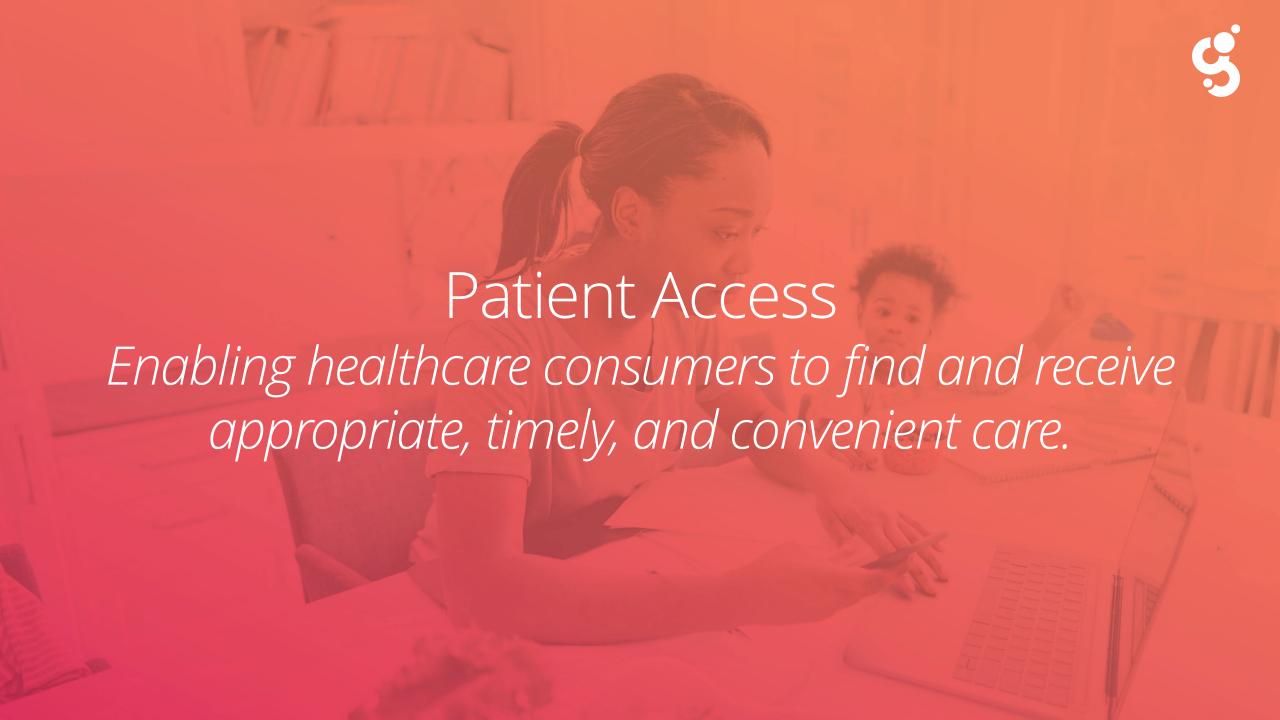
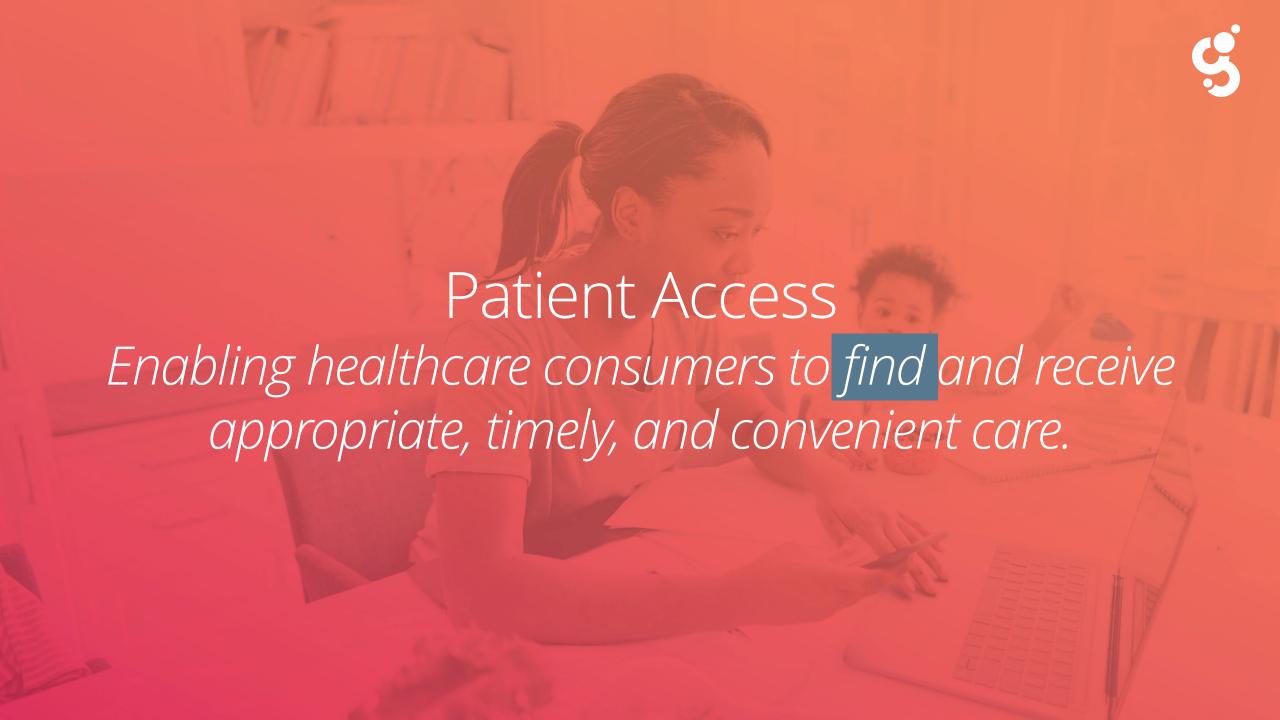


