Geonetric
Digital with care.

Top Trends in Reimagining the Healthcare Digital Experience

Last year's trends …

Return to normalcy by …

Fall … maybe?

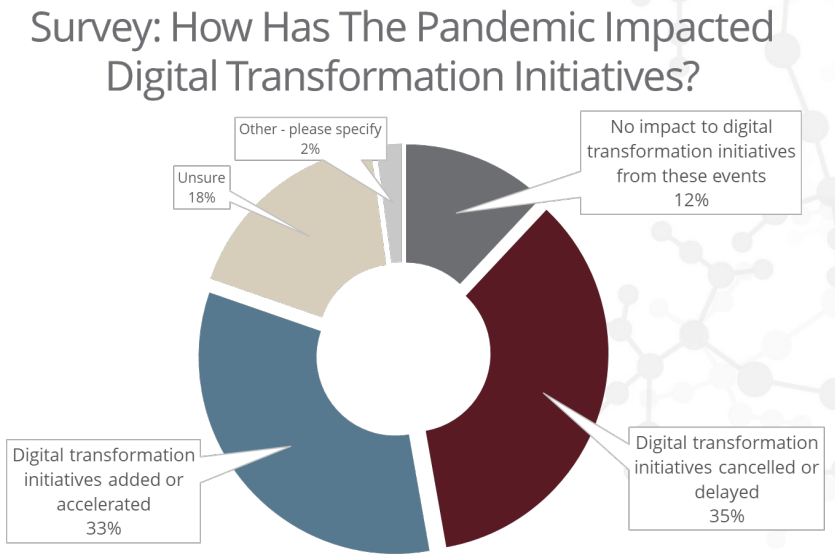
Tremendous logistical challenges – and convincing people that the vaccine is safe …

While also taking care of your staff.

HEALTH
UNIVERSITY OF UTAH

MORE THAN HALF OF COVID-19 HEALTHCARE WORKERS AT RISK FOR MENTAL HEALTH PROBLEMS

2021: Trying to do big things in a chaotic environment



Continued acceleration of digital transformation has created a crisis in the healthcare consumer experience.

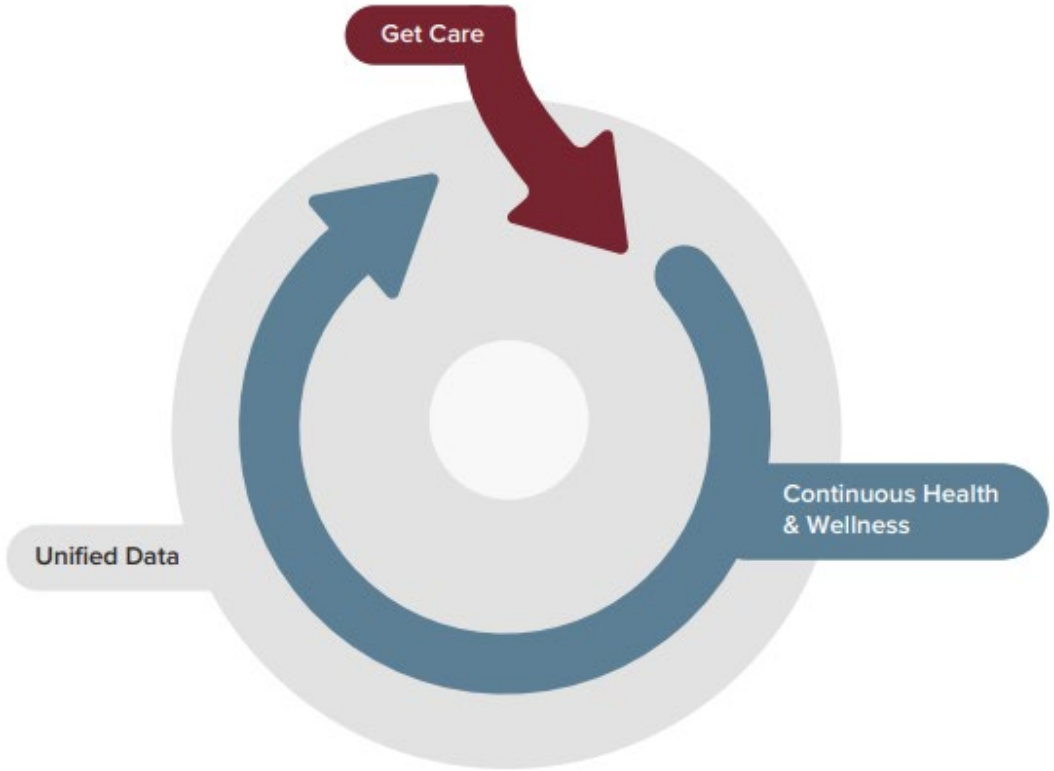
Healthcare organizations are pushing forward in three key areas:

Access and convenience

Ongoing patient experience

Data-driven continuous improvement

Reimagining the healthcare digital experience



Access and convenience

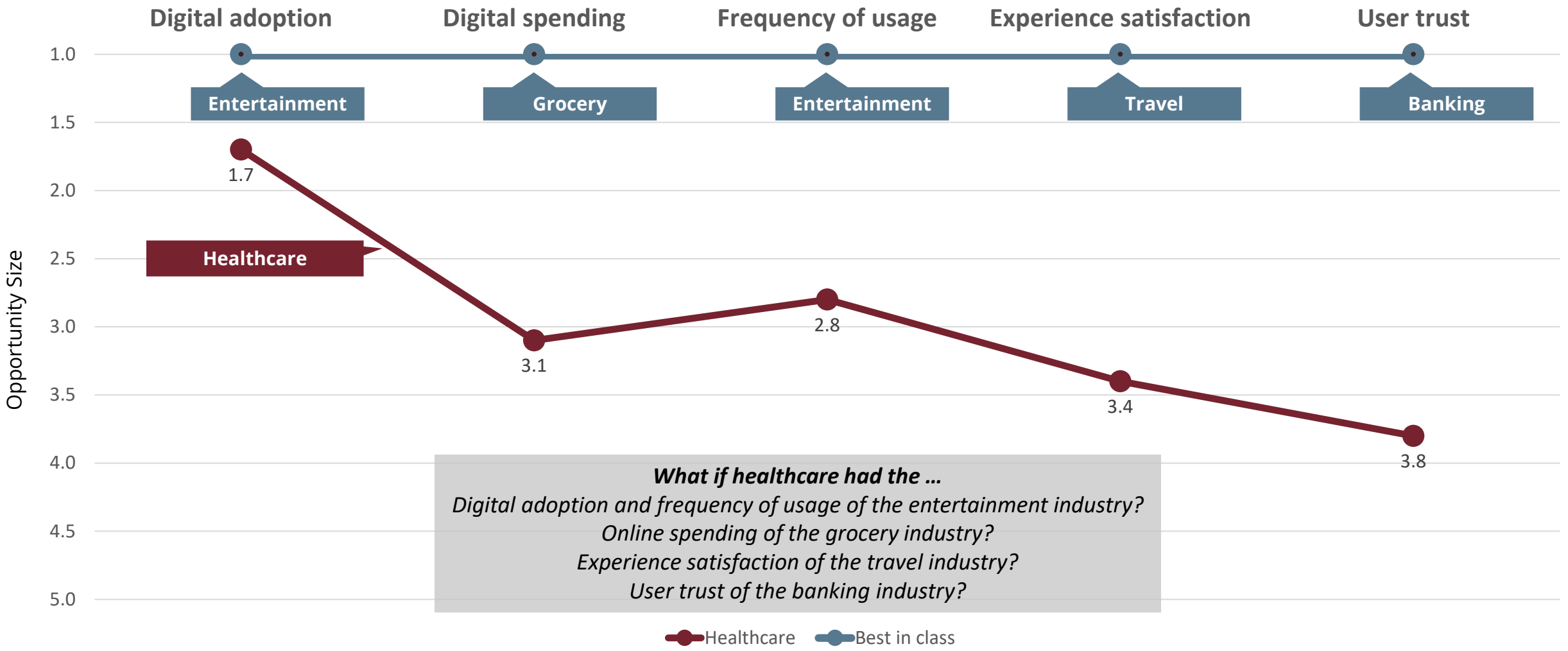
Ongoing patient experience

Data-driven continuous improvement

