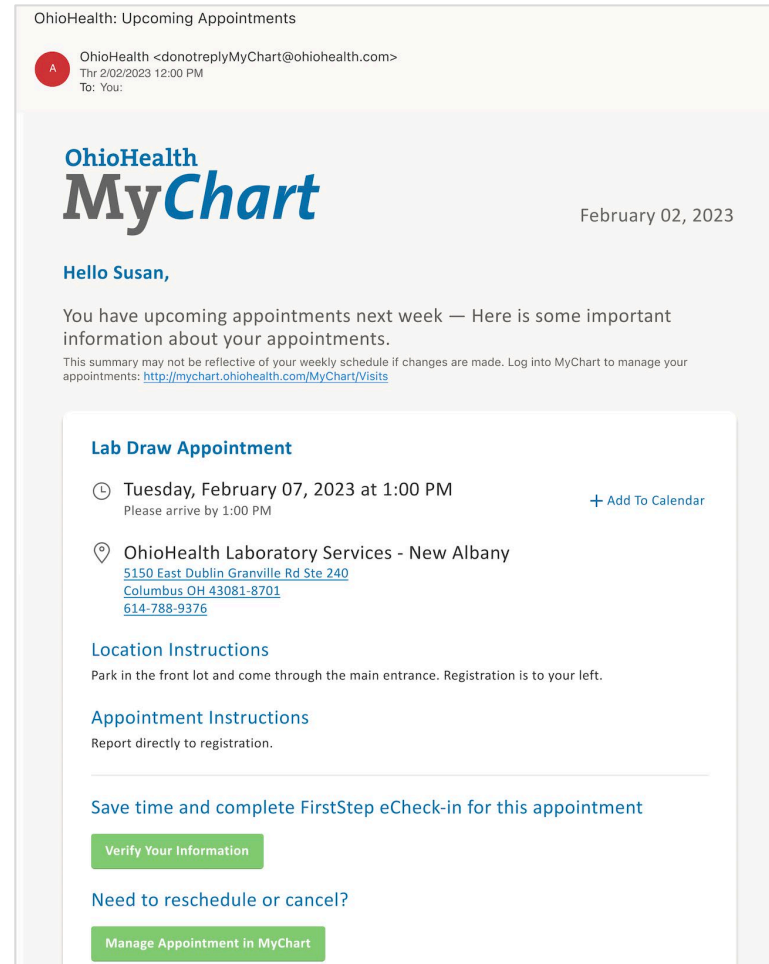
Additional Study Observations

Purpose-Driven Brands Can Motivate Consumers

Some consumers find value in brands who provide **purpose** and **an opportunity to achieve** something alongside the brands they purchase from.

The mission aligns with my values.	52%
It makes me proud to contribute.	33%
The mission is achievable.	30%
I can create change by supporting the mission.	28%
Supporting the mission gives me hope for the future.	27%
I support the mission outside of my relationship with the brand.	27%
I can be part of something bigger than myself.	25%
My friends and family support the brand.	22%
Nothing. I don't like to support mission-driven brands.	20%
It makes me gain respect in my social circles.	5%
Something else (please specify)	2%

Q24. Which of the following would make you want to support a brand with a mission you care about? Choose all that apply.

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Self & Mission-Focused Consumers Are Most Interested In Purpose-Driven Brands

Self-Focused consumers are more likely to say it's **essential or extremely important for brands to be mission-driven** likely because they correlate the brands and products they purchase as a **reflection of themselves.**

Essential — 4%   9% 13%

Extremely important — 11%   23%   33%

Somewhat important — 44%   51%   60%

Not very important — 10%   25%   34%

Not at all important — 0%   10%

Legend:
1: Self-Focused
2: Mission-Focused
3: Solution-Focus
4: Dismissive

0   200   400

Q26. How important is it for brands to have these types of missions when you're considering buying from them or using their services?