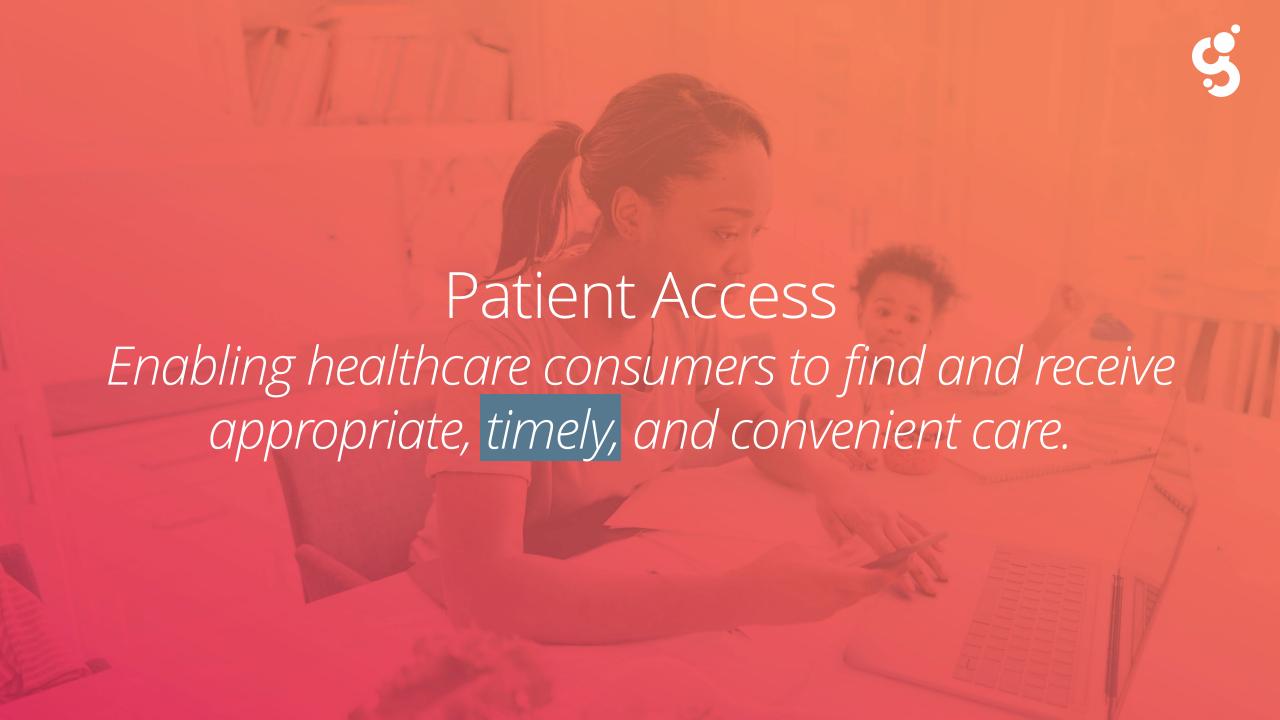
Provider Directories & Access to Care

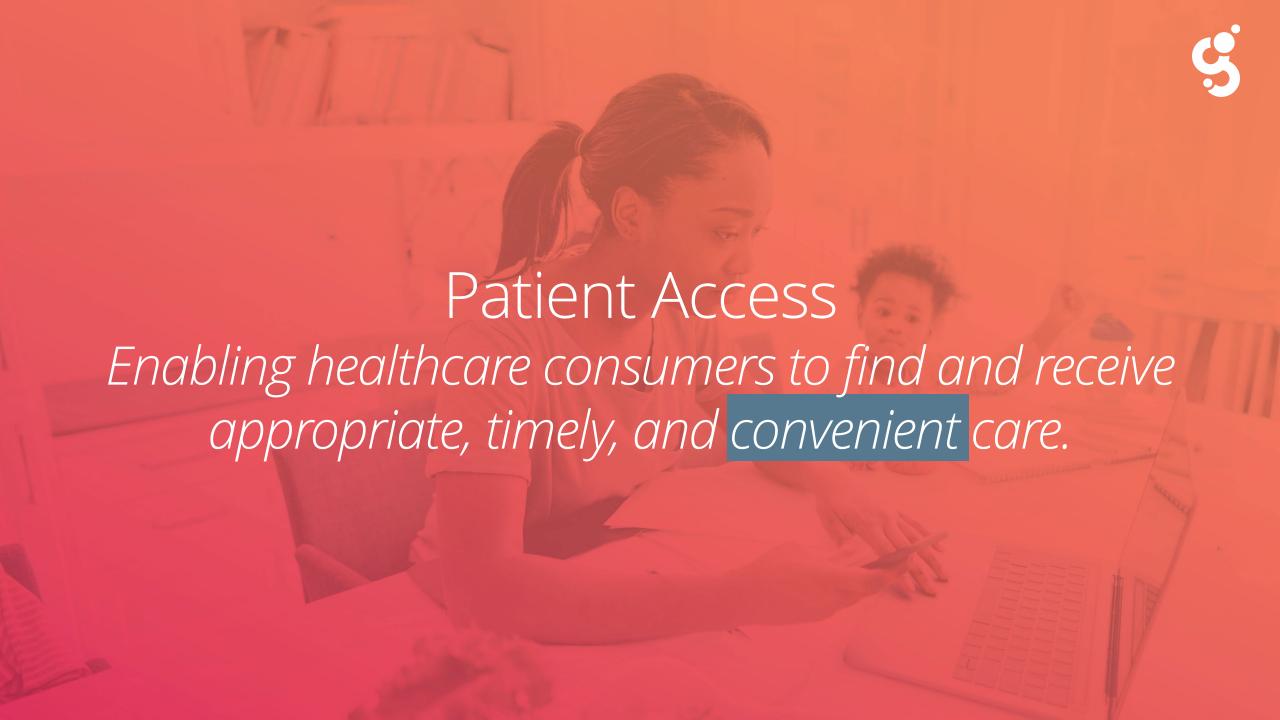














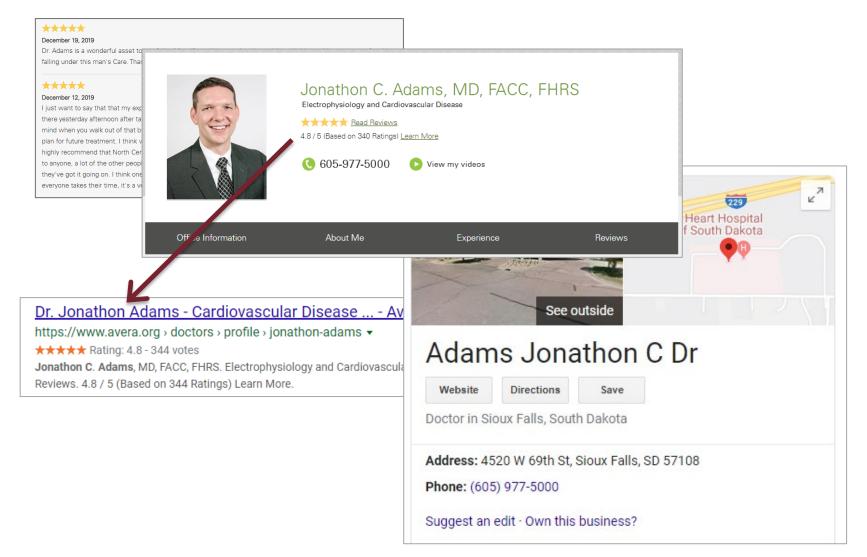
Consumer expectations vs. organizational strengths

	Our Competitive Differentiators	What Our Consumers Want
1	Quality of Clinical Outcomes	Accessibility of Care
2	Availability of Complex Care & Treatments	Consumer Experience
3	Accessibility of Care	Quality of Clinical Outcomes
4	Geographic Coverage	Value
5	Consumer Experience	Availability of Complex Care & Treatments





Transparency: Patient Experience



78% of consumers trust online reviews as much as personal recommendations.

— <u>Brightlocal</u>



Transparency: Quality



Leading healthcare organizations have worked to integrated benefit-focused quality information throughout their digital efforts.



Transparency: Price

The New Hork Tin

To Lower Costs, Trump

to Reveal Price of Care

A proposed federal rule would make hos

negotiate with insurers, allowing consur

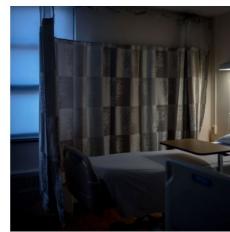
Alex M. Azar II, the secretary of health and human services, sh have been at the mercy of a shadowy system." Tom Brenner/Th

By Reed Abelson

The New York Times

Prices Secret

The administration wants to require hospitals they privately negotiate with insurers for all sor



helping consumers avoid surprise bills. Hilary Swift for The New York Time



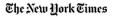
By Reed Abelson

Hospitals Sue Trump to Kee

amid the public outcry over surprise medical bi



The hospital groups argue in their lawsuit that the rule will not accomplis



The Upshot

Hospitals Sued to Keep Prices Secret. They Lost.

The decision was a victory for the Trump administration, which sees pressure from patients as a way to control health costs.

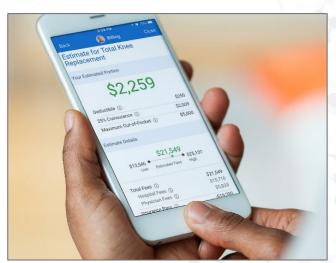
By Sarah Kliff and Margot Sanger-Katz

June 23, 2020











Access and transparency are central to the emerging competitive landscape.

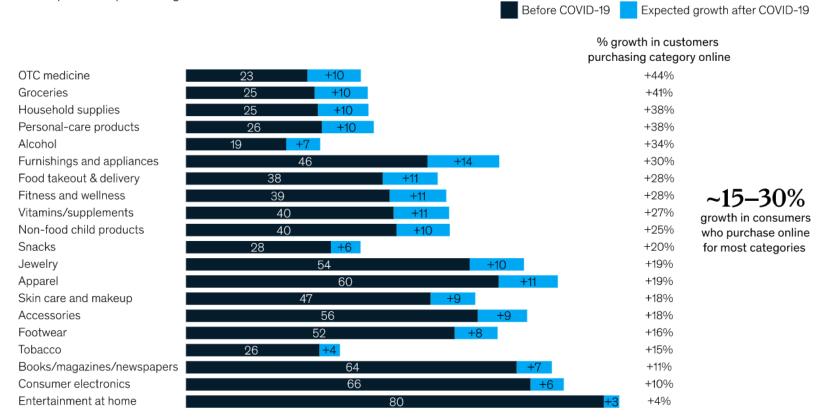




COVID-19 drives substantial growth in online purchasing







^{10:} Before the coronavirus (COVID-19) situation started, what proportion of your purchases in this category were online vs from a physical store/in person?



²Q: Once the coronavirus (COVID-19) situation has subsided, tell us what proportion of your purchases in this category you think will be online vs from a physical store/in person?

Respondents who indicated that they have not bought the category online and do not intend to do so in the next 2 weeks are classified as not purchasing online.

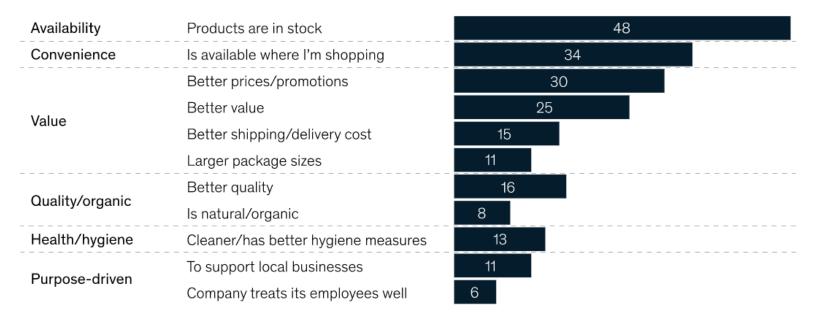
Source: McKinsey & Company COVID-19 US Consumer Pulse Survey 6/15–6/21/2020, n = 2,006, sampled and weighted to match the US general population 18+ years

Consumer loyalty during COVID-19 affected by availability, convenience, and value

Availability, convenience, and value are the strongest drivers of new brand purchases.

