

PRECONFERENCE LUNCH WORKSHOP

Healthcare's Most Overlooked Brand Channel

How Marketing Leaders Are Winning with Mobile

90 MINUTES

INTERACTIVE

EXECUTIVE-LEVEL

ABOUT THIS SESSION

Session Description

Your mobile app is one of the most frequent brand touchpoints a patient has with your health system outside of a clinical visit. Yet most systems still treat it as an IT-only project.

The marketing leaders seeing measurable results have made a different choice: **they own mobile as a brand channel.**

In this 90-minute session, a veteran healthcare CMO shares lessons from years of leading mobile patient experience initiatives at major health systems, walking through a five-step, marketing-led playbook for building and launching a branded consumer app.

Attendees can expect breakout exercises, an objectives and stakeholder workshop, and a take-home starter strategy for their organization.

Learning Objectives

- 1 Articulate why marketing is the natural owner of the mobile patient relationship, and frame that case for the C-suite.
- 2 Apply a five-step, marketing-led playbook for building and launching a branded health system mobile app.
- 3 Develop a personalized mobile strategy action plan, including how to navigate the four most common internal objections.

Mobile is an Underutilized Marketing Asset

The mobile experience is one of the most frequent, direct brand touchpoints a patient has with your health system outside a clinical visit.

67%

agree pre-appointment difficulty often sets a negative tone for the entire visit

82%

would feel more confident about the quality of care with a smoother pre-appointment experience

83%

feel like they are receiving higher quality care when arrival for an appointment is frictionless

80%

agree the first impression a provider makes happens before the visit

Source: The Harris Poll survey commissioned by Gozio Health, n=2,010, June 2026

Marketing already owns the most essential skills in building and launching the right mobile strategy for patients.

**AUDIENCE RESEARCH**

Understanding what patients want and need before the build starts

**BRAND CONSISTENCY**

One voice across ads, website, and the full mobile experience

**JOURNEY MAPPING**

Reach patients where they already are with the information that matters before, during, and after a visit

**ONGOING ENGAGEMENT**

Targeted campaigns and messaging, directly to the device they always have on them

1 Alignment to Business Objectives and Measures of Success

- Find which of your organization's goals will be impacted by a mobile strategy, outline what success looks like for each objective, and set the baseline before you launch.

1. Organization objectives: the 2–3 your org is measured on this year

e.g. patient volume growth, market share, overall patient experience

2. Department objectives: what you own, or directly move

e.g. patient acquisition and retention, brand awareness, revenue growth

2

Patient and Community Research

- Talk to your patients to understand what they really need before deciding what to build. Find the current friction and what's working well to shape the requirements.

Score your current setup for each channel, 1–5:

1 Not on radar · 2 Talked about, no plan · 3 Actively in the works · 4 Okay solution · 5 Amazing solution

1 Focus Groups

1 2 3 4 5

2 National Benchmarks

1 2 3 4 5

3 Patient Advisory Board

1 2 3 4 5

4 Journey Evidence (e.g. reviews)

1 2 3 4 5

5 Staff Feedback

1 2 3 4 5

Add it up: _____ out of 25

5–11 Needs Some Work

Real gaps — start with one channel and build.

12–18 Path to Success

Solid pieces — connect them into one practice.

19–25 Ready to Go

A strong foundation — guide the rest of the playbook with it.

3

Cross-Functional Alignment and Responsibilities

- Outline who will be on the steering committee for this project. Not just their title, but what do they actually care about that the mobile strategy will impact? What decision power do they have in this project?

Identify the top stakeholders who need a seat at the table and the business objective each cares about most:

TITLE _____ CARES ABOUT _____ DECISION POWER _____	TITLE _____ CARES ABOUT _____ DECISION POWER _____	TITLE _____ CARES ABOUT _____ DECISION POWER _____
TITLE _____ CARES ABOUT _____ DECISION POWER _____	TITLE _____ CARES ABOUT _____ DECISION POWER _____	TITLE _____ CARES ABOUT _____ DECISION POWER _____

4

Portal and Tool Integration Strategy

- Scope your current digital patient experience landscape. Which items live in your patient portal, and what other vendors/tools have you added in for additional communication, care options, AI tools, etc.?