Challenging people to redefine what it means to live with cancer

At OhioHealth, we want to empower everyone who's touched by cancer to keep dreaming about the things that inspire them.

After all, you had a life before cancer. And now is definitely not the time to stop living it.

Integrated campaign: Keep Making Plans
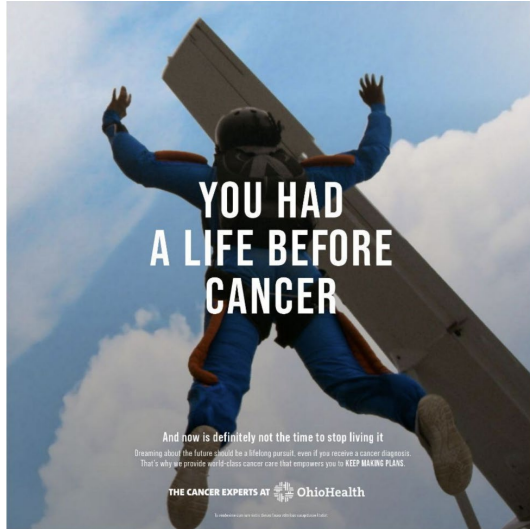
MISSION-FOCUSED

Campaign showcases how OhioHealth Cancer Care inspires people to keep pursuing their dreams.

SOLUTION-FOCUSED

Demonstrates how OhioHealth Cancer care can improve the lives of cancer patients.

DROP THE MIC MOMENTS

We empowered cancer patients to tell their own stories while also telling the brand's.

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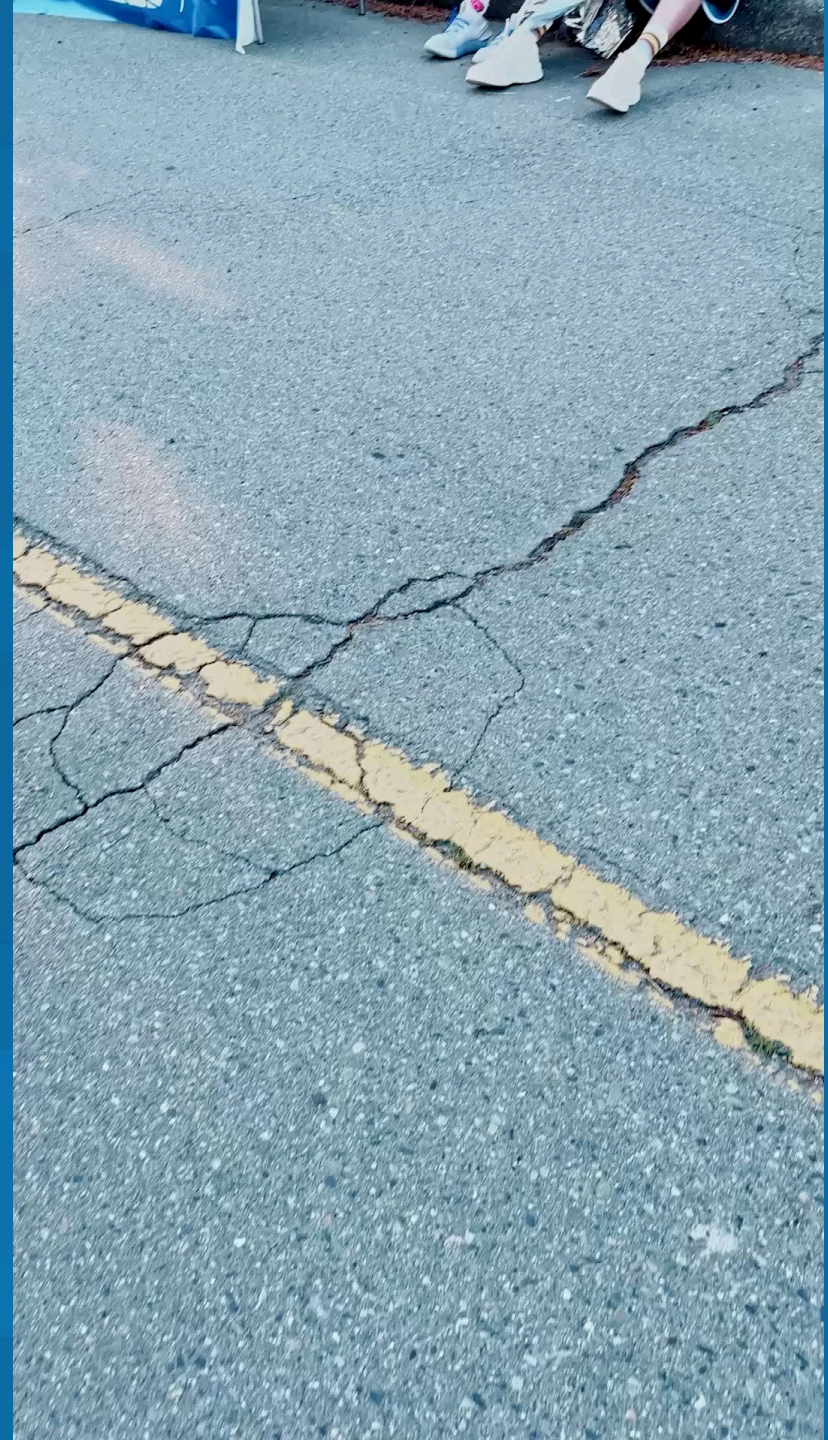
Gen Z Women