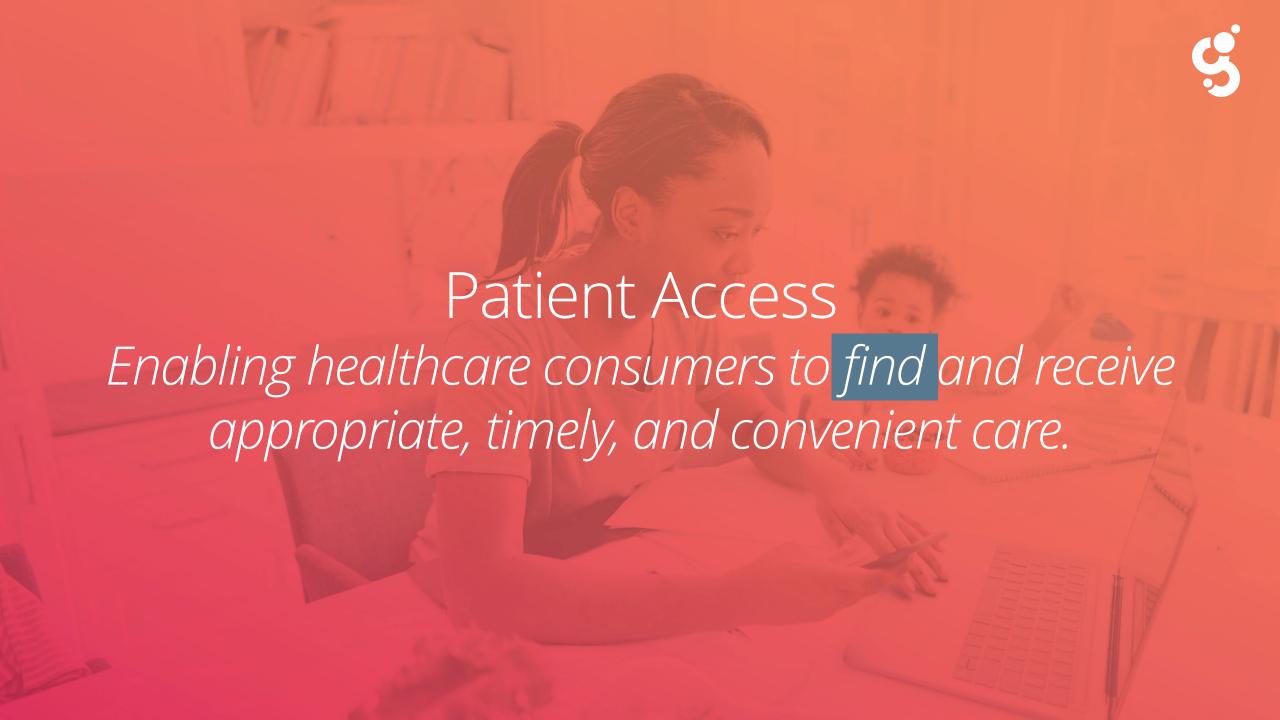
Reason for trying a new brand in the past 3 months1

% of respondents selecting reason in top 3



^{10:} You mentioned you tried a new/different brand than what you normally buy. What was the main reason that drove this decision? Select up to 3. "Brand" includes different/new brand, private-label/store brand.

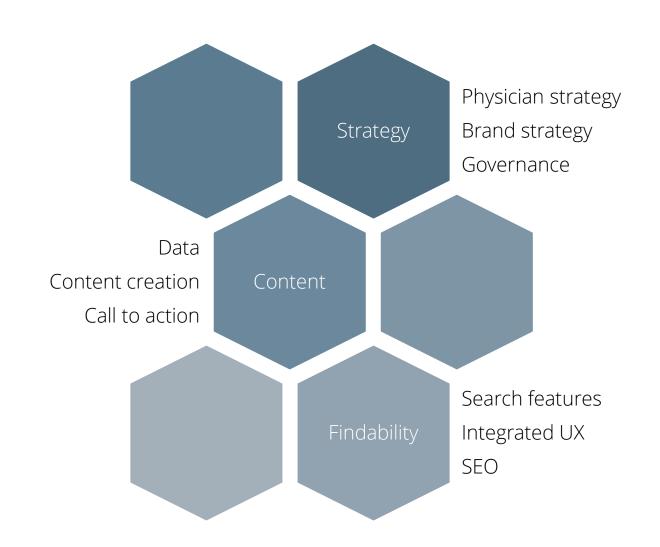
Source: McKinsey & Company COVID-19 US Consumer Pulse Survey 6/15-6/21/2020, n = 2,006, sampled and weighted to match the US general population 18+ years