Changing Consumer Expectations

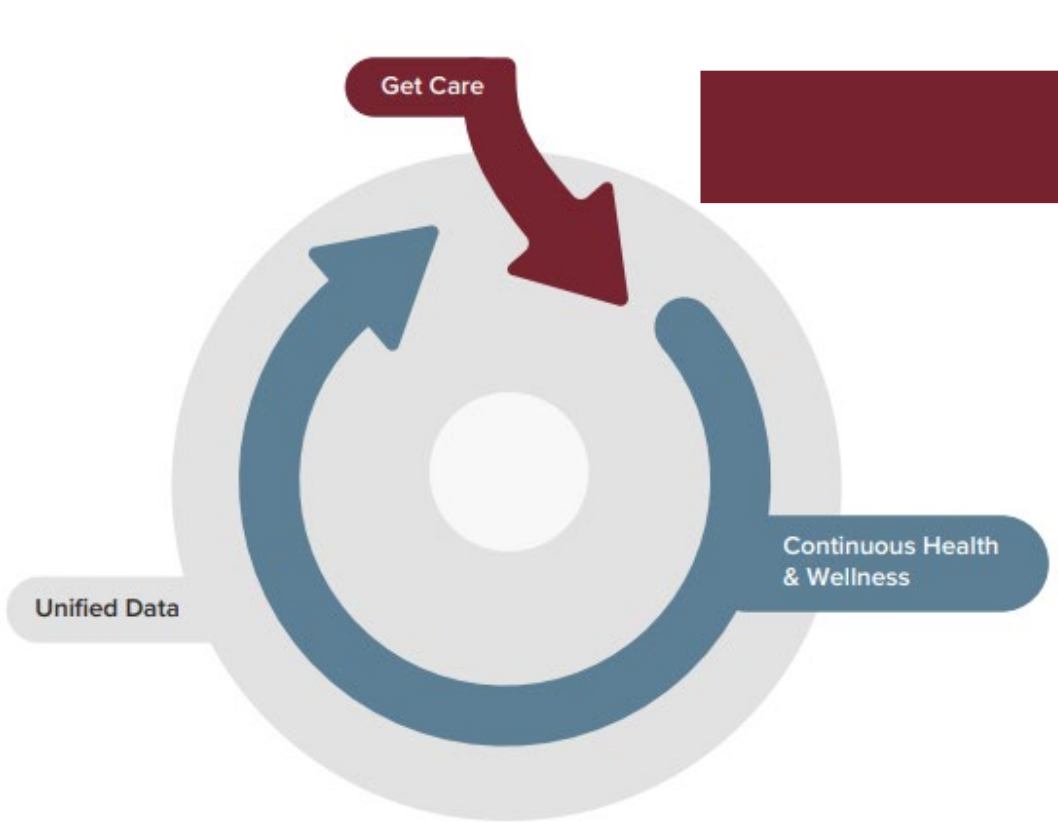
- Online ordering
- Contactless delivery/pickup
- Contactless payment
- Home delivery
- Teleconferenced person-to-person interaction
- Remote working
- Greater flexibility
- Paid subscription relationships