Gen Z views healthcare as self-care, with a strong emphasis on mental health, digital health tools, and alternative treatments.

- **Responsibility and Advocacy:** Brands that take an active role in advocating for better health and wellness can resonate more with Gen Z women.

- **Authentic Engagement:** Brands need to communicate genuinely, showing a real commitment to supporting their customers' well-being.

- **Holistic Offerings:** Gen Z women prioritize fitness, sleep, and overall health, seeking brands that acknowledge the interconnectedness of physical, mental, and emotional well-being.

- **Leveraging Digital Tools:** With 66% of Gen Z using wellness apps and fitness trackers, brands should integrate digital health tools into their offerings.

- **Mental Health Support:** Given the high rates of anxiety and depression among Gen Z women, brands should prioritize mental health in their messaging and services.

Only 7% of Gen Z women rate their health as 'Excellent,' while 26% consider health a 'Top 3 Priority.'

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Healthcare as the "new" selfcare

- Growing trend with wellness focused stories performing well within the OhioHealth e-newsletter.

- Wide range of topics fall under the wellness/self care trend– from healthy recipes to cancer screenings.

- These **stories averaged 30-40% of total email clicks in that issue:**
  - Mocktails—sober curious
  - Skincare
  - POPSUGAR fads!
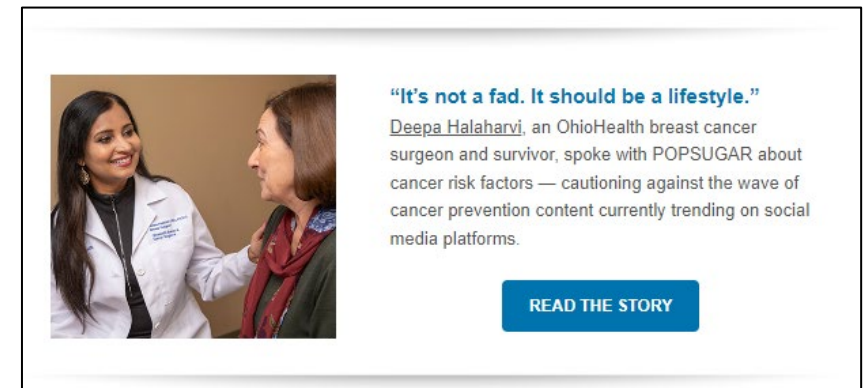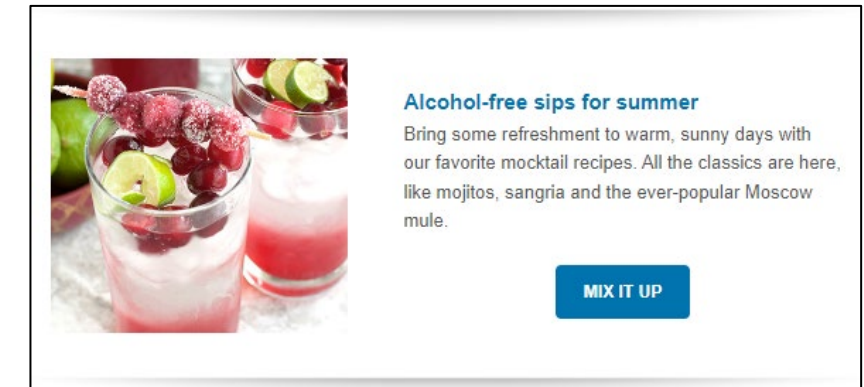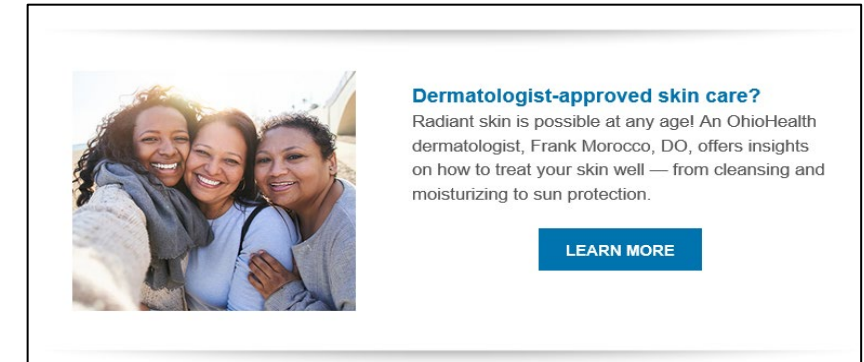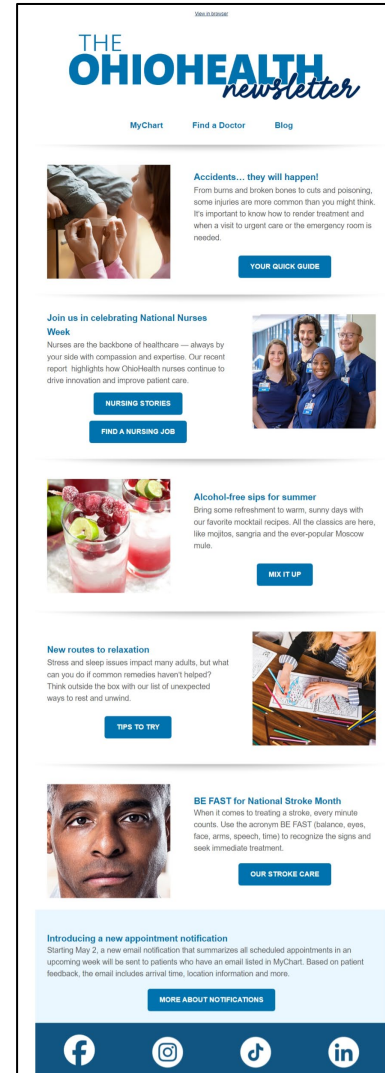
Social: Trend Spotting