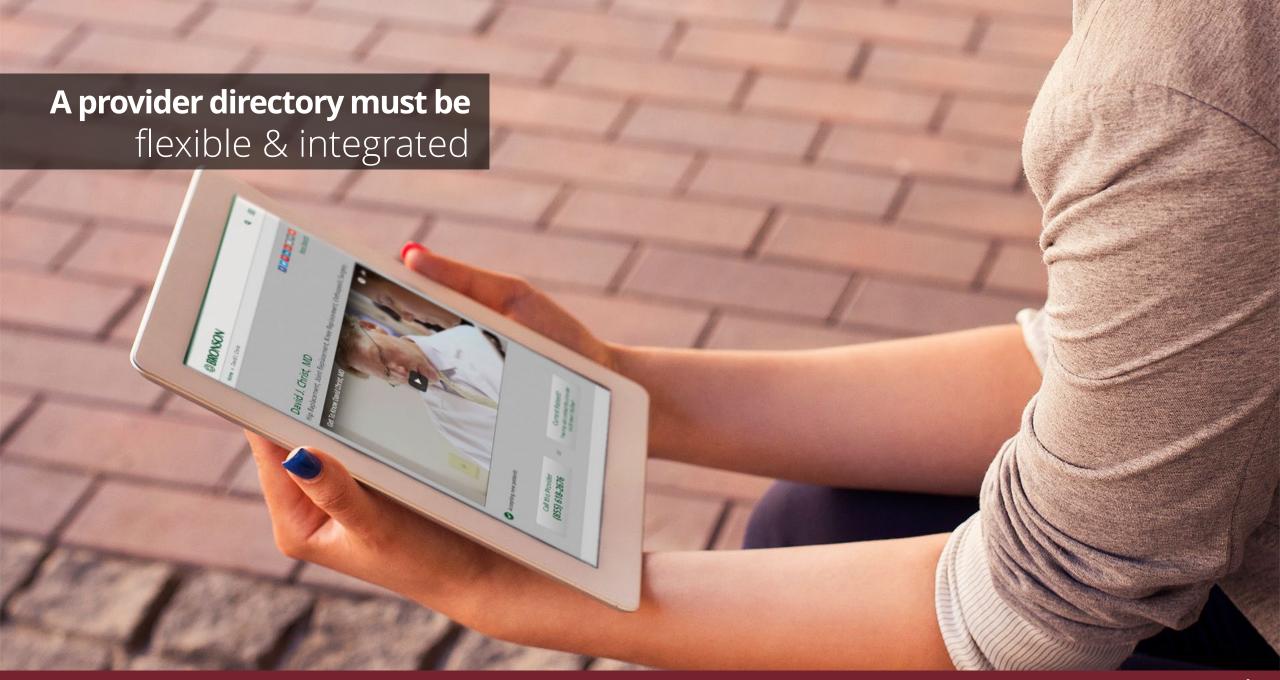


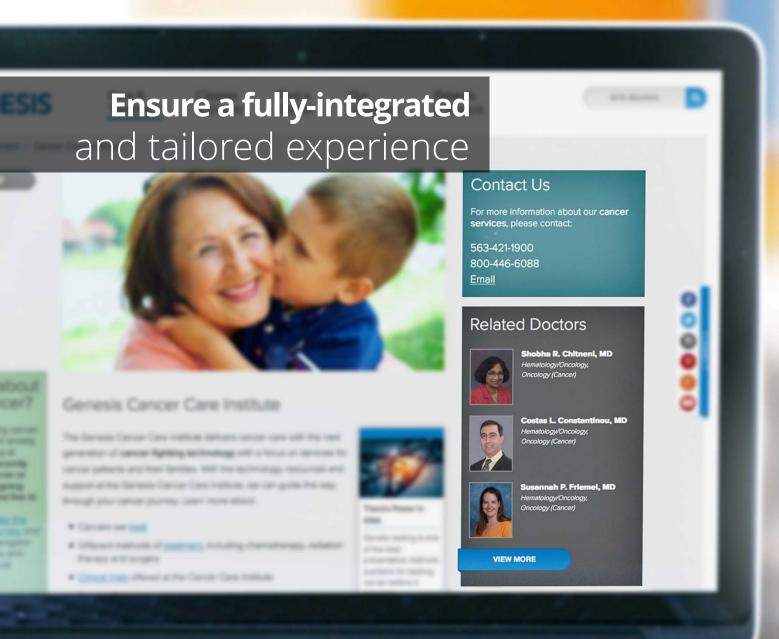


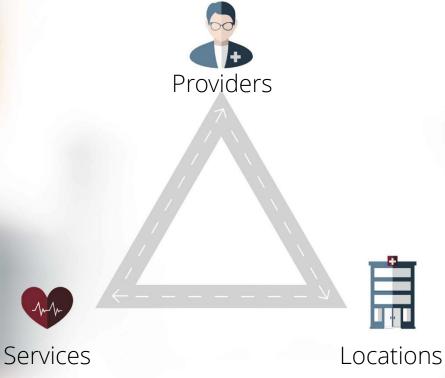


Common challenges for provider directories











How healthcare consumers evaluate providers

Qualification Criteria

- Pass/fail criteria
- Filters providers in/out of consideration

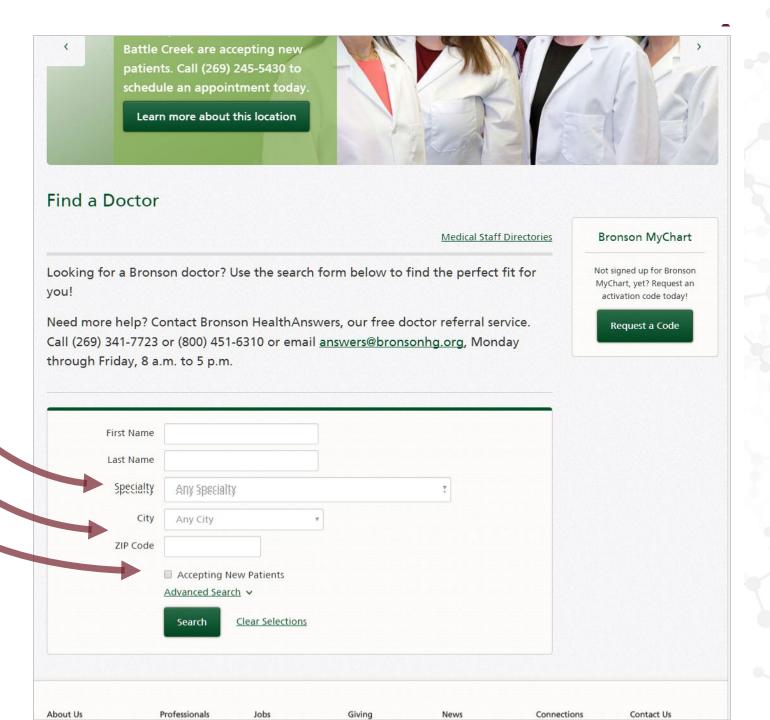
- Do they accept my insurance?
- Can I get to them?
- Are they accepting new patients?
- Can they treat my conditions?

Selection Criteria

- More nuanced evaluation
- Ranks providers according to preferences
- Will I like them?
- Do others trust them?
- Are they good?
- Are they convenient?

Address patients' needs

- Conditions
- Expertise
- Likability
- Convenience
- Endorsement
- Accessible



Find a Doctor

Careers Medical Education Research Refer a Patient MyCare.

Health & Wellness

Give Us a Call: (608) 782-7300

Our System

I am looking for...

Patients & Visitors

Q

+

Conditions

Expertise

Likability

Convenience

Endorsement

Accessible

Doctor Search Results

Care & Treatment

New Search

Print Results

(608) 775-9000

Showing 1-10 of 12

Sorted By: A-Z Z-A

Neurosurgery and Physician Assistant

Locations

La Crosse Campus

La Crosse, WI

30 Patient Experience Ratings 13 Comments



Polly A. Davenport-Fortune, MSN, NP,

Nurse Practitioner and Neurosurgery

La Crosse Campus La Crosse, WI

(608) 775-9000

30 Patient Experience Ratings

8 Comments



Jerry A. Davis, MD Neurosurgery

La Crosse Campus

4.8 out of 5

(608) 775-9000

Address patients' needs

- Conditions
- Expertise
- Likability
- Convenience
- Endorsement
- Accessible



About PIH Health | Support PIH Health | Careers | Blog

Site Search



HOME > FIND A DOCTOR > PHYSICIAN PROFILE ADVANCED





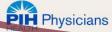
PROFILE

Ashwin P. Ashok MD

4.8 / 5 (based on 306 Reviews) View 63 Comments

MAKE AN APPOINTMENT

562.698.03



► View my video

Dr. Ashok calls medicine "a family tradition." With a father who's a surgeon and grandfather who's a physician, Dr. Ashok developed his keen interest in medical practice at a young age. He derives the most satisfaction from caring for patients with digestive and liver disorders. Trained in endoscopic treatments, he manages cirrhosis, chronic liver disease, hepatitis, inflammatory bowel disease, irritable bowel syndrome, celiac disease, GERD, and other general GI issues. Patients may be interested to know that Dr. Ashok is a lifelong UCLA Bruins and Los Angeles Lakers fan.



OFFICE INFORMATION

12291 Washington Blvd #201 Whittier, California 90606

Main: 562.698.0306 Fax: 562.789.5458

Locate on Map

HOSPITAL/GROUP AFFILIATION

PIH Health Physicians

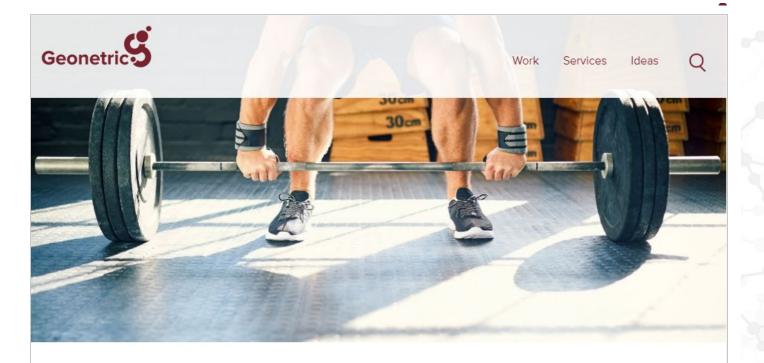
PIH Health Hospital - Whittier

Create a narrative

- Humanize the professional
- Display a sense of commitment to their work
- Help to begin a relationship with the patient

Use web writing best practices:

- Focus on the user
- Keep it simple
- Make it easy to take action



(September 6, 2017 Share

PHYSICIAN MARKETING

Write Powerful Provider Profiles

What's a top task for your website visitors? If you're like most healthcare organizations, it's finding a physician.

Your doctor directory is likely some of your website's most-visited content. Patients are hungry for information about the experts who could change their lives. Your organization is eager to connect those patients with the providers it invested in recruiting and retaining.

https://www.geonetric.com/physician-marketing/write-powerful-provider-profiles/

Meet user goals and organizational needs by writing compelling profiles





Write powerful provider profiles

Interviewing tips:

- How they approach care (Are they efficient and straightforward? Do they want to make patients feel comfortable and secure?)
- How and why they decided to enter medicine and a particular specialty
- What they find rewarding about their career
- What patients can expect during an appointment
- How the providers spend free time (e.g., with family, hobbies or community involvement, especially any activities that tie into health, wellness, or medical care)

Think beyond the bio.

✓ Videos

✓ Infographics

✓ Blog posts

✓ News articles

✓ Interviews

✓ Webinars

✓ Podcasts

- ✓ Images
- ✓ Patient stories
- ✓ Presentations

Avera Balance articles featuring Sally Williams

Natural Tools Can Stop New Aches, Chronic Pain

by Sally Williams, DO - September 14, 2017

If you've got a new ache or a chronic pain, there are many natural tools that you can try. With our...

Shelve th

by Sally Wi The holiday often come

View More

Patient Stories

"Every step was just as expected if not better"

I wanted to give my feedback for the hip replacement surgery i receive outstanding care, and i just don't know how it could have gone any be

Read this story

"I was treated with remarkable kindness during every hour of m From snow skiing to mountain biking, Mark Wrench has always had a c put on hold when he started to experience hip pain. Mark spent over t

e [...]

