

Time for a New Web Partner: Planning for Change

70+

Clients

Trusted by the top
health systems and
hospitals

500+

Digital Experiences

Delivering meaningful and
compelling user-focused design
and development

20+

Years

Dedication to the
healthcare industry

Our Services



Digital Strategy



User Experience
& Design



Content Management
Systems



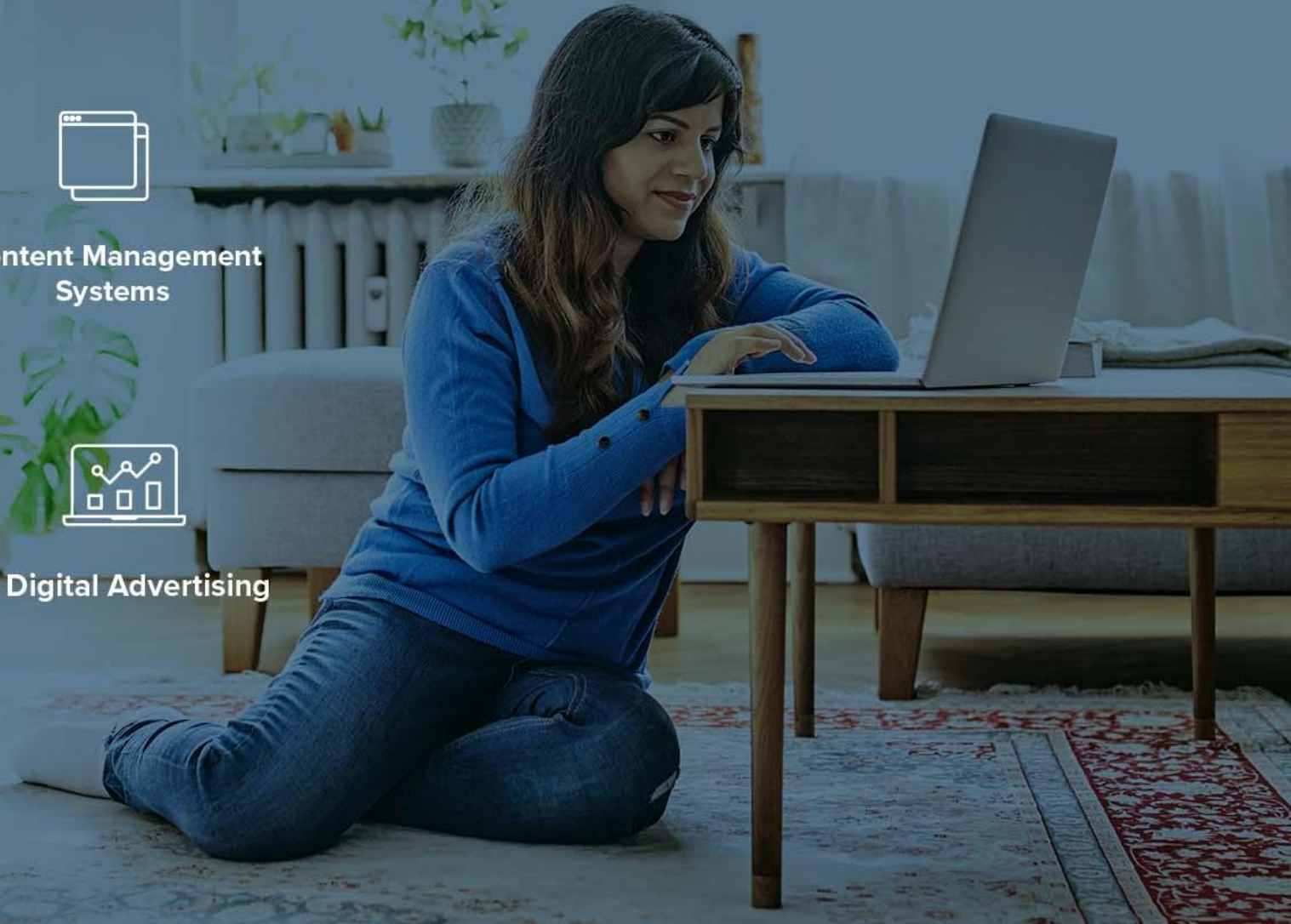
Content Services



Search Engine
Optimization



Digital Advertising







Webinar Best Practices

Speakerphone tip

Mute your microphone for best audio quality.

Have questions?

We'll try to answer as many as possible. Enter them in the Q&A field.

We love feedback

Please complete the survey at the end of the webinar.

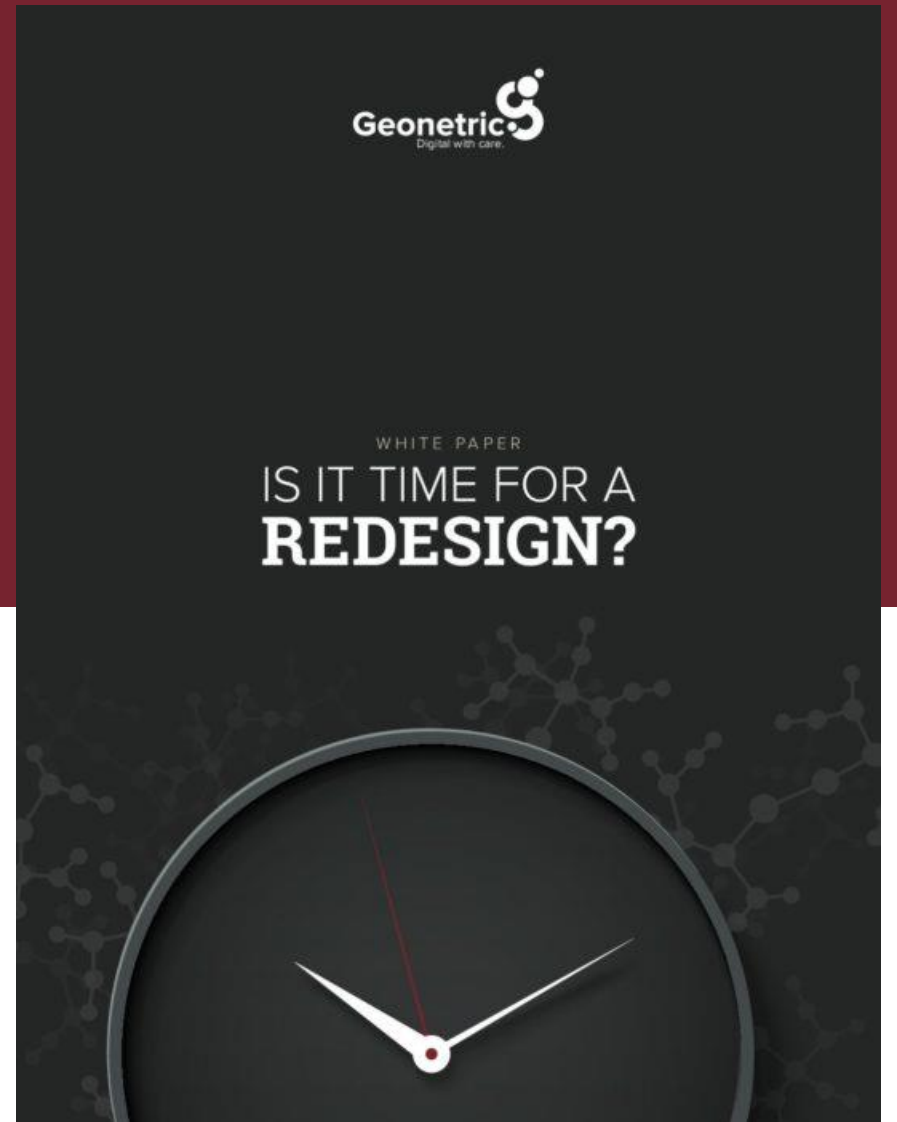
We're recording

Video of today's webinar will be posted on geonetrix.com in the Ideas section.