- Using trending sounds and tackling trending topics
- Short form videos (Reels & TikToks)
  - "Looking for a Man in Finance"
  - "Match my freak" for PPE
  - "Calming art is Very Demure, Very Mindful"
- **11.4% post engagement rate—up 53% over prior year.**
- **Followers up 8% over prior year.**
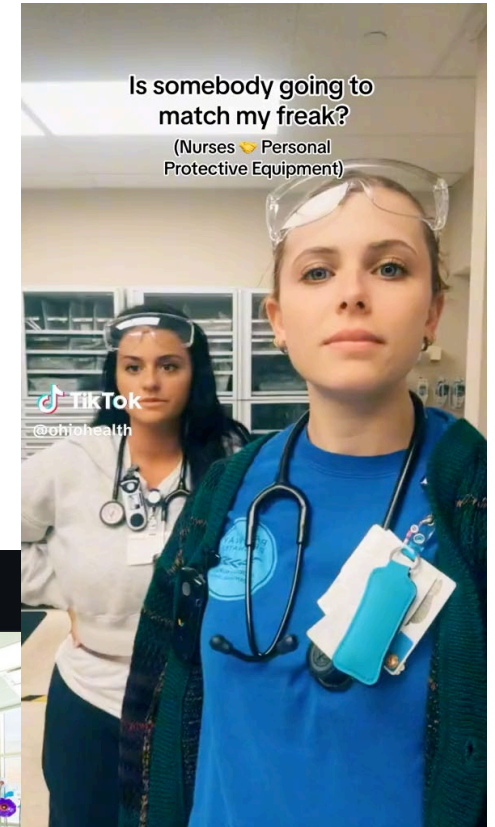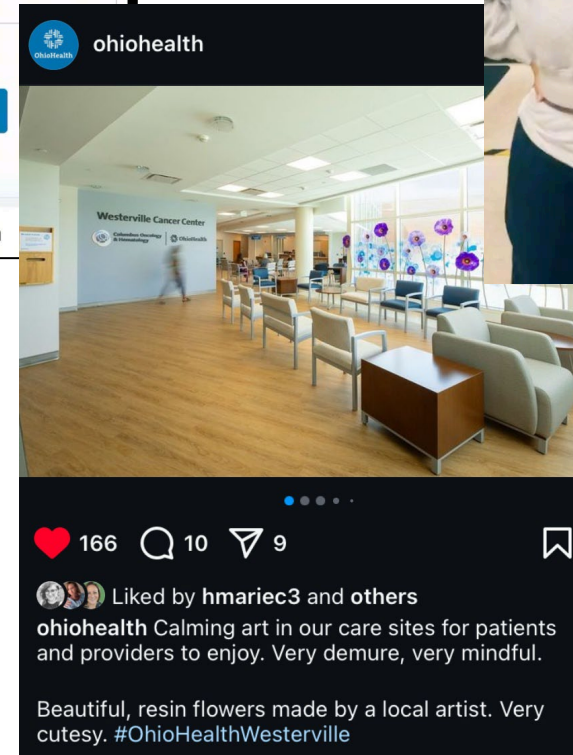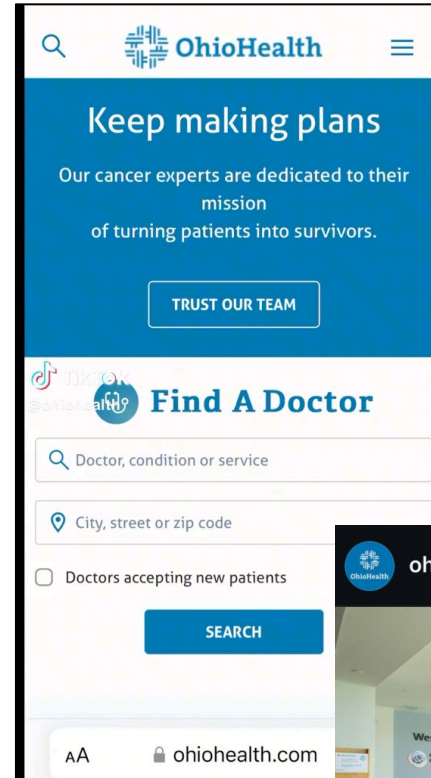
The Missing Menopause Market

- **Generation X and Millennial women are reaching this milestone with a collective sense of frustration and confusion.** They're questioning why menopause, a natural journey affecting millions, has been sidelined in discussions, solutions, and support.