Read this story

"I would certainly recommend this team of experts to everyone" From weeks before my left knee surgery by Dr. David Christ I received t

PODCASTS



Wrist Injuries 3/11/2017



Common Hand Injuries 10/8/2016



March Madness: Basketbal 3/5/2016

-

Videos



Anterior Approach to Hip Replacement



Mark - Anterior Hip Replacement Testimonial



Do You Have Joint Pain? Radio Chat with Dr. David Christ

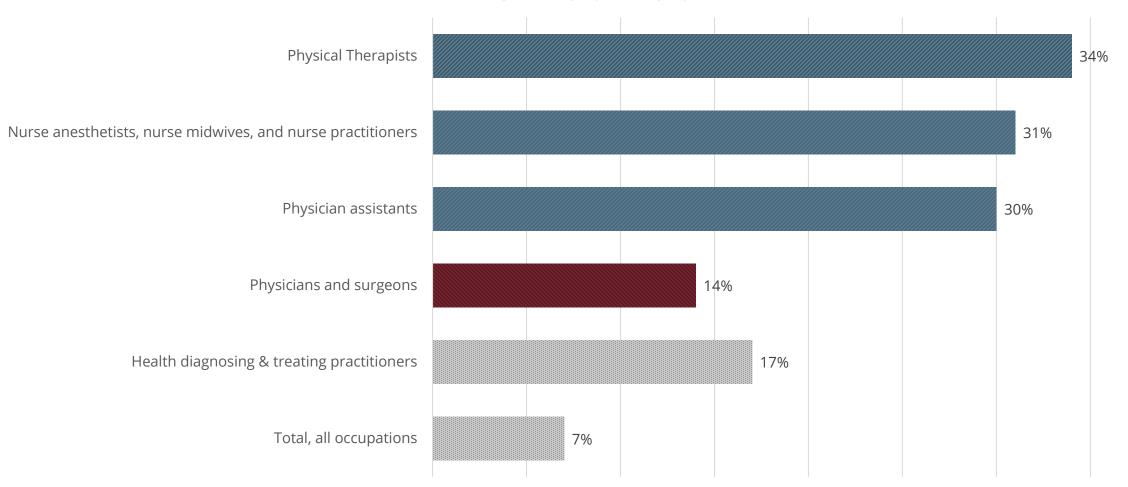


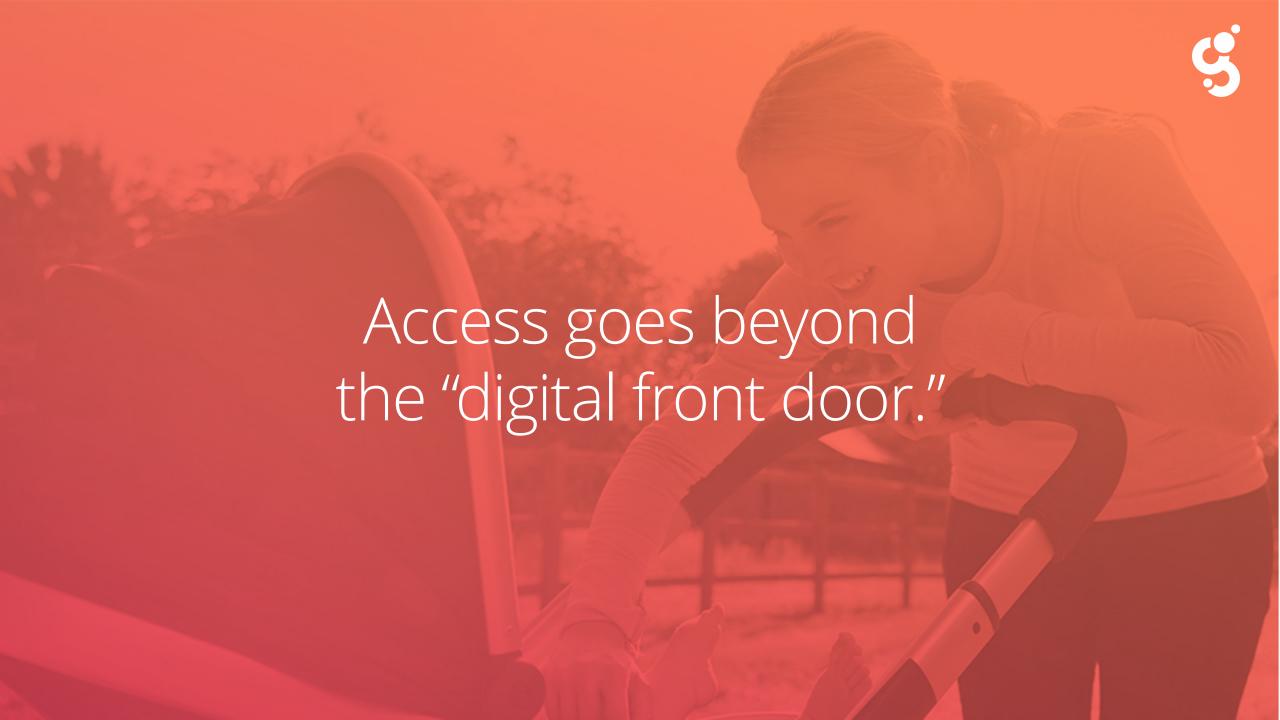
Anterior Hip Replacement Surgery Radio Chat with Dr. David Christ

Who is a "provider"?

Significant growth expected for other types of clinicians

Percent change in employment, projected 2014-24







Over half of Google searches now end without a click.

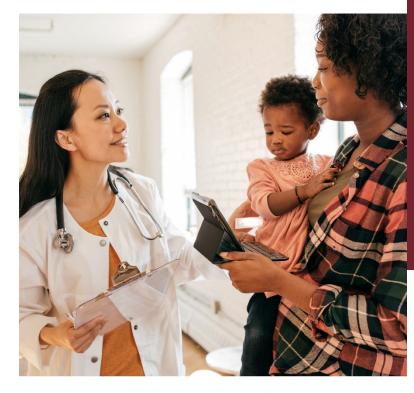
Zero-click searches must be part of your SEO strategy.

White Paper

Choosing the Right Healthcare Provider Directory Software

Available for download at geonetric.com/provider

WHITE PAPER



Choosing the Right Healthcare Provider Directory Software

Seven Essential Features Healthcare Marketers Should Look for in a Provider Directory





Patient Access

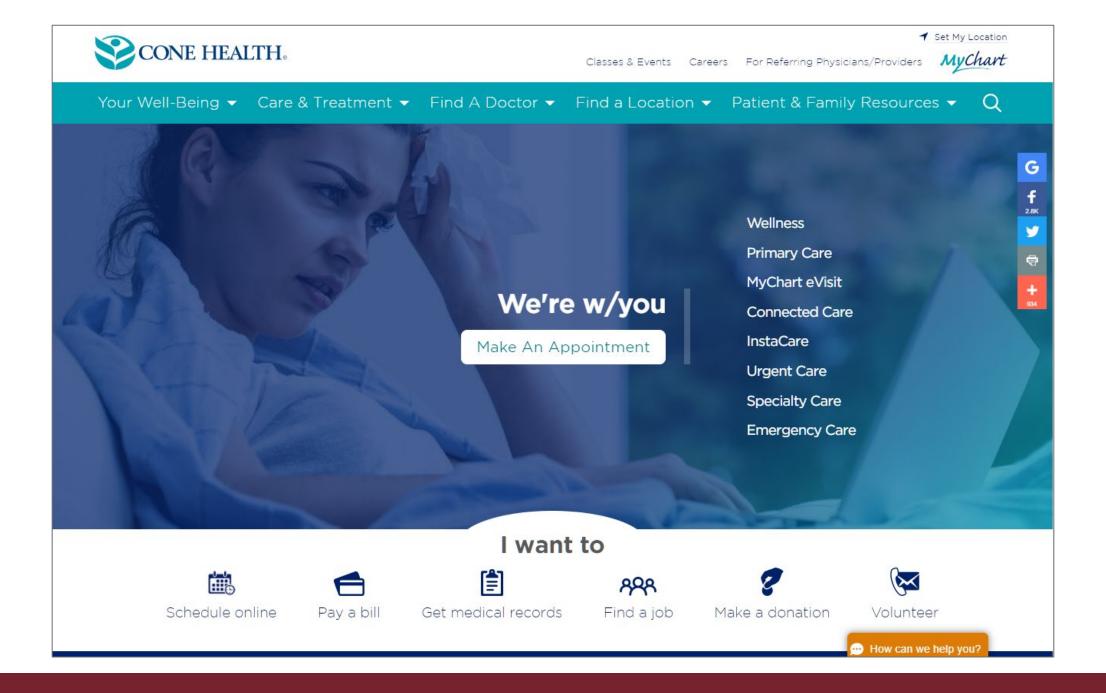
Enabling healthcare consumers to find and receive appropriate, timely, and convenient care.

Level of care

Process

Clinical fit

Financial fit



I want to ①

Make An Appointment

W/You - Wherever You Are

Save time and money by choosing the right place for your care. Schedule your appointment online to access convenient, affordable and high quality health care whenever you need.







your family.

Primary Care

Schedule with a primary care provider for preventative care, general health concerns and referrals to specialists.

Time: 60 minutes

Cost: \$

Who: All ages

What: Conditions Treated

How: In-Office. Phone or Video

Schedule Today

MyChart e-Visit

Complete a brief online questionnaire and receive a care plan from an e-visit provider within 1 hour. Available 8AM to 8PM.