Other industries are raising the bar for digital experience

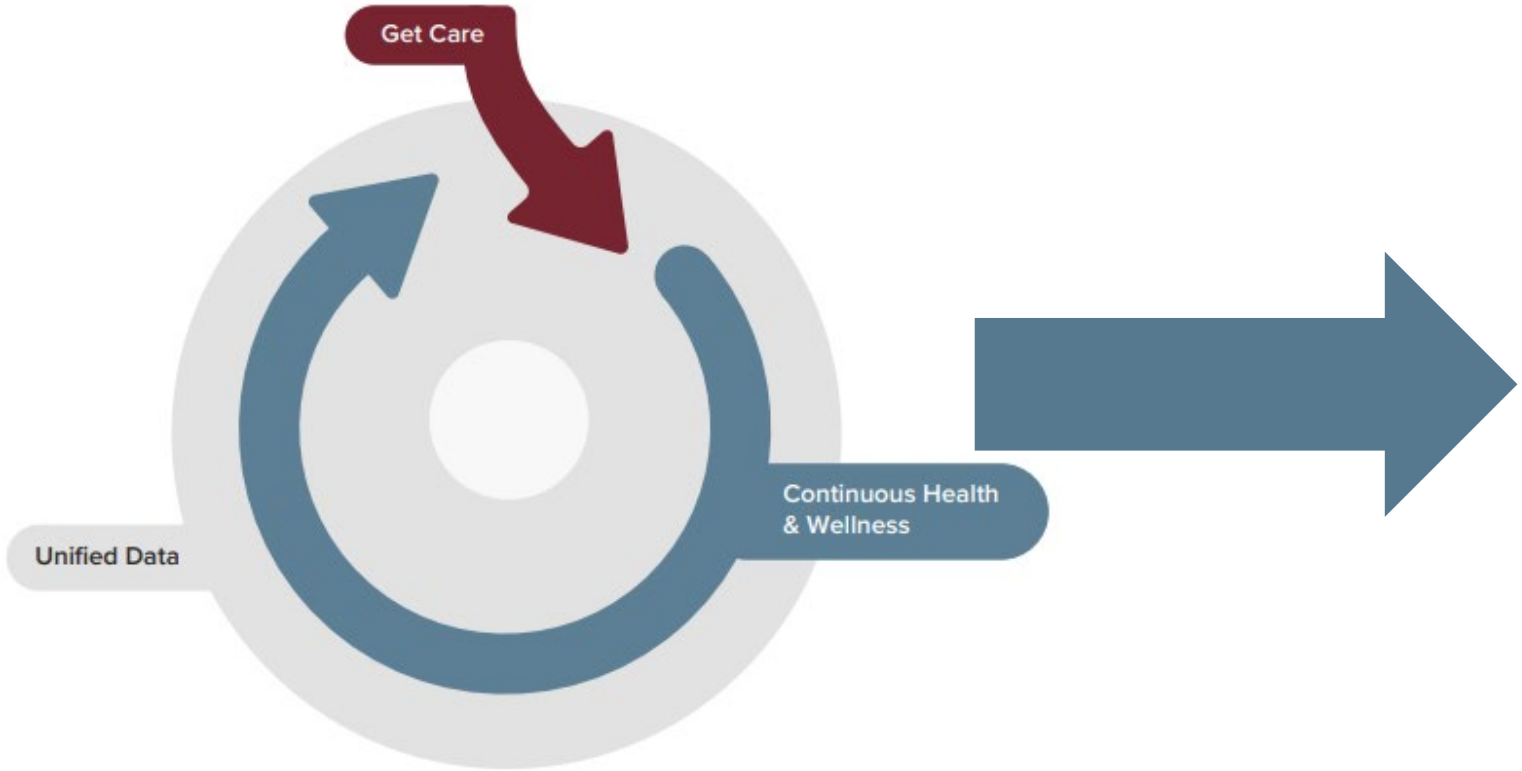


McKinsey & Company, Global