    - **Empathy-Driven Marketing:** Brands that authentically connect with menopausal consumers through storytelling and inclusive messaging build deeper, more meaningful relationships.

    - **Education and Awareness:** Beyond medical facts, there's a pressing need for broader education about menopause across the wellness spectrum.

    - **Digital Engagement and Accessibility:** Telemedicine, mobile apps, and online communities are reshaping how menopausal women access information and support.

    - **Collaboration and Advocacy:** Partnerships with healthcare providers, influencers, and menopause advocacy groups amplify brand credibility and impact.

Recent market analyses project the menopause market to surge to $22.7 billion by 2028

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OhioHealth: Taking a "pause" to do even more listening…

We're investing significantly in Women's and reproductive health.
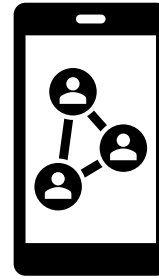
Social Listening and scraping—who are the local influencers?

SEO/SEM analysis for state of Ohio—what are women searching for?

Developing a content and outreach strategy specifically for midlife women.

Applying The Insights

Let Consumers Drive Brand Behaviors

To apply these findings, break down brand behaviors into buckets that align with consumers needs & expectations. In doing so we believe each brand can classify their behaviors into the following four categories:

Consumer Mindset

Self-Focused	Mission-Focused	Solution-Focused	Dismissives
• They align to me • Seeking community • Emotion: Kinship	• They fulfill me • Seeking purpose • Emotion: Fulfillment	• They know me • Seeking efficiency • Emotion: Confidence	• They meet my needs • Seeking simplicity • Emotion: Assurance

Brand Behaviors

Belonging	Achieving	Connecting	Supporting
• Niche audiences • Shared affinities • Engaged communities	• Core values activated • Makes lives meaningfully better • Engages cultural movements	• Smart targeting • Basic personalization • Transactional Efficiency	• Somewhat commoditized • Fills basic needs • Reliable

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Next Steps

1 Dive deep into the four consumer segments

2 Map your customers to their motivations

3 Prioritize your brand behaviors accordingly

4 Continuously test and optimize

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Questions?

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

References

- Click on QR code for full copy of the consumer research study

Speaker Biography

John Kadlic
CEO
Parallel Path
jkadlic@parallelpath.com

John Kadlic is the CEO of Parallel Path, a marketing agency that supports leading health and wellness brands. John is a seasoned leader in the healthcare marketing arena, having spent 25+ years working with brands such as Nationwide Children's Hospital, OhioHealth, Colorado Children's Hospital, Johnson & Johnson, Abbott Nutrition, Eli Lilly, WHOOP, Fitness Connection and many others.

John is a frequent speaker, podcast guest, webinar presenter and content contributor about consumer health and wellness behaviors and marketing strategies. Most recently, Parallel Path published a research study called *"Health and Wellness Reimagined - A Guide For Brands to Create Stronger Connections."*

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Path

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Speaker Biography

Katy Dalton Rigsby
System VP, Marketing and Communications
OhioHealth
Katy.Rigsby@ohiohealth.com

As System Vice President of Marketing and Communications for
OhioHealth, Katy Dalton Rigsby leads teams in developing marketing and
advertising strategies across the health system's 15 hospitals and 50-
county geographic footprint. In her role, she oversees brand strategy and
teams responsible for consumer insights, digital and performance
marketing, product development and user experience. During her tenure
at OhioHealth, she has been responsible for internal and external
communications, media relations and creative services functions.

Katy has served on the boards of CHOICES (for victims of domestic
violence), Healthcare Businesswomen's Association (HBA) and WOSU
Public Media. She holds an MBA from Franklin University and a
bachelor's degree in journalism from Marshall University. She is also a
graduate of the CMO Program at the Kellogg School of Management at
Northwestern University.