Cone Health offers both in-office and virtual care options for many of our services. We are happy to assist in finding the right care option for you and

Time: Varies

Cost: \$ (COVID-19 e-Visits Free)

Who: Ages 18 years and up What: Conditions Treated

How: Online Form

Start an e-Visit

Connected Care

Pay a flat fee to connect with a boardcertified provider on your smartphone, tablet or computer. Available 24/7.

Time: 20 minutes

Cost: \$ (no insurance filed)

Who: All ages

What: Conditions Treated

How: Phone or Video

Start Phone/Video Visit



Instacare



Tigent Care



Emergency Care



How can we help you?





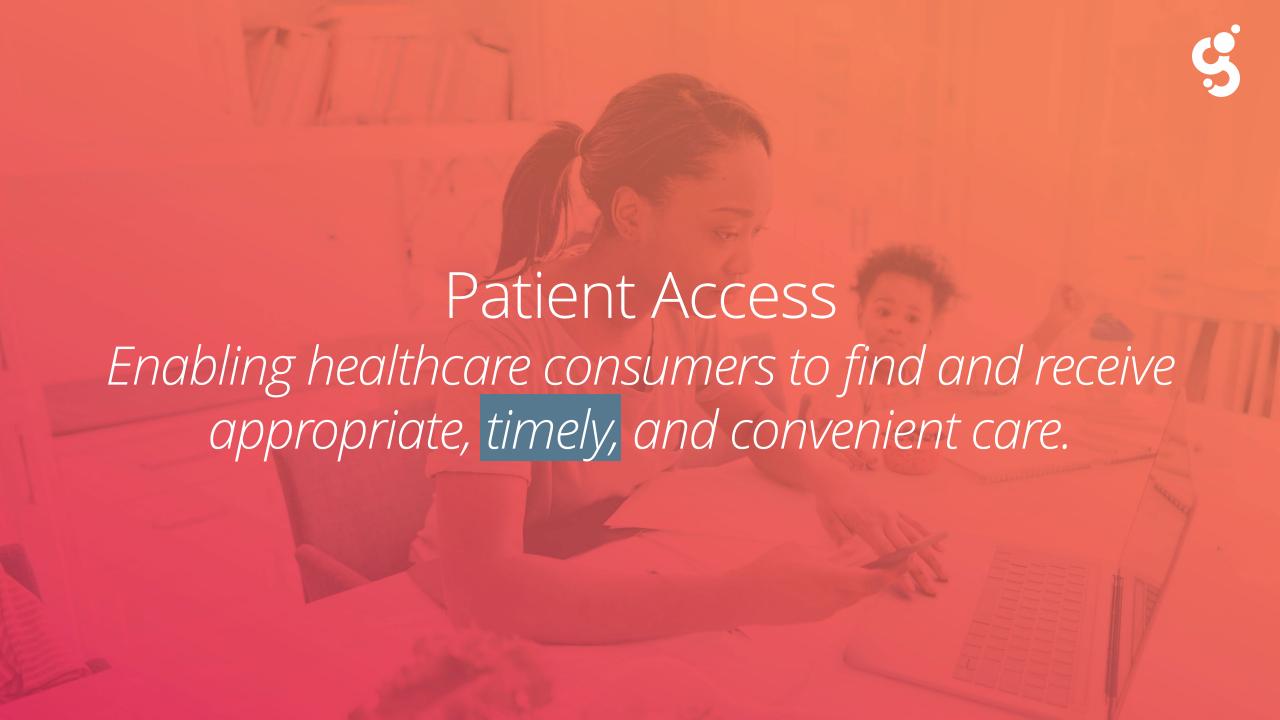


Appointment requests & care navigation

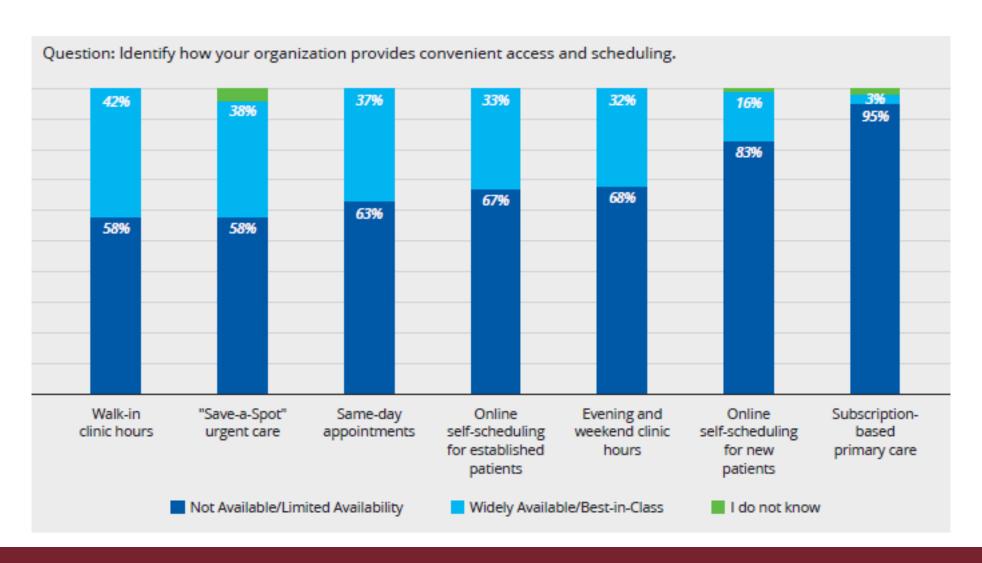
CAPE COD HEALTHCARE	Medical Services Find a Doctor Find a Location Wellness Wise Patients & Visitors
	COVID 19 Coronavirus Updates: Resuming Care, Expanded Testing and Resources
Home → Medical Services → Appointment Request	
Medical Services	Request an Appointment Required fields are marked with *
Prefer to call? To schedule an appointment by phone, call: 508-957-1700 for Cuda Women's Health Center in Hyannis or Fontaine Outpatient Center in Harwich 1-877-224-2009 for Seifer Women's Health and Imaging Center in Falmouth	Please fill out this form to request a routine screening mammogram or bone density test. A member of our staff will contact you to confirm your appointment. Please do not use this form to cancel or reschedule an existing appointment. Thank you! First Name:*
	Last Name:*
	Date of Birth:* MM/DD/YYYY
	Email:*
	Preferred Phone Number:* 999-9999
	Preferred Day(s) of the Week:*
	□ Monday □ Tuesday □ Wednesday □ Thursday □ Friday Select one or more days which work best for you.
	Preferred Time of Day:* □ Early Morning □ Late Morning □ Early Afternoon □ Late Afternoon
	Select one or more times which work best for you.

Online forms and workflows can support a wide variety of needs for care navigation – closing the user experience gap.