White Paper

Is It Time For A Redesign?

geonetric.com/redesign



Today's Presenters



Ben Dillon

Chief Strategy Officer



Time for a New Web Partner: Planning for Change

The Plan for Today



- The growing role for digital in healthcare
- An industry perspective
- Evaluating if it's time to...
 - Redesign
 - Replatform
 - Find a new partner
- Planning for long-term success
- Q&A



A new dawn for digital in healthcare



Consumer Expectations Changing

- Online ordering
- Contactless delivery/pickup
- Contactless payment
- Home delivery
- Teleconferenced person-to-person interaction
- Remote working
- Greater flexibility
- Preferential paid subscription relationships



Rapidly Expanding Care Options for Consumers

- Stand alone urgent care
- Concierge medicine (MDVIP, PartnerMD)
- Other primary care startups (One Medical)
- Walmart clinics
- Amazon pharmacy
- Virtual care providers



Healthcare Innovates in Digital

- Marketing got its seat at the table during the pandemic
- Digital was key to pandemic communications
- The pressure is on to innovate

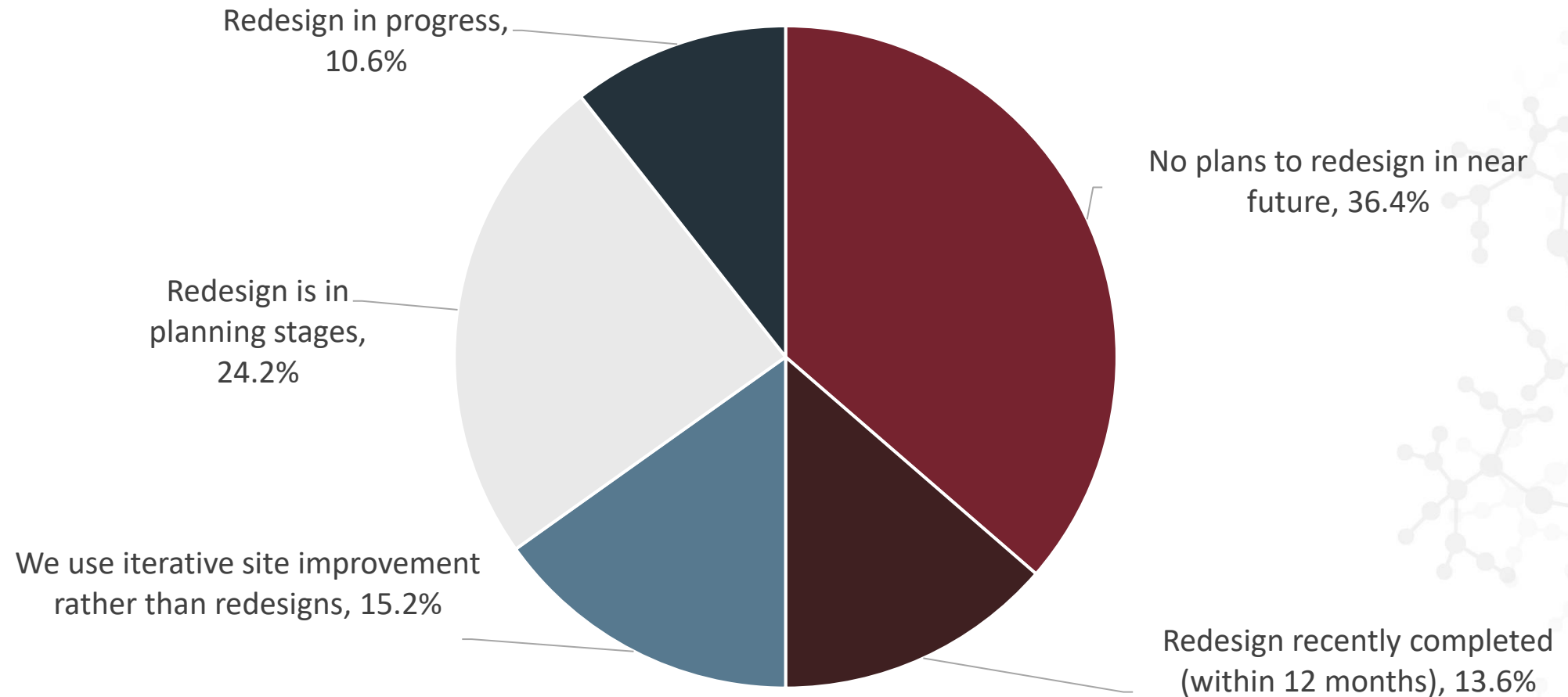




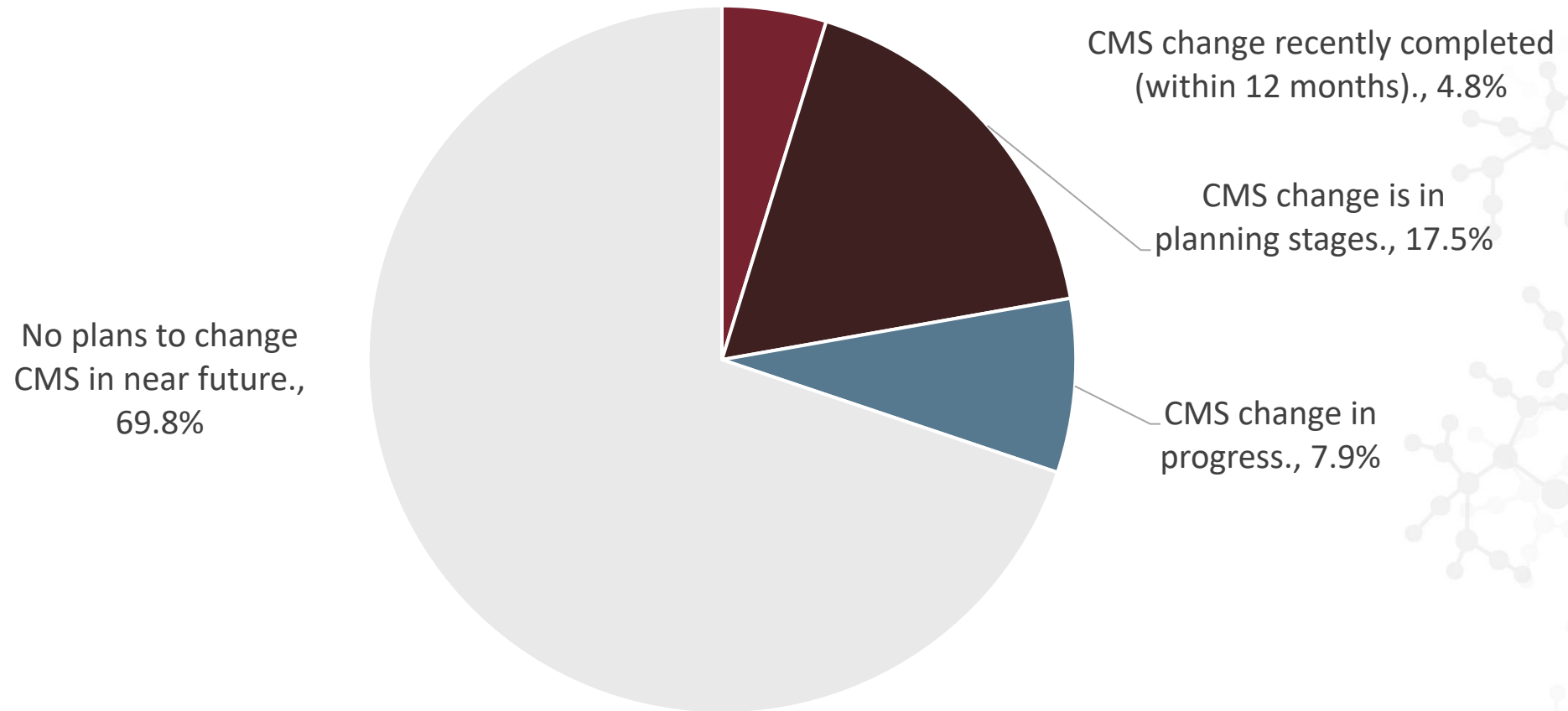
A broader industry perspective



Redesign Plans



Replatforming Plans





Planned Redesign vs. Planned CMS Change					
	No plans to redesign in near future	Redesign recently completed	We use iterative site improvement	Redesign is in planning stages	Redesign in progress
No plans to change CMS in near future	100%	44%	88%	36%	43%
CMS change recently completed	0%	33%	0%	0%	0%
CMS change is in planning stages	0%	22%	0%	57%	14%
CMS change in progress	0%	0%	13%	7%	43%



When is it time to redesign?