List the EHR functions to surface, plus other tools or vendors you'd want included:

EHR Functions

e.g. scheduling, records, bill pay

Other Tools / Vendors

e.g. telehealth, wayfinding, chat

5

Launch Timing and Campaign Tactics for Adoption

- Pick a time of year where patient engagement is usually highest, activate your staff so they can point patients to the tool, and make sure you set a continuous plan, not just a one-and-done launch week campaign.

What are some campaign tactics that have been very effective with your patients/community in the past that you might want to implement during an app launch?

Common Questions & Reframes

Four questions you'll hear most often — and a starting point for answering each.

BUDGET OWNERSHIP

"Shouldn't IT fund this?"

Fund it where the outcome is measured, and we'll work together on reporting those outcomes.

ROADMAP OWNERSHIP

"Who owns the roadmap?"

It's a collaborative effort. IT owns the pipes, but marketing owns the audience and the relationship.

PORTAL OVERLAP

"Doesn't the portal already do this?"

The portal is a transactional tool. A full mobile experience will help us drive growth.

PROVING ROI

"How will you prove ROI?"

We'll anchor the value to different objectives in the organization, then set the baseline.

Five Value Pools Where Health Systems Measure Impact

One mobile program can fill more than one pool, and each carries its own metrics.



Financial

Cost reduction, revenue protection and generation, ROI realization



Operational Efficiency

Staff productivity, lighter administrative burden, streamlined workflows



Experience & Satisfaction

Loyalty and brand reputation, reflected in Press Ganey and HCAHPS scores



Clinical & Quality

Care access, adherence, and quality outcomes across the patient journey



Strategic Growth

Digital maturity, market expansion, and M&A integration

01 Map Your Objectives

List your organization's and department's top objectives, then mark which value pools a mobile app can move for each one.

Organization objectives

☐ Acquisition ☐ Retention ☐ Engagement ☐ Efficiency ☐ Revenue ☐ Brand

☐ Acquisition ☐ Retention ☐ Engagement ☐ Efficiency ☐ Revenue ☐ Brand

☐ Acquisition ☐ Retention ☐ Engagement ☐ Efficiency ☐ Revenue ☐ Brand

Department objectives

☐ Acquisition ☐ Retention ☐ Engagement ☐ Efficiency ☐ Revenue ☐ Brand

☐ Acquisition ☐ Retention ☐ Engagement ☐ Efficiency ☐ Revenue ☐ Brand

☐ Acquisition ☐ Retention ☐ Engagement ☐ Efficiency ☐ Revenue ☐ Brand

02 Session Notes & Takeaways

Capture what stands out as the session covers research, integration, launch timing, and adoption tactics.

ONE THING I'LL DO DIFFERENTLY STARTING MONDAY

03 Workshop Brain Break

Stretch your legs, then stretch your brain. Two quick puzzles before you head out.

WORD SEARCH

P	A	T	I	E	N	T	K	R	Y	W	Q	V	Z	A	A
L	A	U	N	C	H	T	B	F	G	J	K	S	W	P	D
P	A	R	K	I	N	G	H	U	V	X	Z	Q	E	P	O
M	O	B	I	L	E	S	T	K	W	J	Y	B	N	M	P
B	R	A	N	D	X	Q	V	K	T	H	F	W	G	R	T
S	H	F	W	Y	U	J	Z	Q	M	C	V	L	A	N	I
T	K	W	J	Y	B	C	X	Q	V	R	H	D	G	S	O
F	W	Y	U	J	Z	Q	M	K	T	B	S	H	E	V	N

· PATIENT

· LAUNCH

· PARKING

· MOBILE

· BRAND

· APP

· ADOPTION

· ENGAGE

WORD SCRAMBLE

TAODNIOP

AGENEG

TIAPNET

IBOMEL

NAHCLU

NARDB

Answers: ADOPTION · PATIENT · LAUNCH · ENGAGE · MOBILE · BRAND



Want to deep dive into your mobile strategy?

Scan the code above to explore our Mobile Experience Resource Hub

Or reach out to Gozio here: goziohealth.com/contact-us

Session contacts

Amy Stevens [email]

Katie Logan katie.logan@goziohealth.com

Gozio Health info@goziohealth.com