Improving the Digital Patient Experience, One Search at a Time

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AHA Events

Agenda

- Welcome and Context
- The New Digital Patient Landscape
- Case Study: Large Nonprofit Health System
- Technology and AI Advantage
- Building Trust and Brand Reputation
- Key Takeaways and Framework
- Q&A / Discussion

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Learning Objectives

- Learn how to analyze website search data to uncover keywords and zero-result terms.
- Develop the ability to use search insights to inform content and marketing strategies.
- Apply a framework for building brand trust into the website search experience.

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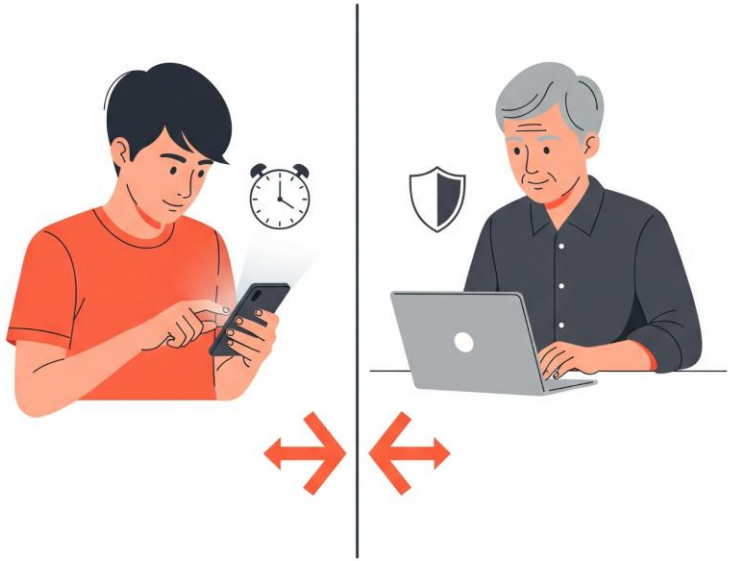
New Digital Patient Landscape

- Evolving expectations
- Generational shifts
- Compliance & trust



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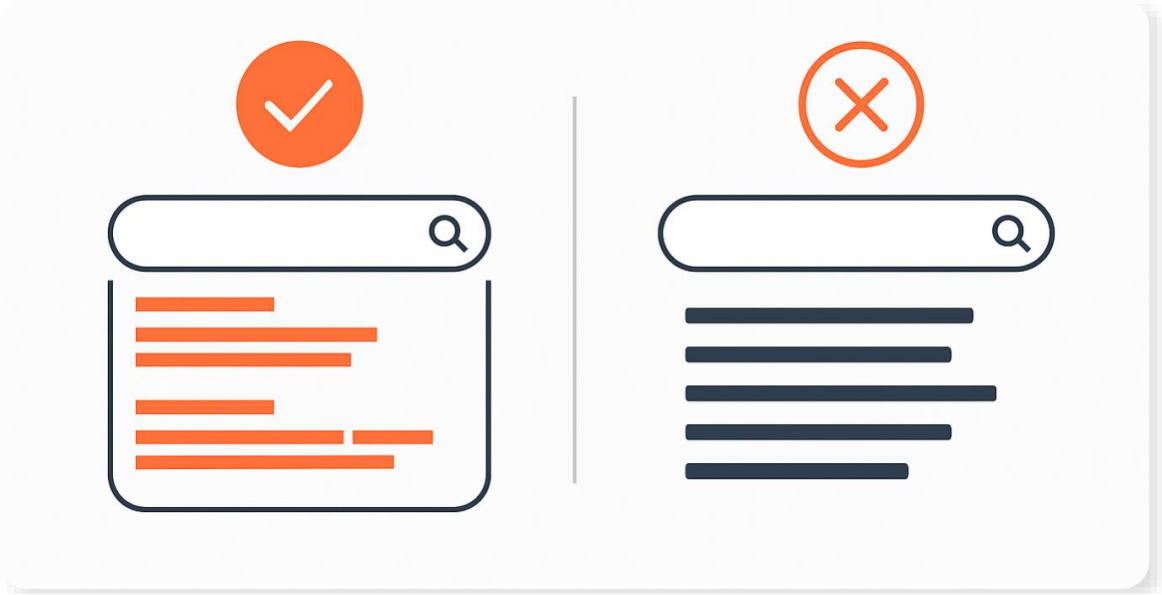
Search is the Accelerator