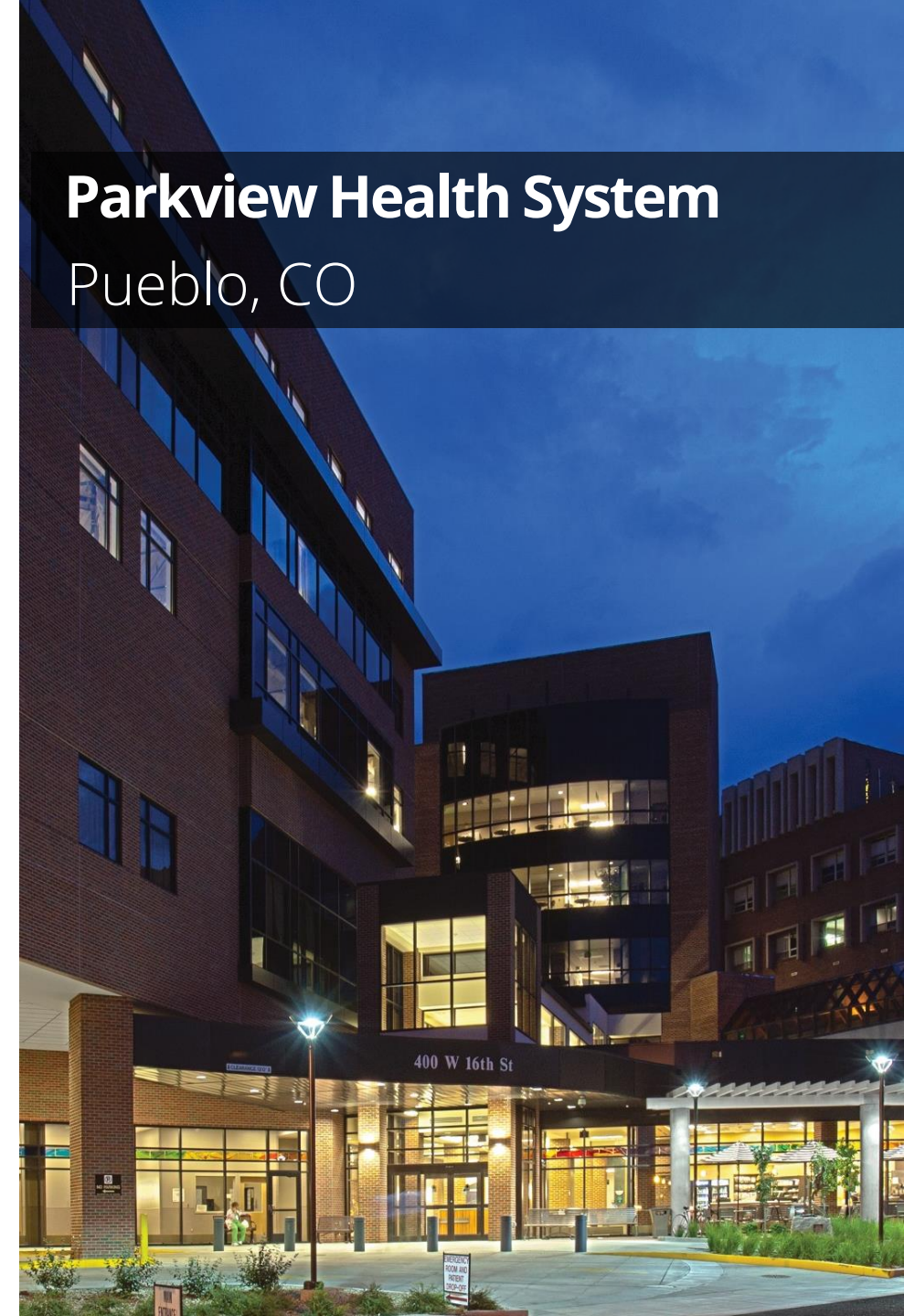


Changes in your business strategy

Business strategy

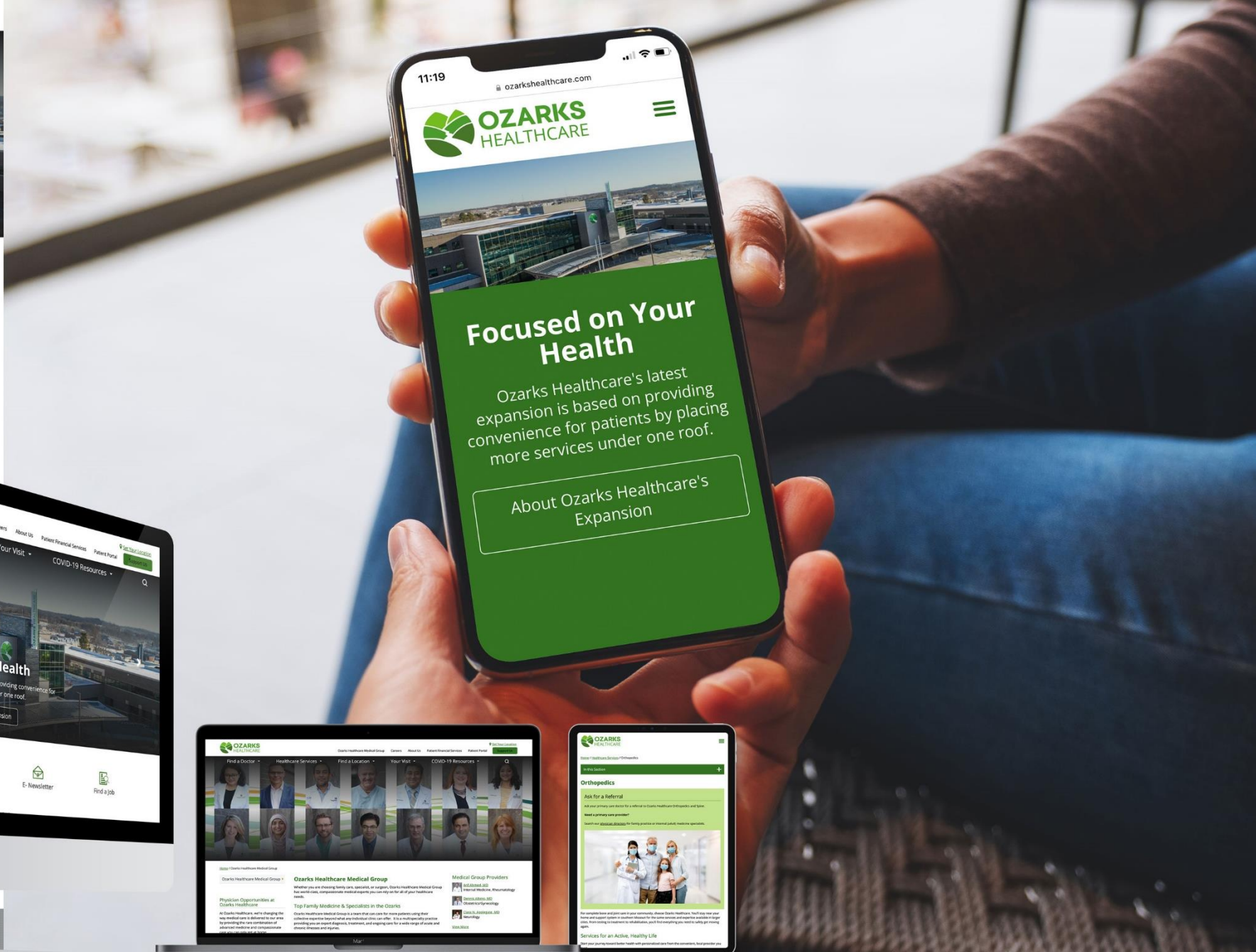
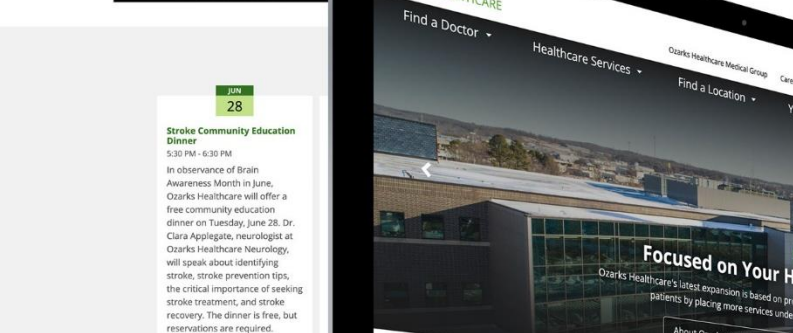
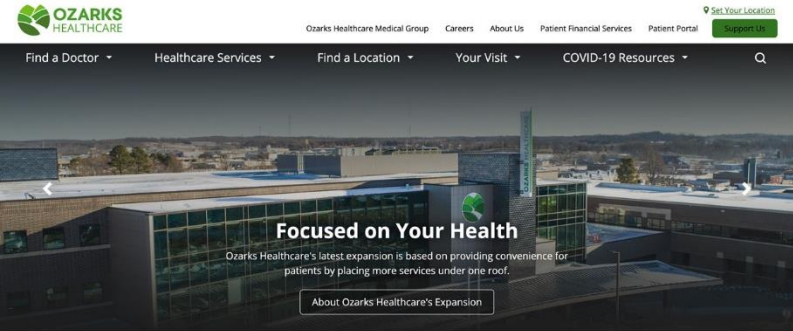
- Acquire new patients through competitive advantage
- Keep care local and show benefits and strength of Parkview