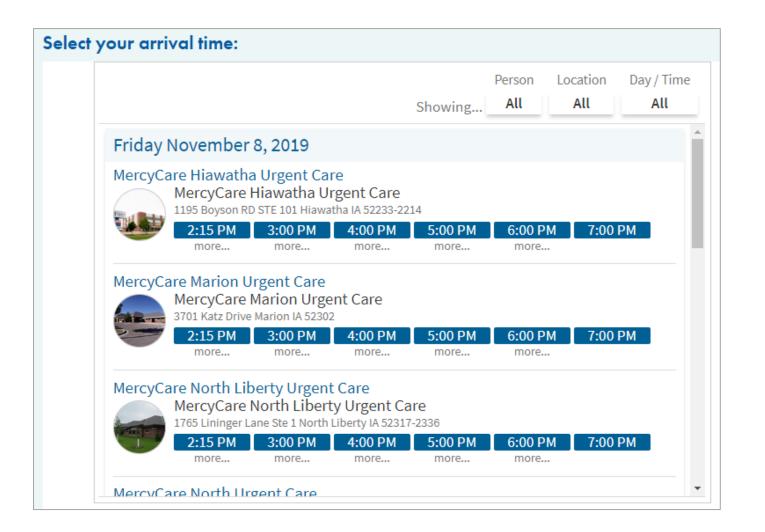


Access options in the market





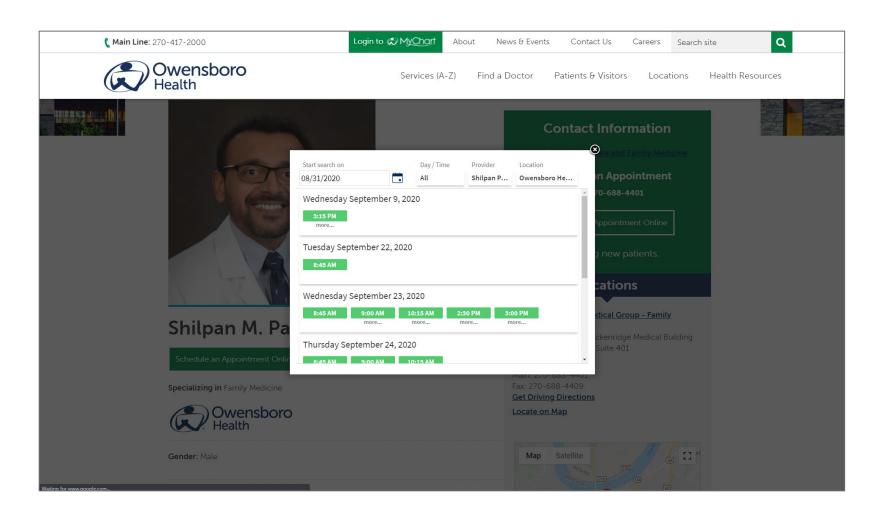
"Save-a-Spot" & Wait Times





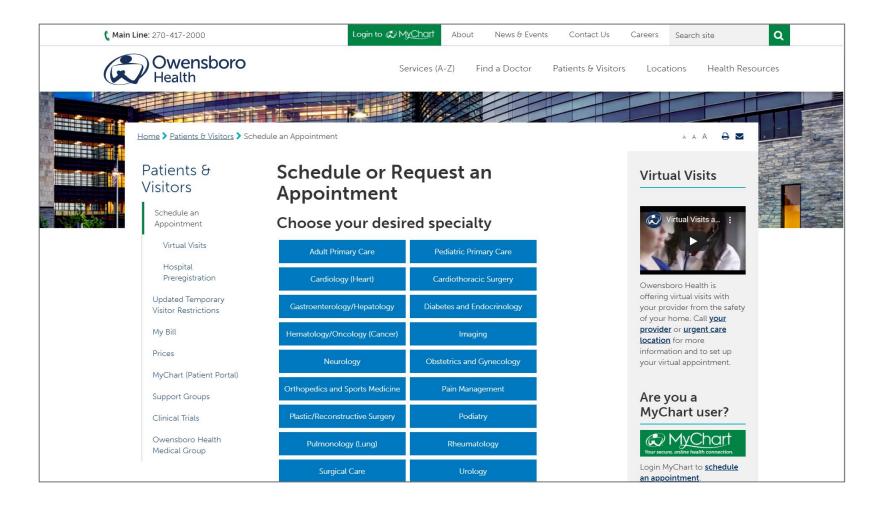


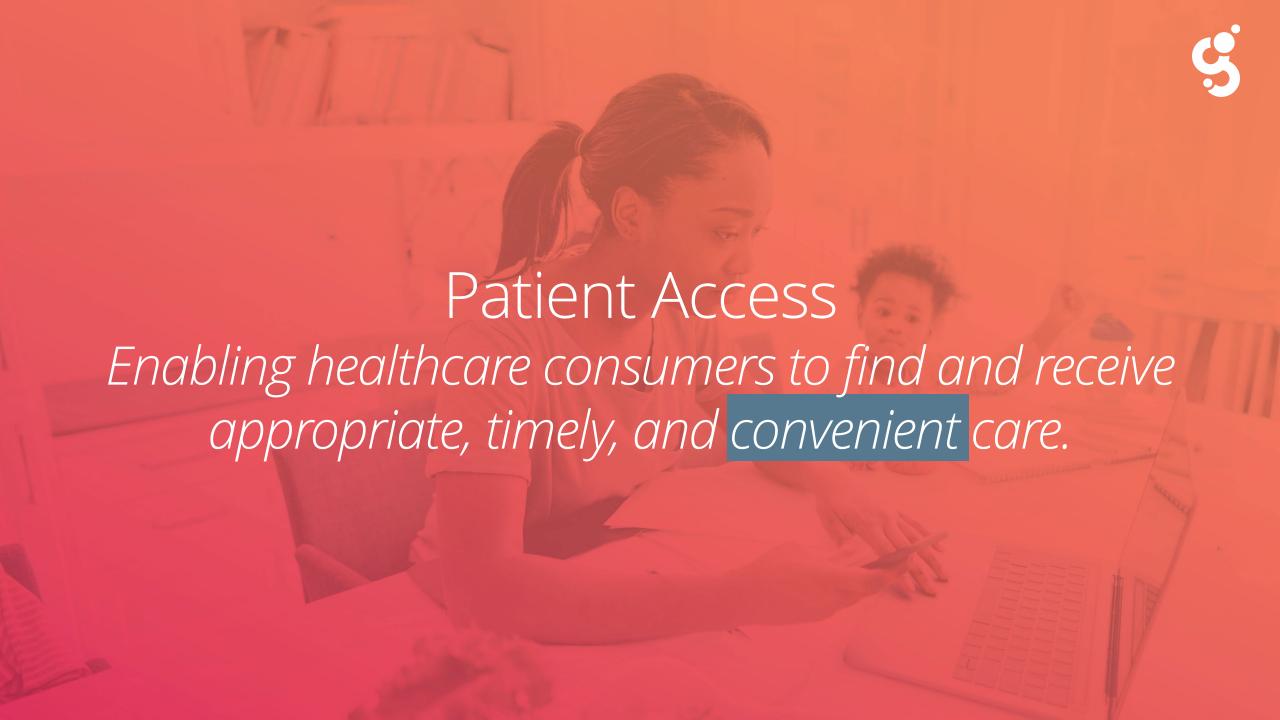
Direct appointment scheduling with providers

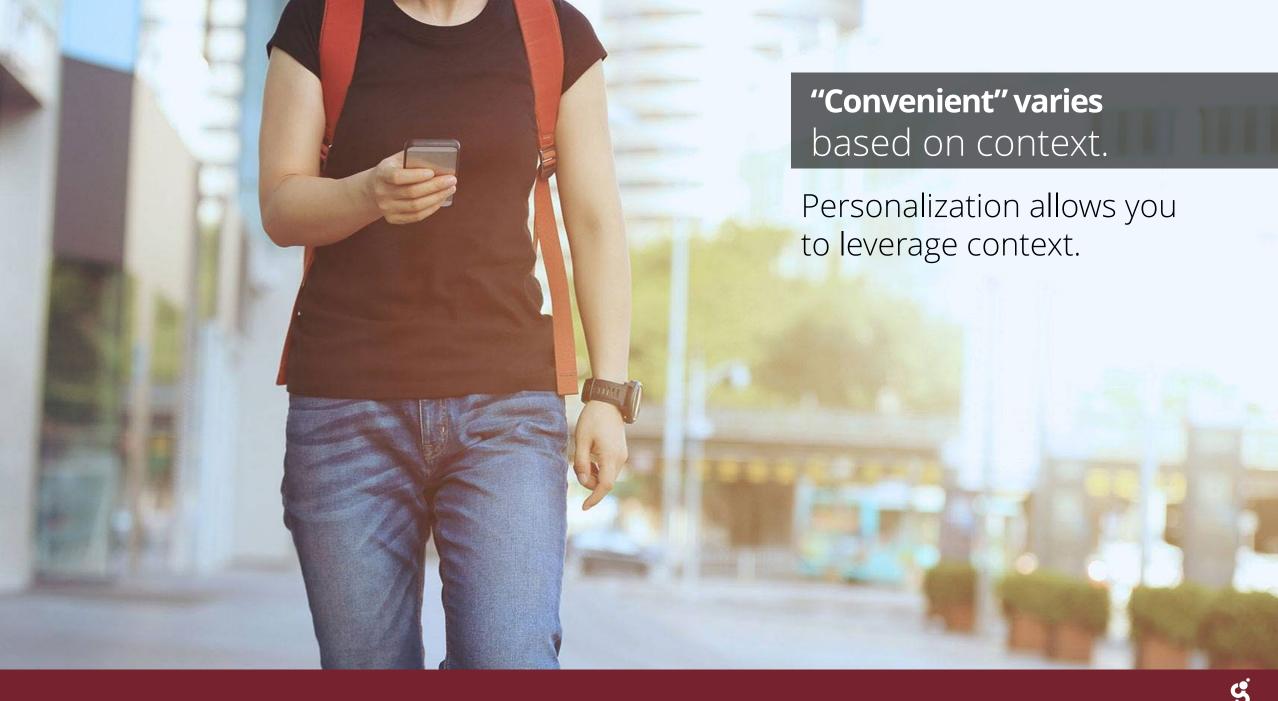




Navigating direct scheduling by service or specialty

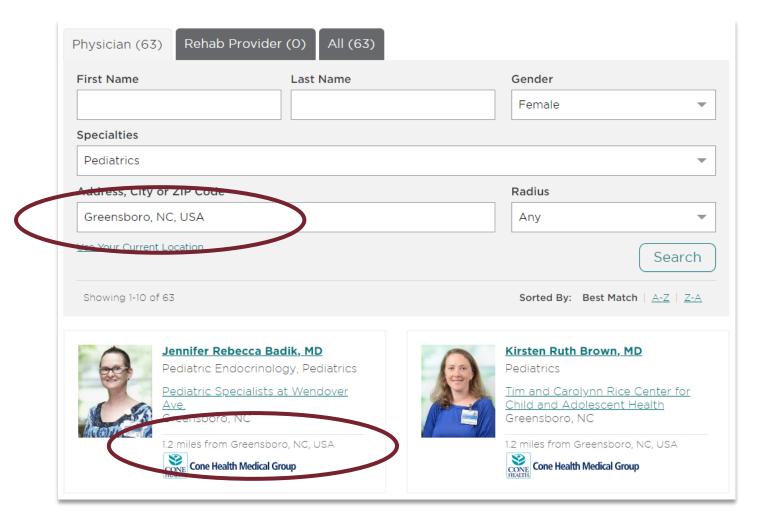








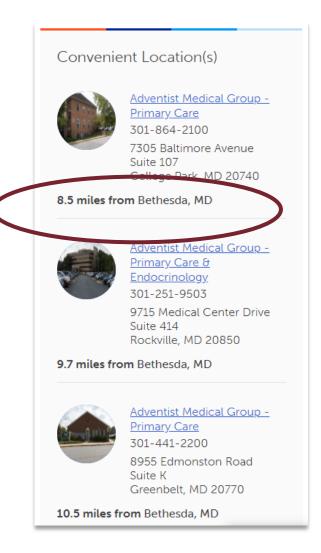
Geographic personalization works to highlight convenience