for both winning and losing



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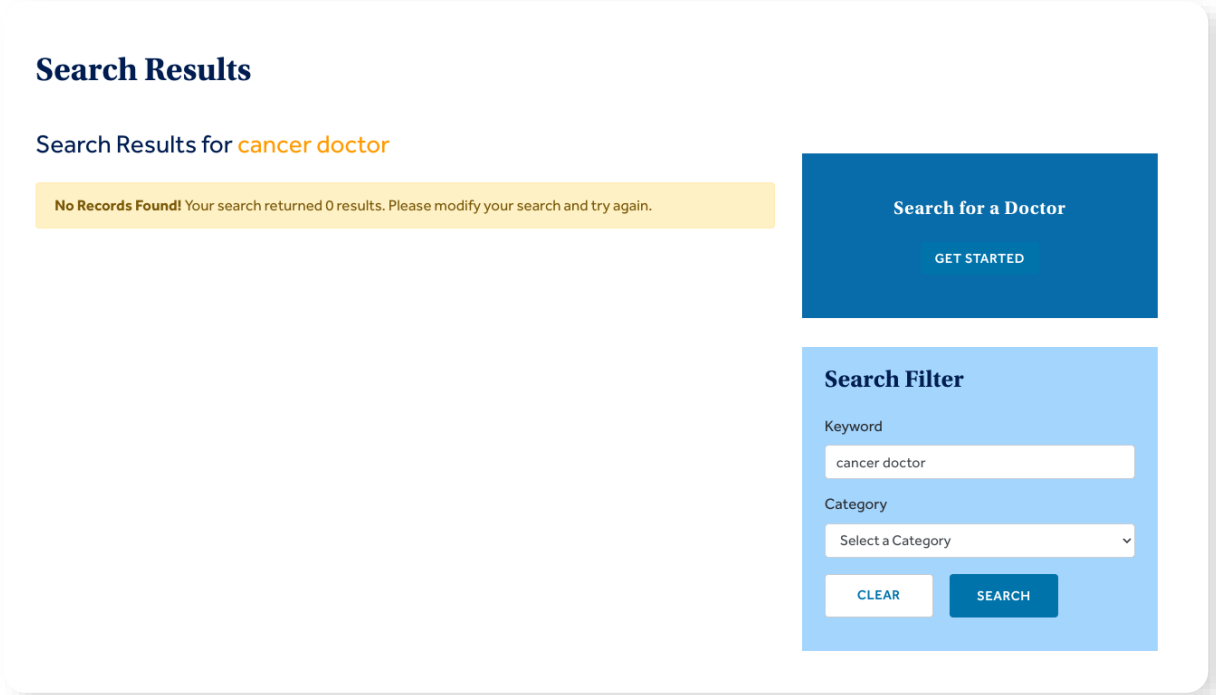
Case Study: Experience from a Major U.S. Health System