- Reflect new branding

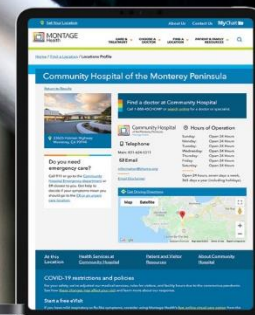
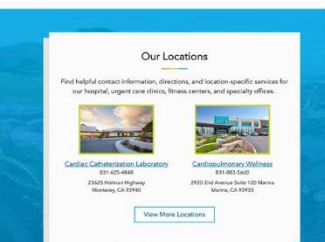
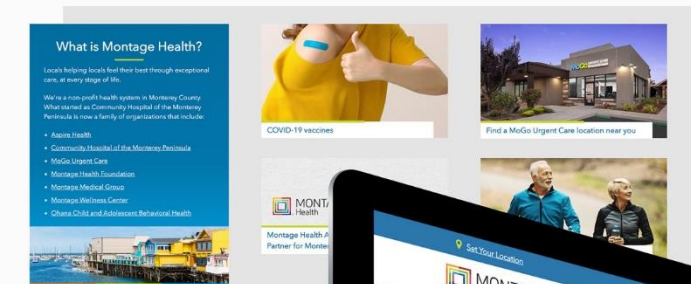
Parkview Health System
Pueblo, CO





Your digital experience no longer
accurately reflects your brand's identity
and real-world structure