Digital Sentiment Insights Survey

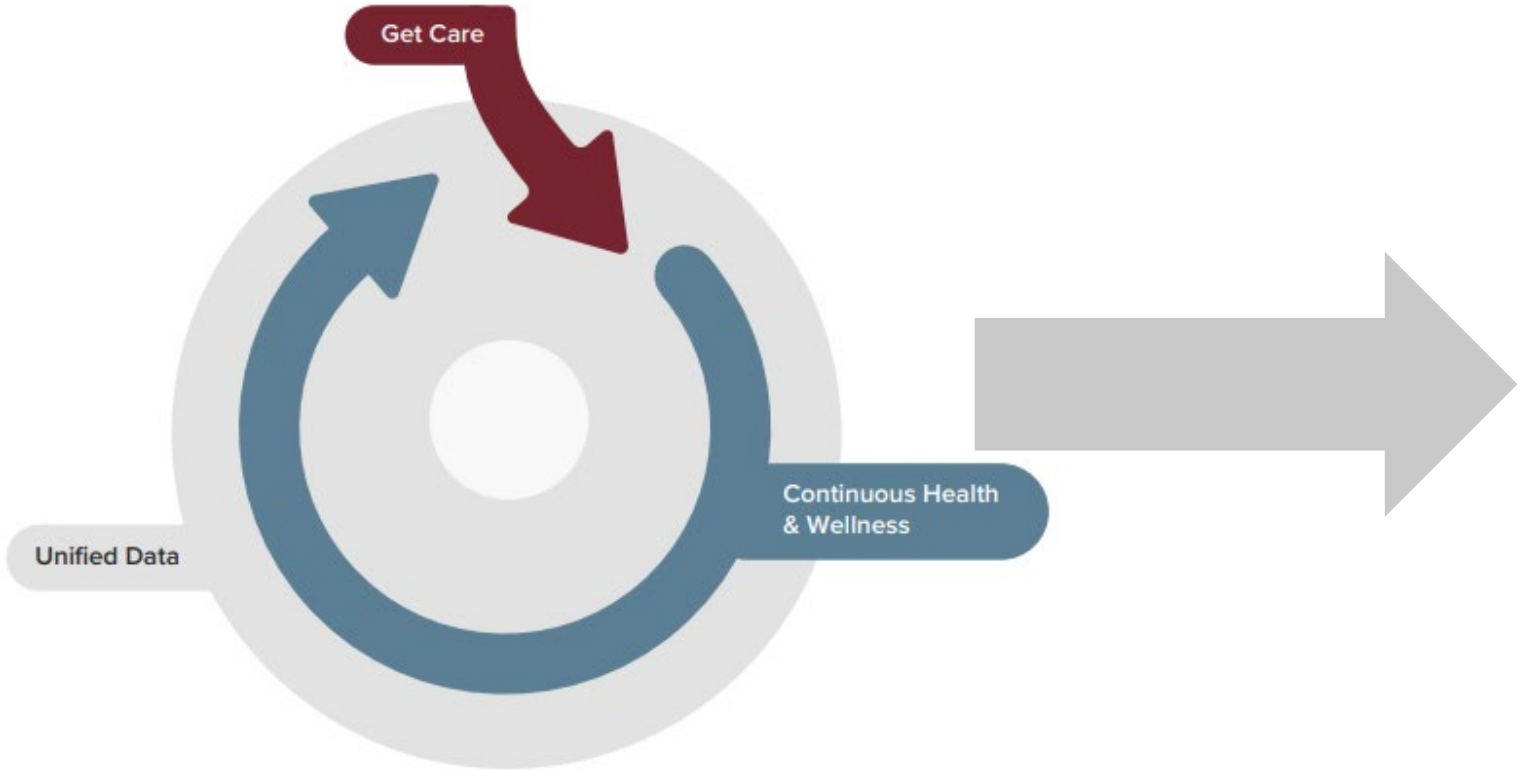
Consumers are drawn away by convenient access