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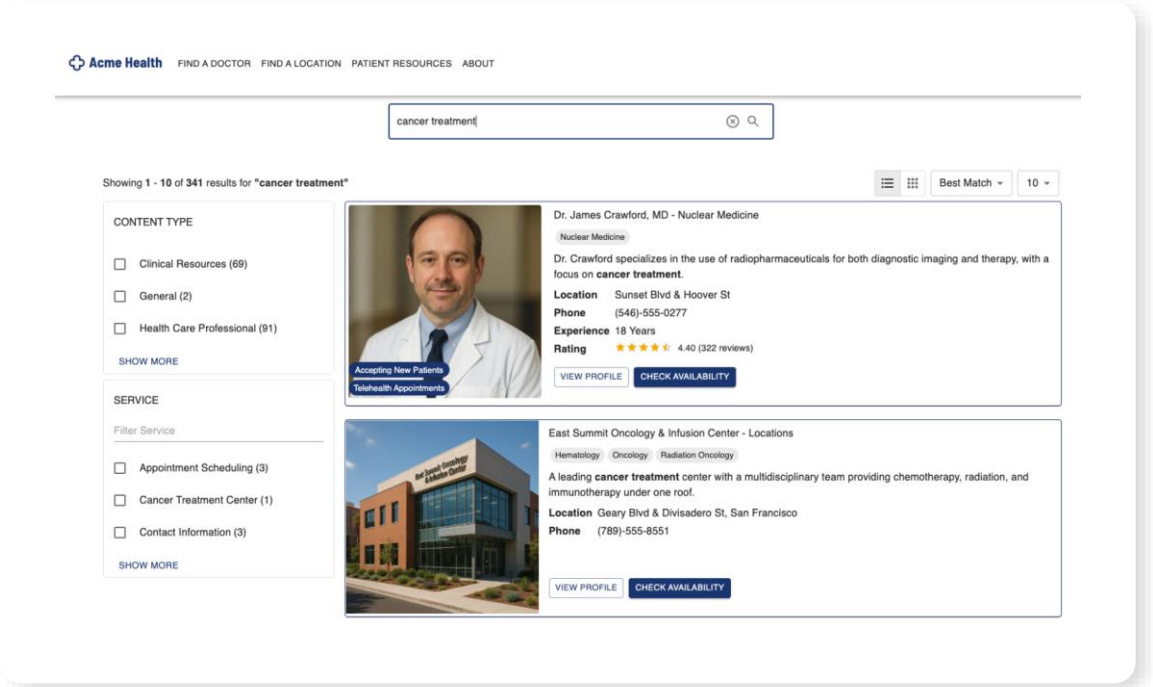
Health System Case Study – After

- Unified search
- Relevant results surfaced instantly
- Analytics revealed gaps → guided content fixes
- Search used to highlight high-value services (clinics, events, programs)



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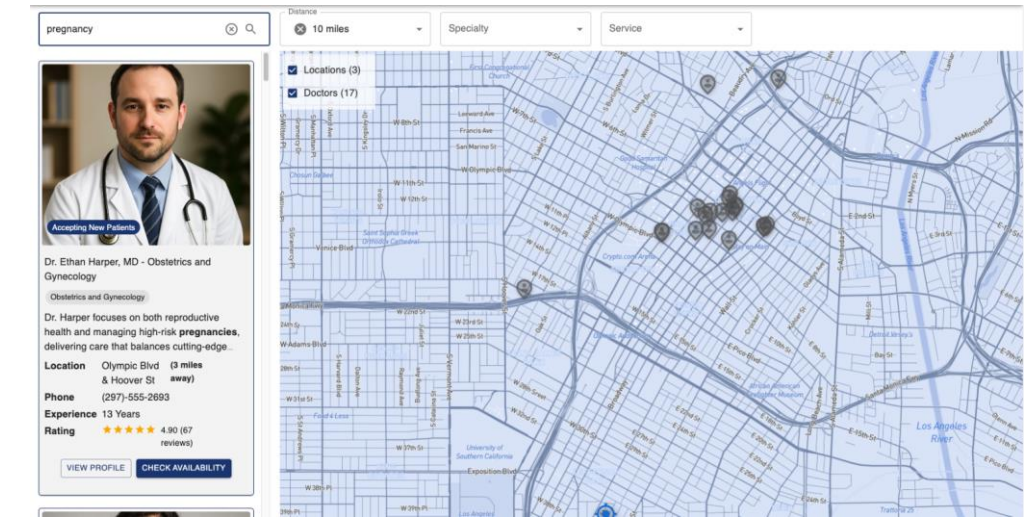
Analytics in Action