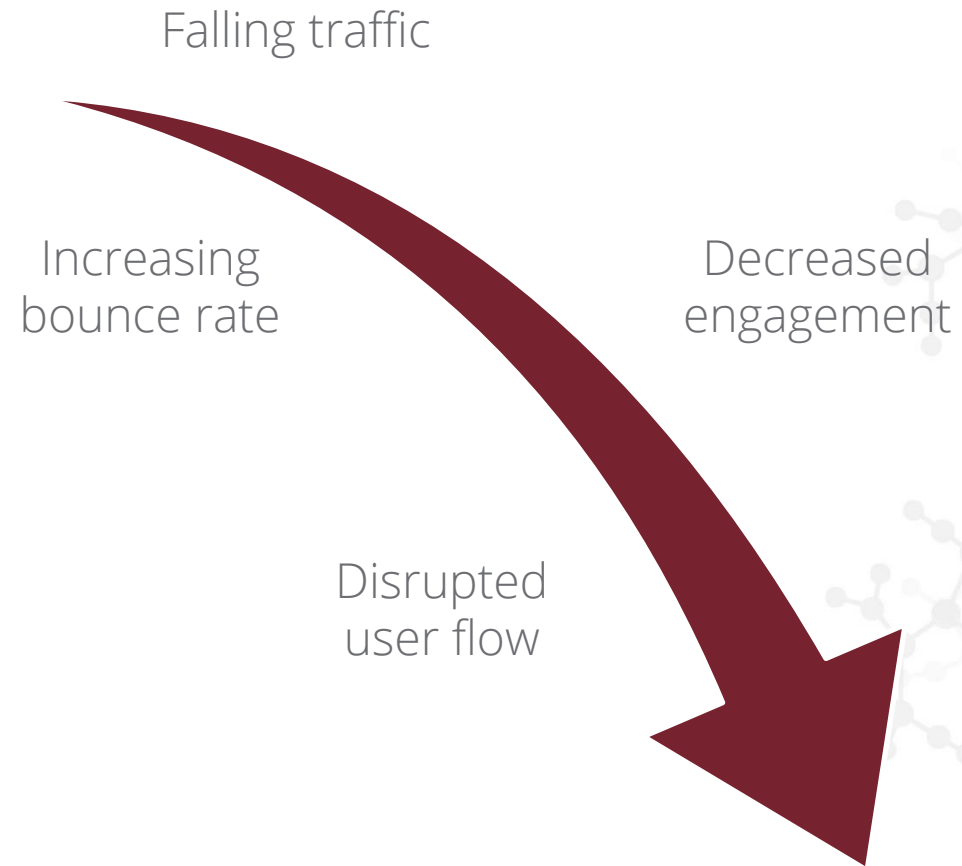


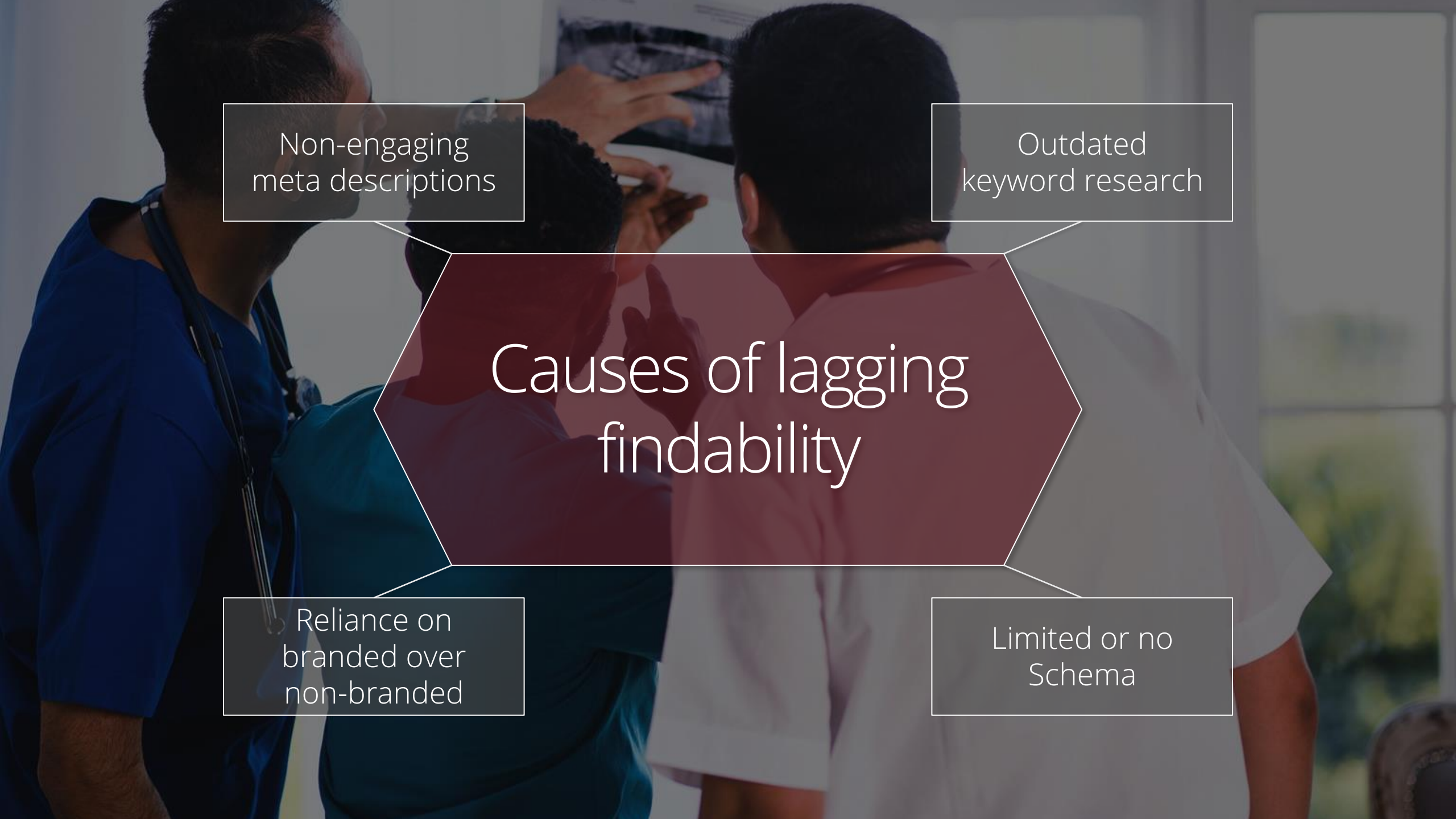


Your site is no longer performing



Early findability
warning signs
that a redesign
is imminent





Non-engaging
meta descriptions

Outdated
keyword research

Causes of lagging findability

Reliance on
branded over
non-branded

Limited or no
Schema



You aren't competing well
with your competitors





**DIGITAL
PATIENT
JOURNEY**

• Selection

• Research /
Self
Diagnosis

• Scheduling

• Survey

• Bill Pay

• Follow Up

Business
listings

Virtual care

Online bill
pay

Patient
intake

E-newsletter

Wait times

Website

Ratings &
reviews

Digital
symptom
checker

Content
hub

CRM

Social
media

App

Telehealth

Online
appointment
scheduling

Online
provider
search

Emails

SMS



You are ready
for something more

A Range of Redesign Choices

Lift and swap



Blow it up and start over





When is it time to replatform?





You are not getting platform upgrades



Loss of critical technical resources



Your strategy has outgrown the platform

Cape Cod Health News

A News Service of  CAPE COD HEALTHCARE

filter by

Topics



and/or

Services



or

Search Health News



featured story



8 steps to a better doctor's appointment for patients and caregivers

Doctor's visits can be challenging for someone who is caring for an adult family member. This geriatric specialist gives tips to...

Caring for the Cape

Share 

Receive a weekly email of the latest news from Cape Cod Health News.

Subscribe

Submit a Story Idea



An 'awesome machine' that helps the surgeon see in high definition

Caring for the Cape



Lights, Camera, Action! CNN Cameras Roll Inside Cape Cod Hospital

Caring for the Cape



"No strain, no gain": Doing home exercise the right way

Caring for the Cape



Is your body temperature out of whack?

Caring for the Cape


Top



You need more

Medical Services

Support Henry Mayo

Find a Doctor

Programs and Services

Classes and Events

Henry Mayo
Newhall Hospital

Research | Events | Hospital Patient Portal | The Cancer Center

Caring.
Compassionate.
Committed.

Learn More

Request Medical Records

Pay a Bill

Find a Job

Support Henry Mayo

ER Wait Time:
22 mins
as of 10/25/2022 12:00 PM
Explore Our ER Services

Featured Services

Breast Health Services

Cancer Care

Heart and Vascular Care

Henry Mayo Fitness

Pregnancy & Birth Care

Surgery

Explore all medical services

News and Publications

Researcher's Discovery: Being Screened for Breast Cancer

By What We Don't Eat

Blueberry: A Superfood for Women's Health

More news and updates

More blog articles

Upcoming Classes and Events

Nutrition to Break Your Brain

CPR - Community CPR

ES Diabetes Diabetes Support Group

Adult Children of Child Abuse Support Group

Healthy Heart Cholesterol with Heart Failure

Self Support Group

Living and Veterans Stroke Risk Prevention and Treatment

Rare Disease Support Group

More upcoming events

To receive news and information from Henry Mayo Newhall Hospital and the Hospital Foundation, please type your e-mail address here:

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Newhall, CA 91320
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Request Medical Records

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ER Wait Time:
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Explore Our ER Services

Featured Services

Breast Health Services

Cancer Care

Heart and Vascular Care

Henry Mayo Fitness

Pregnancy & Birth Care

Surgery

Explore all medical services

Medical | Cancer | Services and Programs | Performance Institute | Physician | The Cancer Center

2022
From the Heart of the Heart
Surgery on a Plate
Let's Get Your Heart Healthy
Lentils: Super for Your Heart
Festive Feast: 2022 Edition
Let's Get Your Heart Healthy
Cancer: A Heart for the Heart
Surgery on a Plate
Let's Get Your Heart Healthy
Lentils: Super for Your Heart
Festive Feast: 2022 Edition
Let's Get Your Heart Healthy
Cancer: A Heart for the Heart
Surgery on a Plate
Let's Get Your Heart Healthy
Lentils: Super for Your Heart
Festive Feast: 2022 Edition

It's What We Don't Eat

The Global Burden of Disease Study is a landmark study in public health. The results were published in The Lancet and the New England Journal of Medicine. The study found that the leading causes of death and disability are non-communicable diseases, such as heart disease, cancer, and chronic respiratory diseases. The study also found that the leading causes of death and disability are preventable. The study found that the leading causes of death and disability are preventable. The study found that the leading causes of death and disability are preventable.