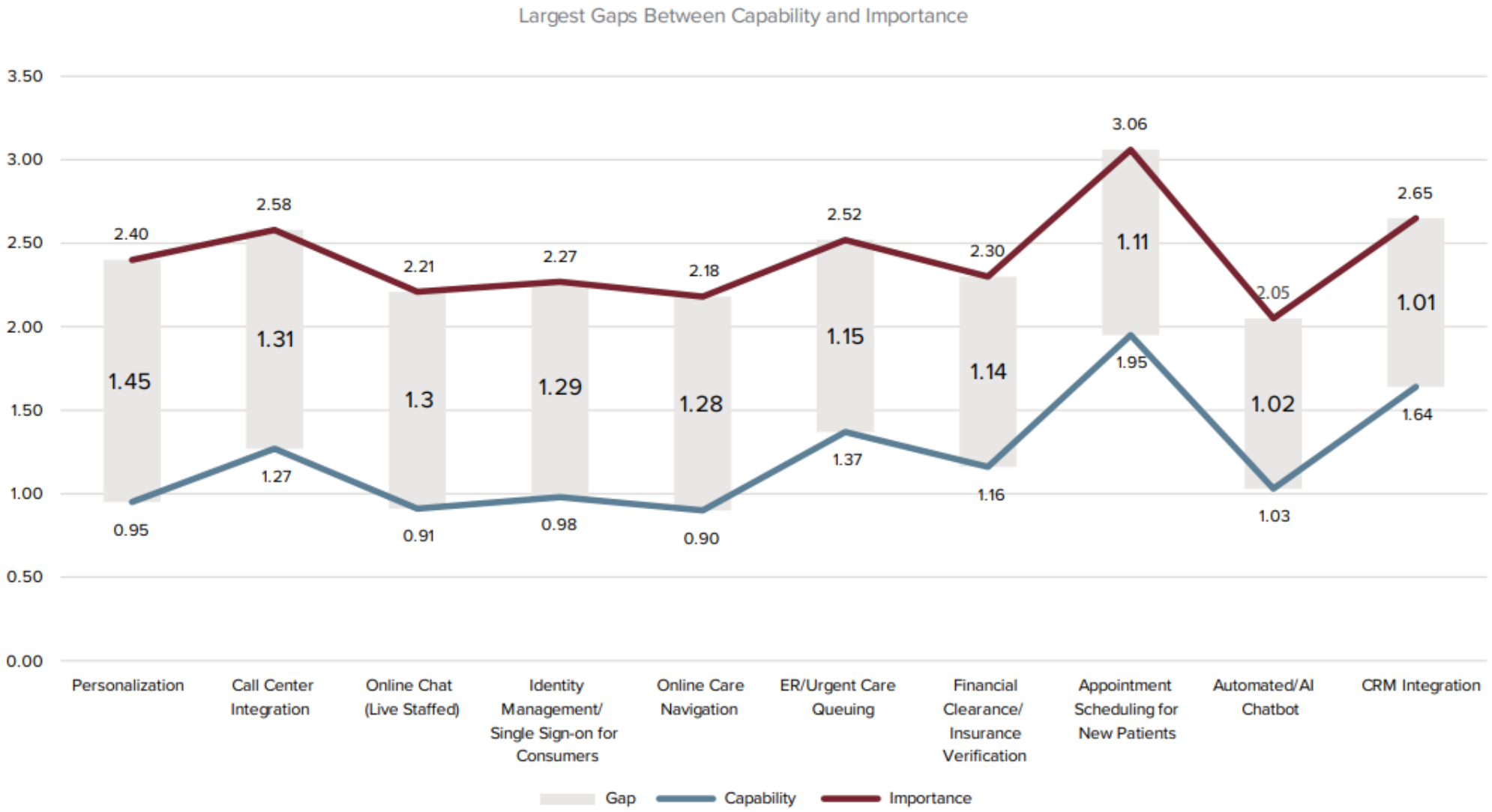
Consumers are drawn away by interruptions and lack of differentiation in the ongoing experience