- Zero-result searches = hidden demand
- Before Site Search Analytics, blind to search behaviors that led to bounces
- Search data guided content & marketing updates



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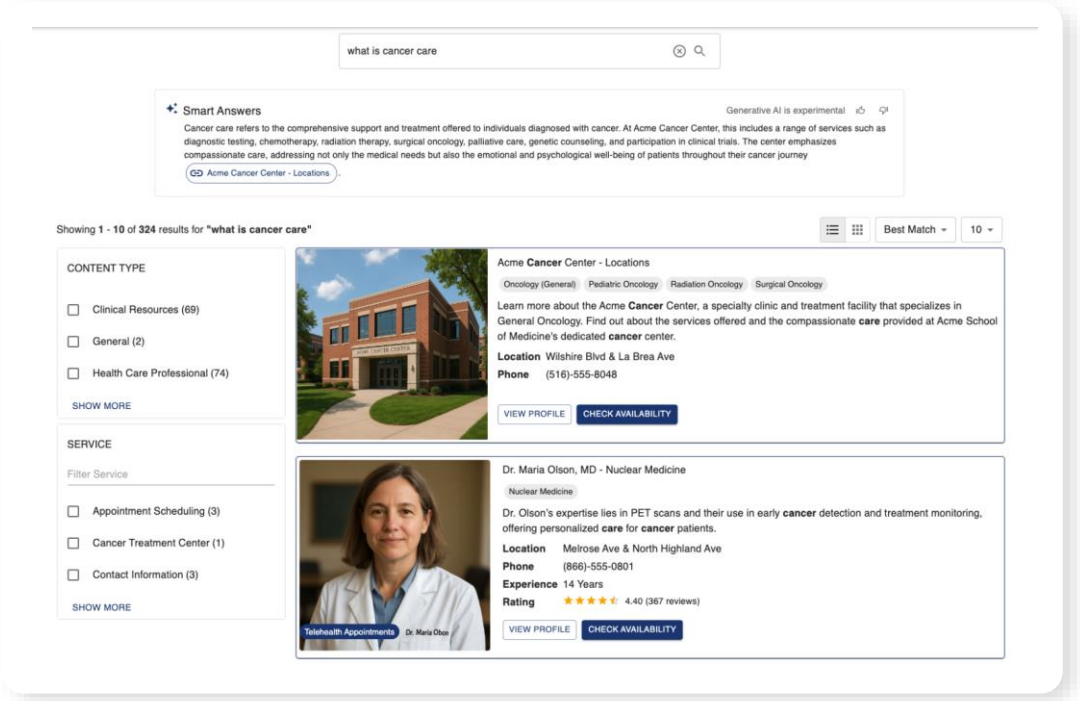
Promoting What Matters

- Elevate high-value services in search
- Spotlight clinics, events, and programs
- Align search with marketing priorities



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The Technology & AI Advantage

- AI + human oversight = accurate, compliant results
- Rapid tuning without IT bottlenecks
- Multi-domain integration into one search
- Agility → adapt in real time