Henry Mayo
Newhall Hospital

Outpatient Surgery Center

Contact Us

2000 Newhall Ave, Newhall, CA 91320

11:40

henrymayo.com

Henry Mayo
Newhall Hospital

View Current ER Wait Time

Caring.
Compassionate.
Committed.

Learn More



It's not delivering on the reasons
that you picked it in the first place



Considerations for Platform Selection

Organizational goals

**Digital & content
strategy**

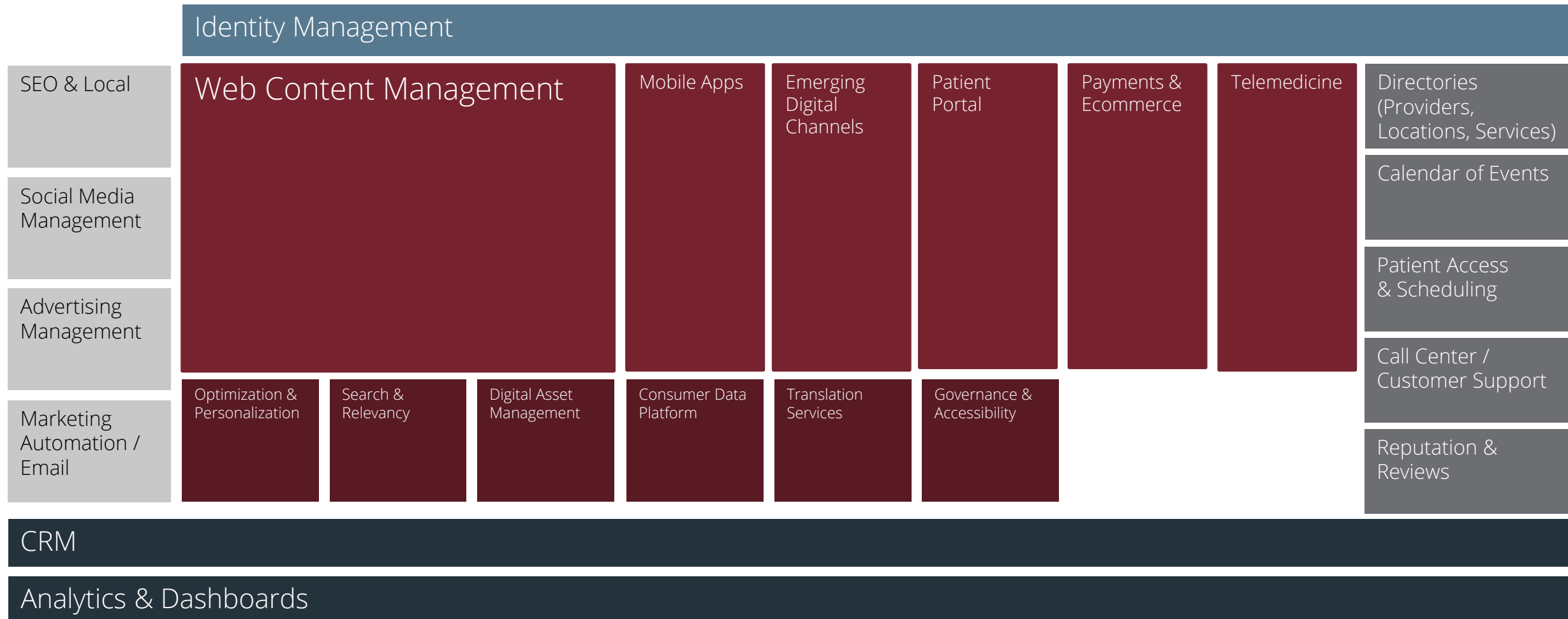
**Team's capacity &
technical expertise**

**Existing websites
and codebase**

**Desired functionality
& integration points**

**Competitive
websites &
experiences**

Healthcare Digital Experience Platform Components





When is it time for a new partner?





Your current vendor doesn't meet its
commitments

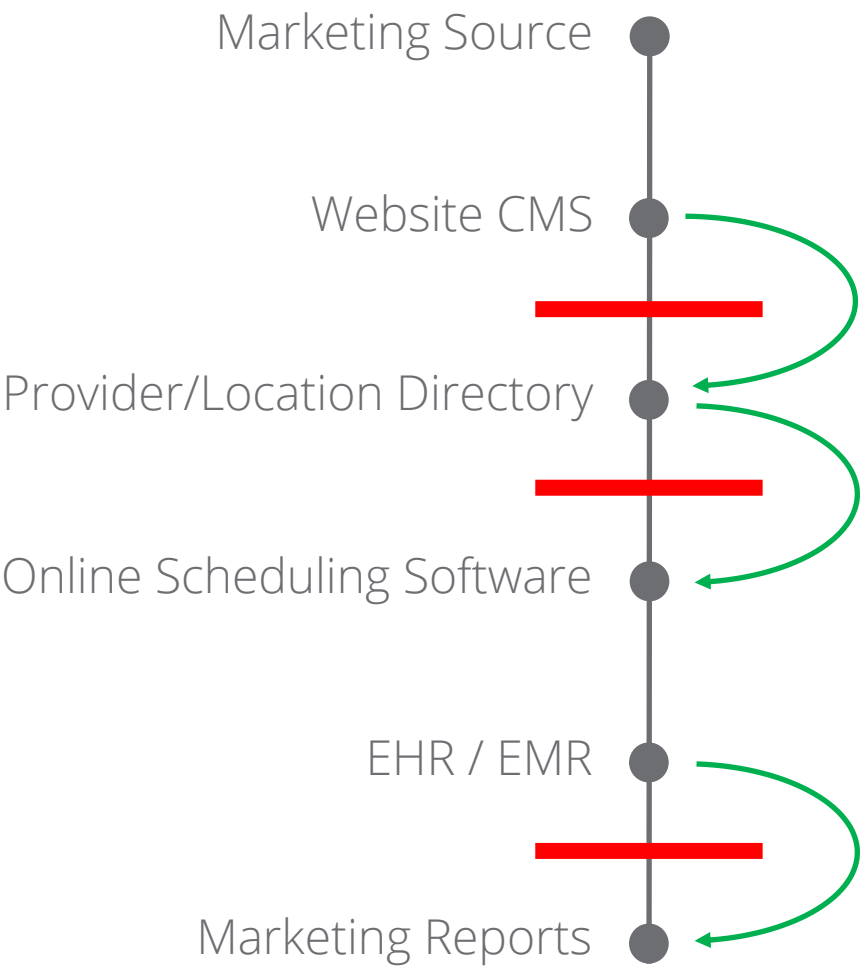
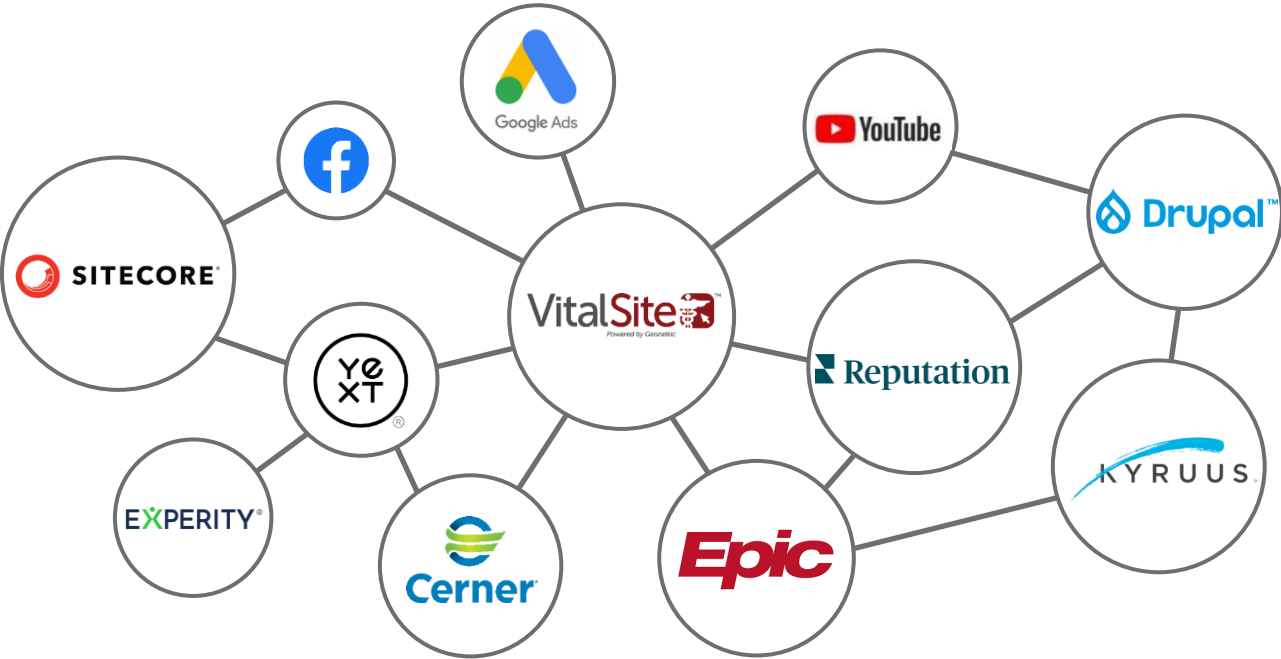