All resulting in lost lifetime value

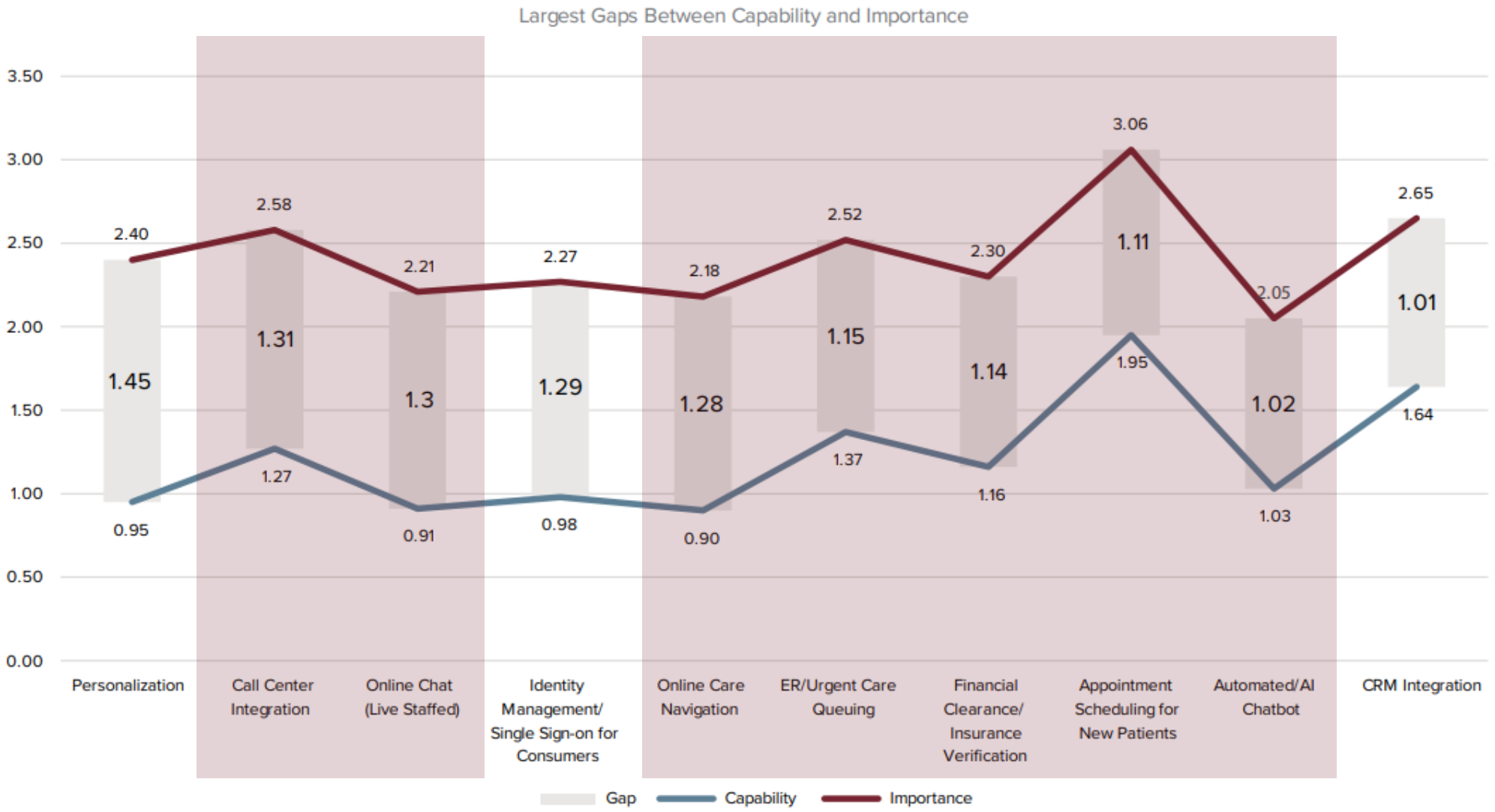


Where are the largest gaps in capability?