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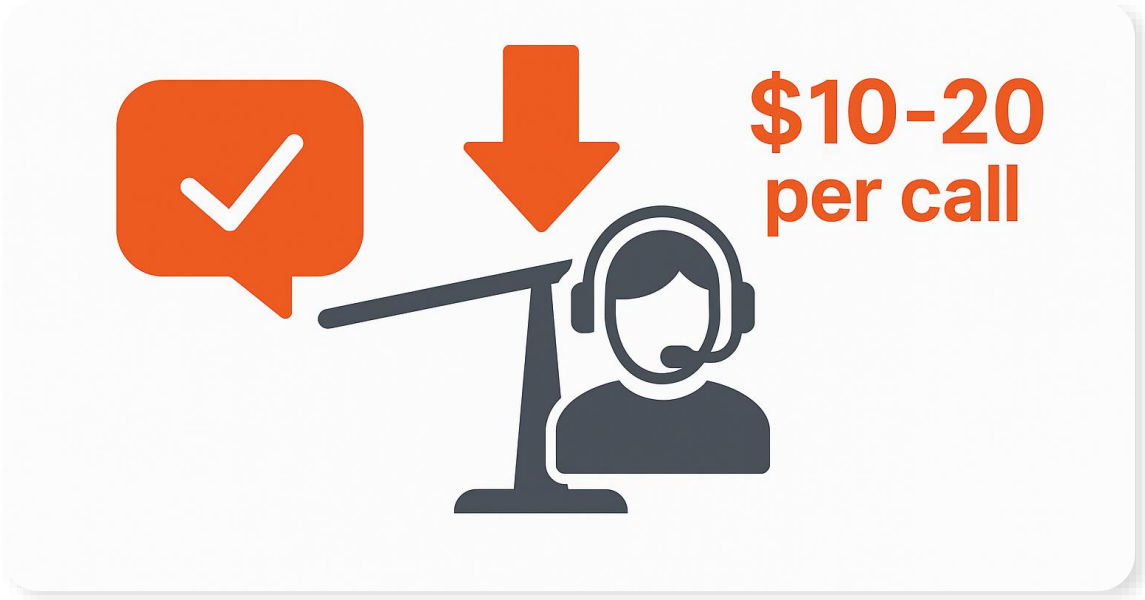
Self-Service Impact

- Patients get answers the first time
- Reduced burden on call centers
- Cost savings: $10–20 per call (industry average)



Brand Reputation Building Trust

healthcare journeys start with search

Relevance + accuracy = trust earned

Search delivers on mission and vision

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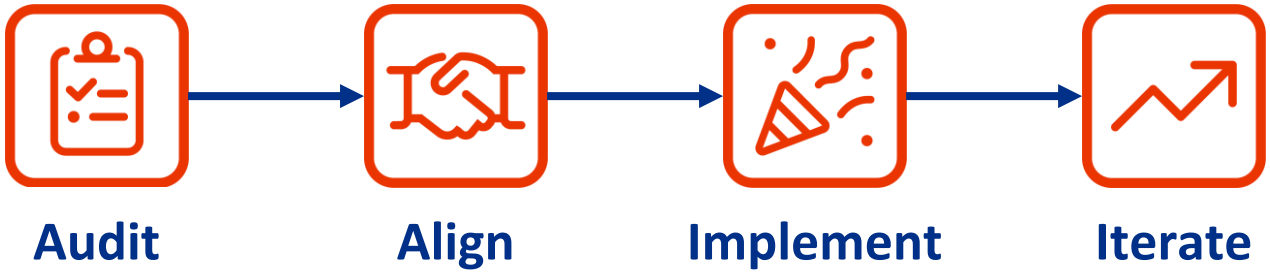
Three Key Takeaways

1. Turn search data into insights
1. Use search to drive outcomes
1. Build trust through relevant results



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Questions?

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

AHA Events

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Christopher Stallings is a healthcare product and strategy executive with over 18 years of experience leading innovation across large, complex organizations. He specializes in transforming digital assets into scalable products that improve consumer experience and drive growth.

Christopher has led digital consumer product initiatives at major nonprofit health systems, payer organizations, and global consultancies, and has also held roles in technology startups and venture capital.

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Chris Pace

SEARCHSTAX

Chris Pace is an award-winning digital marketing executive with over 20 years of healthcare experience. He is VP of Healthcare Industry at SearchStax, helping health systems and life sciences organizations modernize digital platforms and improve patient engagement through smarter search and scalable infrastructure.

Chris has previously held roles at large health systems in Arizona. He holds an MBA and BS from Arizona State University, and a passion for leveraging digital tools and AI to connect people and care.

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