Software isn't getting updates



Vendor no longer aligned with your
business strategy

Who is Connecting the Dots for Performance Visibility?





Vendor isn't really committed to
healthcare

Some hospital websites are sending sensitive patient data to Facebook, report says

Naomi Diaz - Thursday, June 16th, 2022



A tracking tool installed on some hospital websites has been gathering patients' protected health information and sharing it with Facebook, *The Markup* reported June 16.

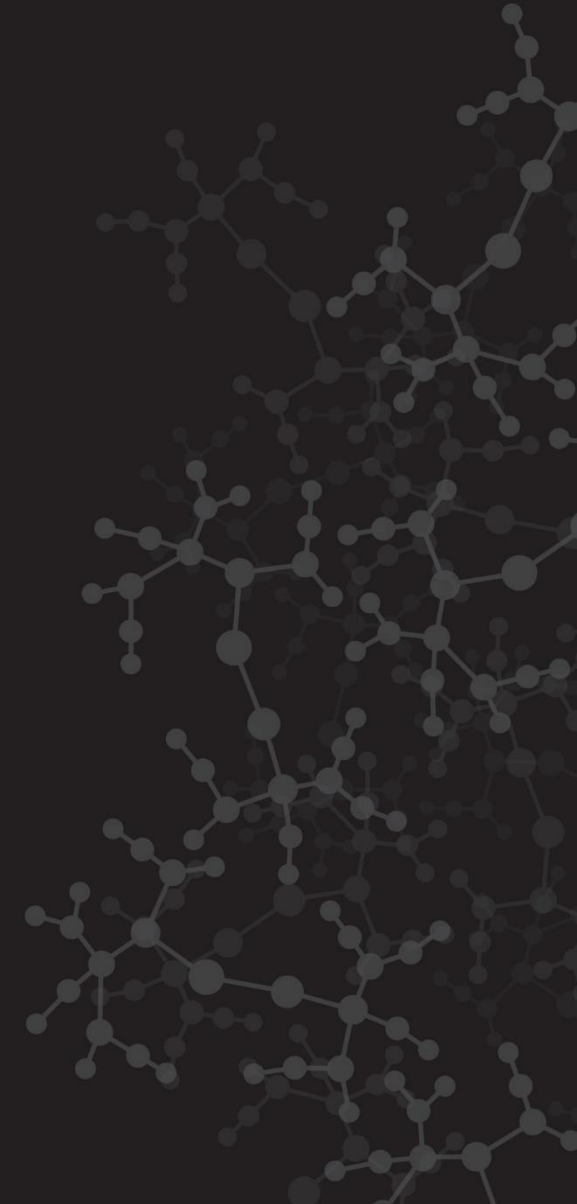
A report analyzed 100 of the top hospital sites and found that 33 had installed a tracker called Meta Pixel, which sends Facebook patients' data when people schedule appointments, which could include IP addresses, physicians' names and search terms used to find the physician.

The patient data is sent to Facebook in exchange for analytics about the ads that the health system places on Facebook and Instagram, according to the *Markup* report.

The report also found that at seven hospitals the Meta Pixel tracker was installed inside password-protected patient portals.



Ensure long-term success





Get started early



Understand what a great partnership
looks like



Your Geonetric Team

Keep your strategy moving forward with a full-service, healthcare-focused team.

YOUR CORE TEAM

You'll work closely with your day-to-day core team as they'll act as an extension of your internal team throughout our partnership.



Account Strategist

Works to achieve your organization's overall strategy and vision



Project Manager

Keeps complex digital projects moving on time and on budget, overcomes obstacles and secures buy-in

YOUR EXTENDED TEAM

You'll have access to specialists with unique experience who may collaborate to complete projects and provide ongoing support and strategy.