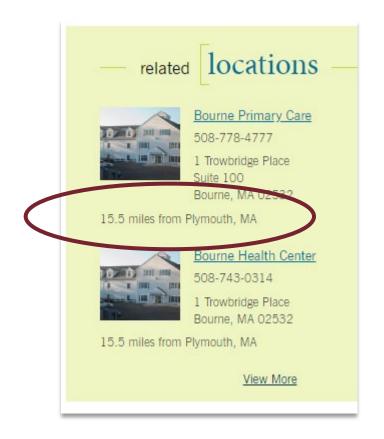


Provider and location directories in VitalSite use the consumer's location to provide relevant search results

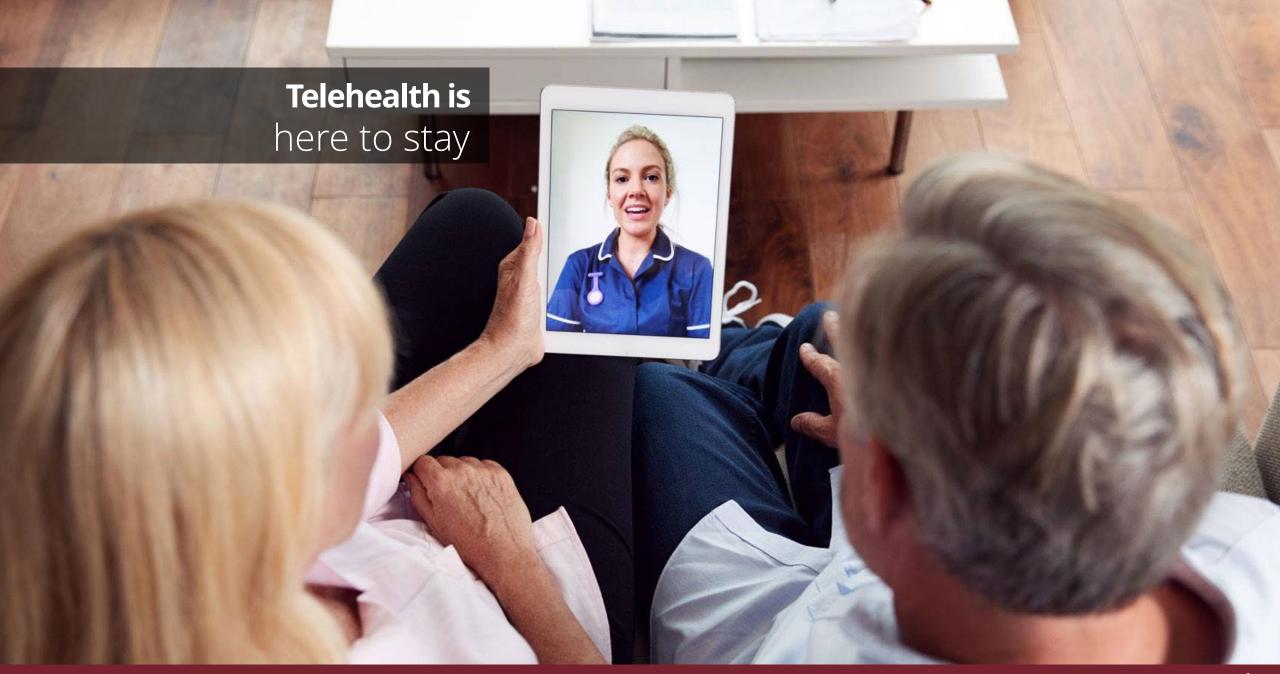


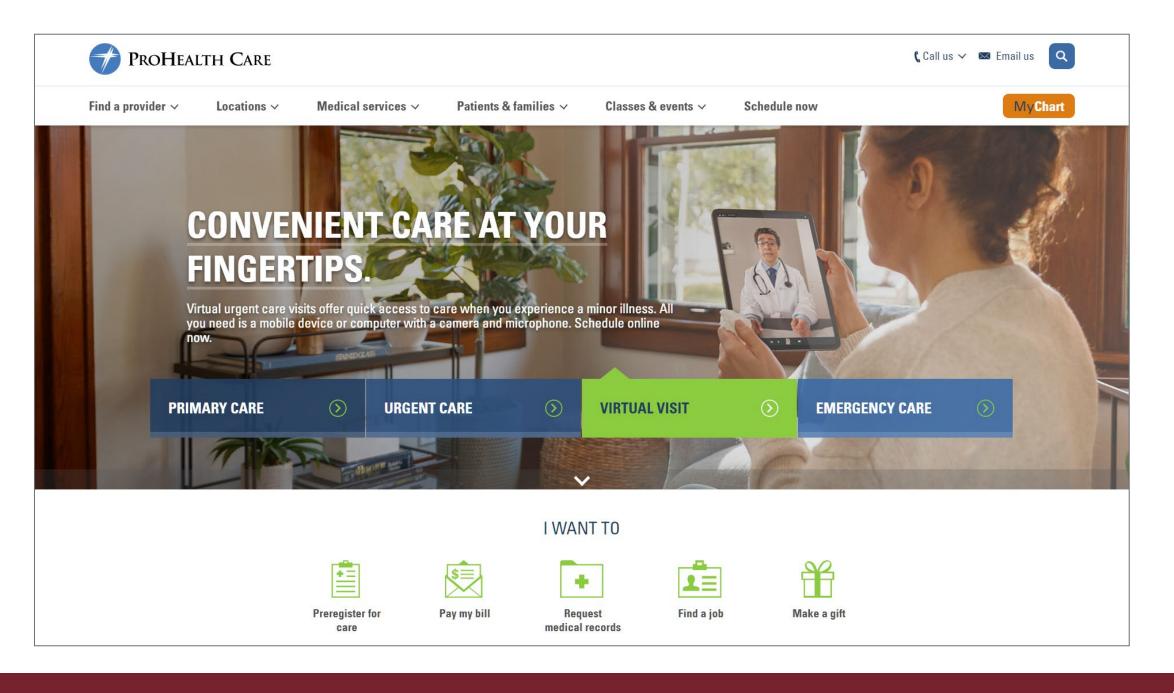
Personalization prioritizes relevant, convenient options





Geographic personalization customizes VitalSite's SmartPanels, highlighting providers and locations "nearest me"





VIRTUAL URGENT CARE VISITS

With virtual urgent care, you can get same-day or next-day care from a ProHealth Care provider for minor illnesses without traveling or spending time in a waiting room. You do not need to be a ProHealth patient to receive care, but you do need to be located in Wisconsin.

What is a virtual urgent care visit?

Virtual or video visits are designed to offer an affordable option to in-person care for anyone age 6 and older. To take advantage of the service, you need to be located in Wisconsin and have a mobile device or computer with a microphone and a front-facing camera, and a ProHealth MyChart account. If you do not have a MyChart account you can quickly set one up when you schedule an appointment. The software will allow you and your ProHealth provider to see and hear each other throughout the visit.

Requirements:

- Located in Wisconsin
- Age 6 or older
- 15 to 30 minutes to complete online forms prior to appointment

Pay \$45 at the time of my visit

Bill my health insurance plan

Insurance deductibles and co-pays vary by insurance plan. Check with your employer or insurance company to confirm coverage.

ProHealth Minute: Virtual urgent care visits Watch later Share

Appointments are available

Monday through Friday 8 a.m. to 8 p.m.

Saturday & Sunday 8:30 a.m. to 4 p.m.

Labor Day Closed

If you need medical assistance when virtual urgent care is closed, visit one of our

emergency departments in

Mukwonago, Oconomowoc or Waukesha.

VIRTUAL URGENT CARE VISITS TREAT COMMON CONDITIONS

Choose virtual urgent care when

