Transforming Marketing via a Growth Strategy for a Competitive Market
Today’s Presenters
Chuck Lewis
Executive VP, Chief Growth & Marketing Officer

Barbara Giletto-Patterson
VP, Enterprise Marketing & Advertising

Alison McDonough
VP, Client Development
Who we are

WHY WE EXIST

To build meaningful connections between healthcare consumers and healthcare providers by providing trusted information for all

WHAT WE BELIEVE IN

Meeting healthcare consumers where they are.
Providing access everywhere without friction.
Data preceding insight.
Accountability through measurement.
Earning loyalty repeatedly.

WHO WE WORK WITH

600+ client partners
1,000+ hospitals
Understanding Today’s Environment
Today’s Healthcare Consumers Are:

- **Informed**: 80% of consumers will choose a physician with online self-scheduling over an identical one who does not.
  
  Source: Deloitte 2014 Consumer Health Study

- **Choosy**: 65% of consumers are frequently shopping for a new physician.
  
  Source: Deloitte 2014 Consumer Health Study

- **Impatient**: 80% of consumers will choose a physician with online self-scheduling over an identical one who does not.
  
  Source: Deloitte 2014 Consumer Health Study

- **Fickle**: Only 9% of consumers would definitely follow their PCP to another practice or clinic.
  
  Source: Deloitte 2014 Consumer Health Study
and They Expect:

**Information Transparency**
Consumers are demanding access to cost, quality, availability, experience and outcomes data.

**Easy Access**
Consumers now consistently rank the ability to get an appointment quickly and at a convenient location over quality.

**Individualized Experience**
Consumers expect to interact with their physicians on their timetable and in the context of their own needs and interests.
Today’s Challenges:

Proving Value
While marketing budgets are constantly pressured, value generation can lead to increased funding if it’s verifiable to health system objectives.

Engendering Loyalty
Today’s Consumers are 61% more likely to switch providers to get an appointment quickly – plan for addressing that.

Gaining Support
Responding to “Squeaky Wheel” versus demonstrating a strategically aligned approach to achieve results that matter.
To Succeed, Deliver a Measurable, Unified Experience

Online symptom searching: Searches Google for “knee pain”

Keyword ad campaign drive to conversion-focused Campaign Site

HRA - Personalized CTA on Campaign Site for HRA completion

Email: Nurtures her through journey with relevant content and next steps based on her actions.

Online doctor search: Lands on HG.com for third-party validation, physician selection, viewing of appointment availability. Decides to call to schedule an appointment.

Predictive marketing: Direct-mail targeted communication for cross-sell of services

Appointment With doctor

Nurture email: Follow-up to confirm physician referral/selection

CRM Platform

Consumer & Patient Data, Predictive Models, Attribution & Reporting

Jefferson Health
HOME OF SIDNEY KIMMEL MEDICAL COLLEGE

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Who is Jefferson Health?
Jefferson Health

14 Hospitals

- Abington Hospital
- Abington – Lansdale Hospital
- Jefferson Bucks Hospital
- Jefferson Cherry Hill Hospital
- Jefferson Frankford Hospital
- Jefferson Hospital for Neuroscience
  - Vickie and Jack Farber Institute for Neuroscience
- Jefferson Stratford Hospital
- Jefferson Torresdale Hospital
- Jefferson Washington Township Hospital
- Magee Rehabilitation Hospital
- Methodist Hospital
- Physicians Care Surgical Hospital
- Rothman Orthopaedic Specialty Hospital
- Thomas Jefferson University Hospital
  - Sidney Kimmel Cancer Center (NCI-designated)

6,600 physicians/practitioners

7,400 nurses (full/part time)

Abington Hospital, Jefferson Hospital for Neuroscience and Thomas Jefferson University Hospital are Magnet-designated hospitals

50+ outpatient and urgent care locations

Over 4.3 million patient interactions annually

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Business Challenge
How We Made Marketing Decisions

Whack-a-mole Marketing
Previously Could Only Demonstrate Soft Metrics

- Calls
- Form fills
- Web visits
- Impressions
- Clicks
Decrease in Budget Expense
Marketing Viewed as a Cost Center
Needed to Demonstrate Value to the Organization

Increase Brand Awareness and Preference

Impact Profitable Growth
• Identify ROI that is meaningful to senior leadership
Solution
Target Patients who Need Procedures that Drive Profitable Growth

Utilizing all of the data you have to properly target, message and track efforts

Right Person
Right Message
Right Time
Eliminate Access Barriers
CEO, CFO and Clinical Leadership Buy-in
Build Awareness and Brand Benefit

Philadelphia  Montgomery County  Bucks County  South Jersey
Reality of Carrying Out Your Vision
Obtain the Right Technology

Partnership in patient acquisition and retention

- CRM
- PDC (physician search)
- OAS (online appointment scheduling)
Training and Education

Retrain Marketing Staff to Think Differently

Educate Senior Leadership
- Presidents
- Chief Financial Officer
- Chief Medical Officer
- Finance
- Service Line Leadership
Develop Process to Eliminate Barriers

Step 1
- Develop access standards across the enterprise

Step 2
- Weekly meetings with key leadership to address issues

Step 3
- Enable call center direct access to schedule appointments
Measure Success and Share ROI

Developed Dashboard to share results
Case Study

Increase Deliveries - Abington - Jefferson Health and Thomas Jefferson University Hospital

• Goal - Drive awareness and incremental business for Maternity Services as well as downstream utilization
• Eliminated access issues and set appointment standard for both hospitals
• Ongoing digital campaign including search, display and social
Case Study

Investment: $79,773
Total Patients: 131
New Patients: 45
Total Visits: 902
Attributed CM: $247,186
ROI: $2.10

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Next Steps for Jefferson Health

1. Activate online appointment scheduling
2. Integrated strategic planning process
3. Continue weekly seamless access meetings
4. Eliminate barriers
5. Track and report outcomes
Thank You
Questions?
Empowering consumers and providers to make meaningful connections confidently.