**Client
Advisors**

**Content
Strategists
& Writers**

**Web
Designers**

**Project
Support
Specialists**

**Tech
Team**

**Digital
Marketing
Analysts**

**SEO
Strategists**

**UX
Researchers**

**Web
Developers**

**Platform
Hosting**



Maintain a relentless focus
on the consumer



IDEAS TO ACTION: OUR 360° APPROACH

Our consumer-centered approach for creating your digital experience

- UX Research
- UX & Content Strategy
- Digital & Competitive Strategy
- CMS Selection
- Web Design & Development
- Search Engine Optimization
- Site & Content Migration
- Dashboards, Metrics & Analysis

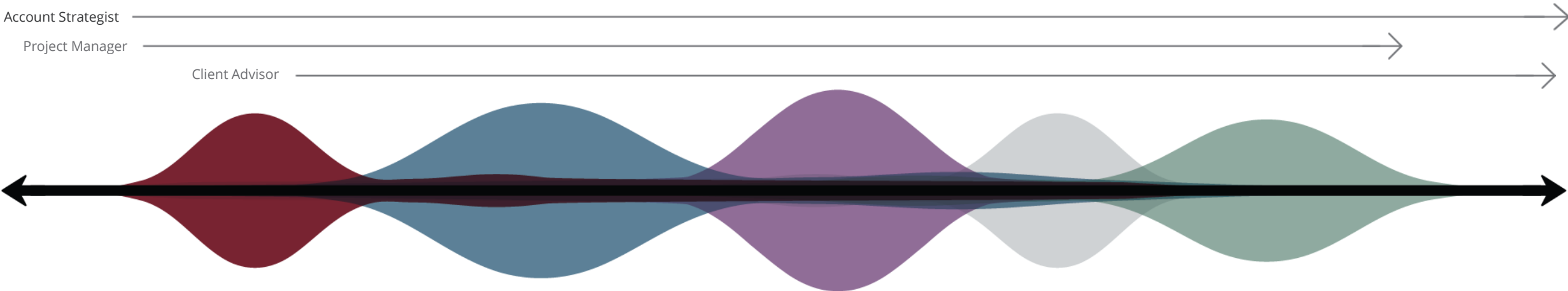




Think in phases

Our Approach

Website Implementation & Redesign



Planning

- Planning call
- Provide brand & marketing artifacts***
- Complete implementation requirements***
- Align internal resources
- Identify stakeholders***
- Deliver & approve project plan
- Kick-off call

UX & Content Strategy

- Goals & audience call
- Functionality call
- Create & configure development site
- Content inventory
- Analytics & competitor analysis
- Stakeholder interviews
- Findings & recommendations
- Information architecture approval***
- Approve services A-Z list***
- Content matrix

UX Design

- Site preferences survey
- Design workshop
- Home page design presentation
- Home page design approval***
- Interior page design presentation
- Interior page design approval***
- Provide sample import file***
- Formulate training

Development

- Build interior templates
- Deliver interior templates
- Build home page template
- Deliver home page template
- CMS training
- Write/review/edit content***
- Place content***
- Select/place images***
- Style modules
- Complete import
- Template testing

Launch

- Client template testing***
- Pre-launch I.T. meeting
- Development refinements
- Run reports
- Provide list of redirects***
- Launch

Our Approach

Support, Success & Strategy



– Weekly – Progress Calls

- ✓ Tactical checkpoint and progress report with your Project Manager
- ✓ Connect as needed with subject matter experts from your extended team
- ✓ Coordinate work in progress, new requests, security patches, updates and deployments

– Quarterly – Stat Reports

- ✓ Strategic checkpoint with Account Strategist, Project Manager and members of your extended team
- ✓ Review analytics, site performance and results
- ✓ Discuss new strategies, efforts and campaigns
- ✓ Receive strategic recommendations and guidance

– Annual – Digital Strategy Session

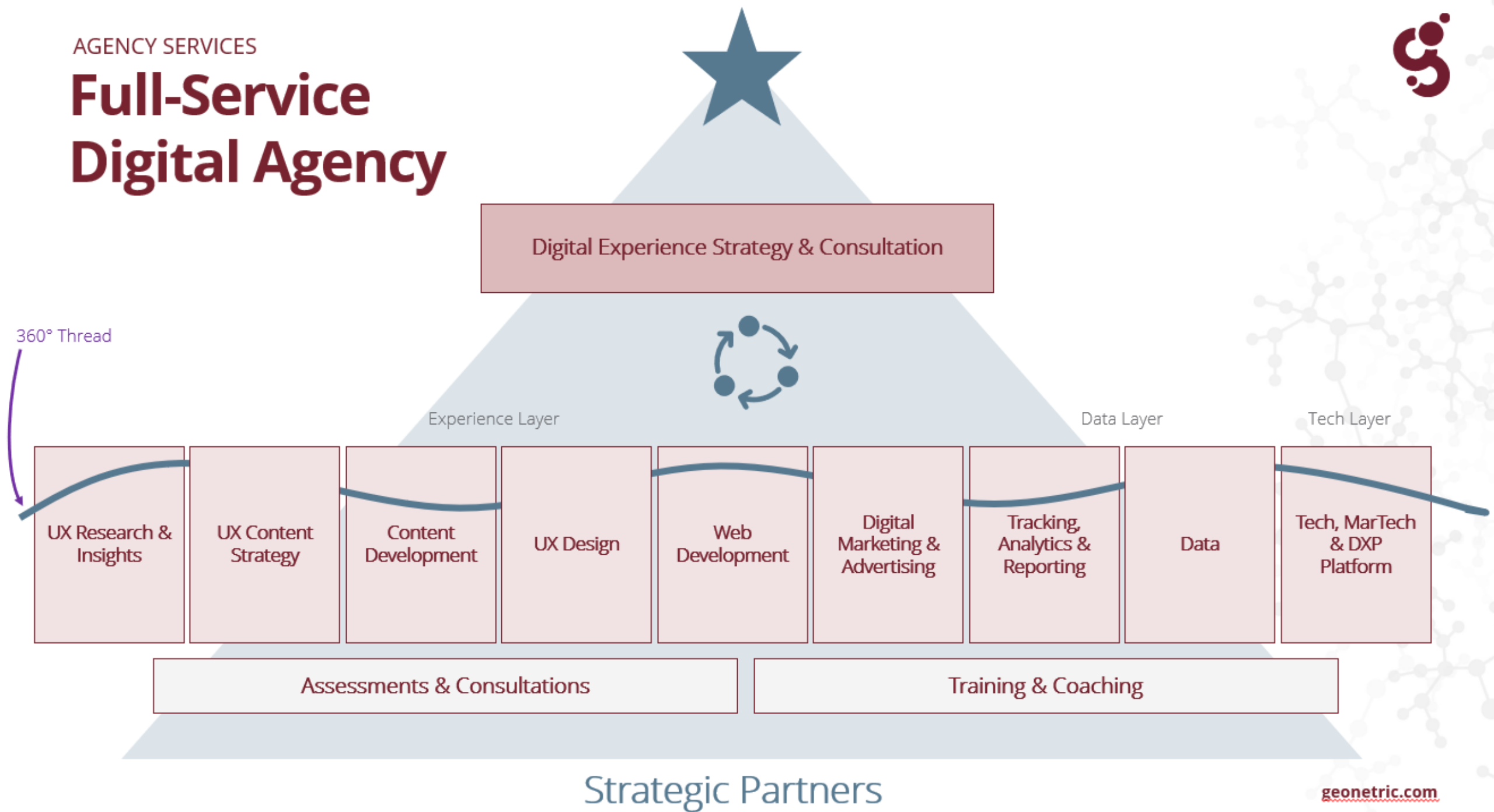
- ✓ Annual strategic session with your Account Strategist, Project Manager and members of your extended team
- ✓ Review big picture strategies, industry trends, goals, results and plans for the year ahead.



Support needs change over time

AGENCY SERVICES

Full-Service Digital Agency





Questions



White Paper

Is It Time For A Redesign?

geonetric.com/redesign



Upcoming Webinar

Avoiding the Data Drop-off: Achieving Meaningful Measurement in Healthcare

Join us Wed, July 27, 2022 at 2 p.m. EDT / 11 a.m. PDT

Learn how your organization can make marketing decisions based on meaningful metrics that point to revenue earned.

Register at: geonetrix.com/webinars

You'll learn how to:

- Connect data between systems to automate full-funnel measurement.
- Achieve offline measurement when online measurement isn't possible.
- Prove the effectiveness of your marketing efforts.
- How to ensure your Meta pixel isn't allowing Facebook to gather sensitive data.