Source: Geonetric Healthcare Digital Marketing Trends Survey 2021

Helping patients get care



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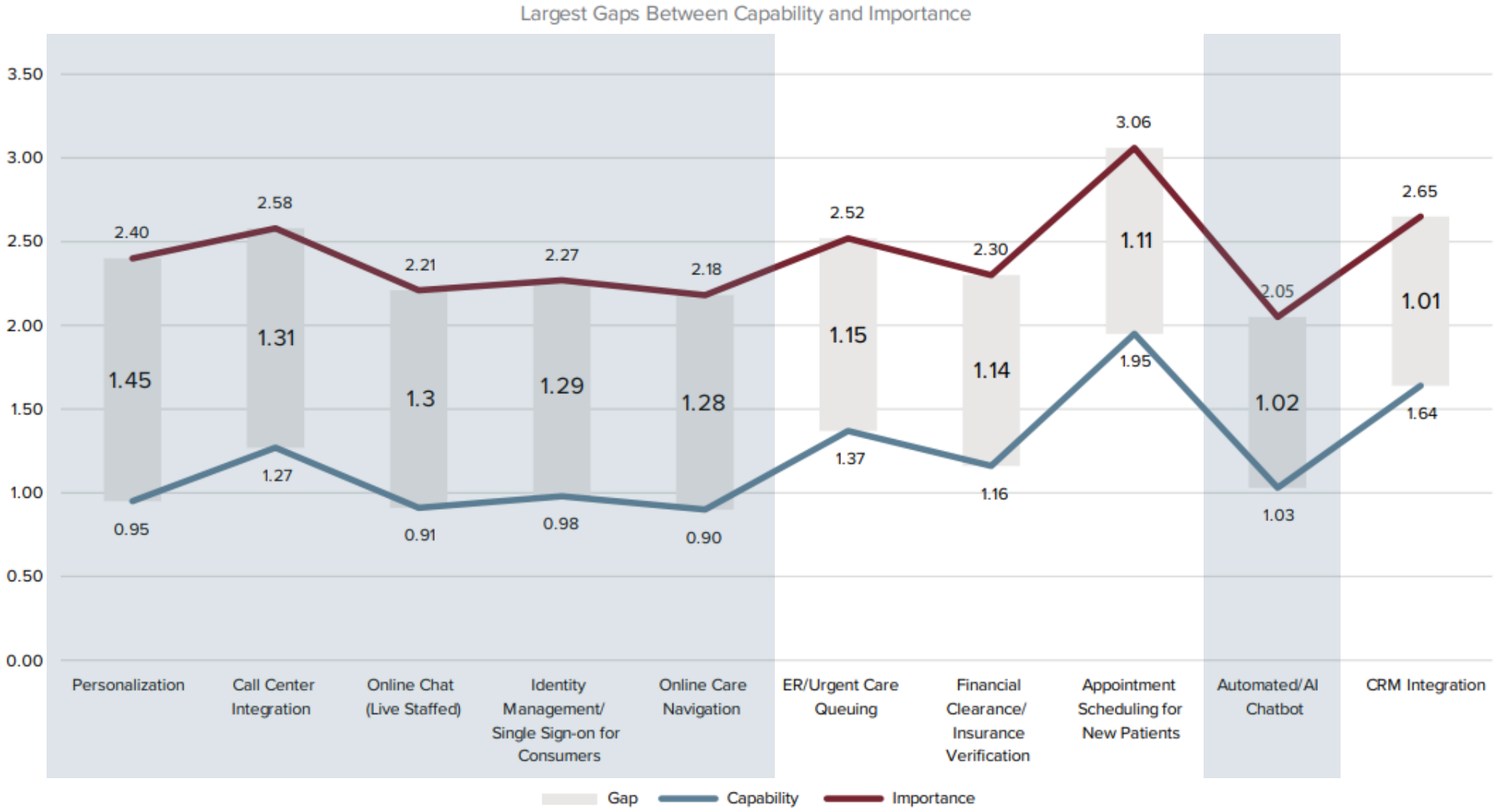
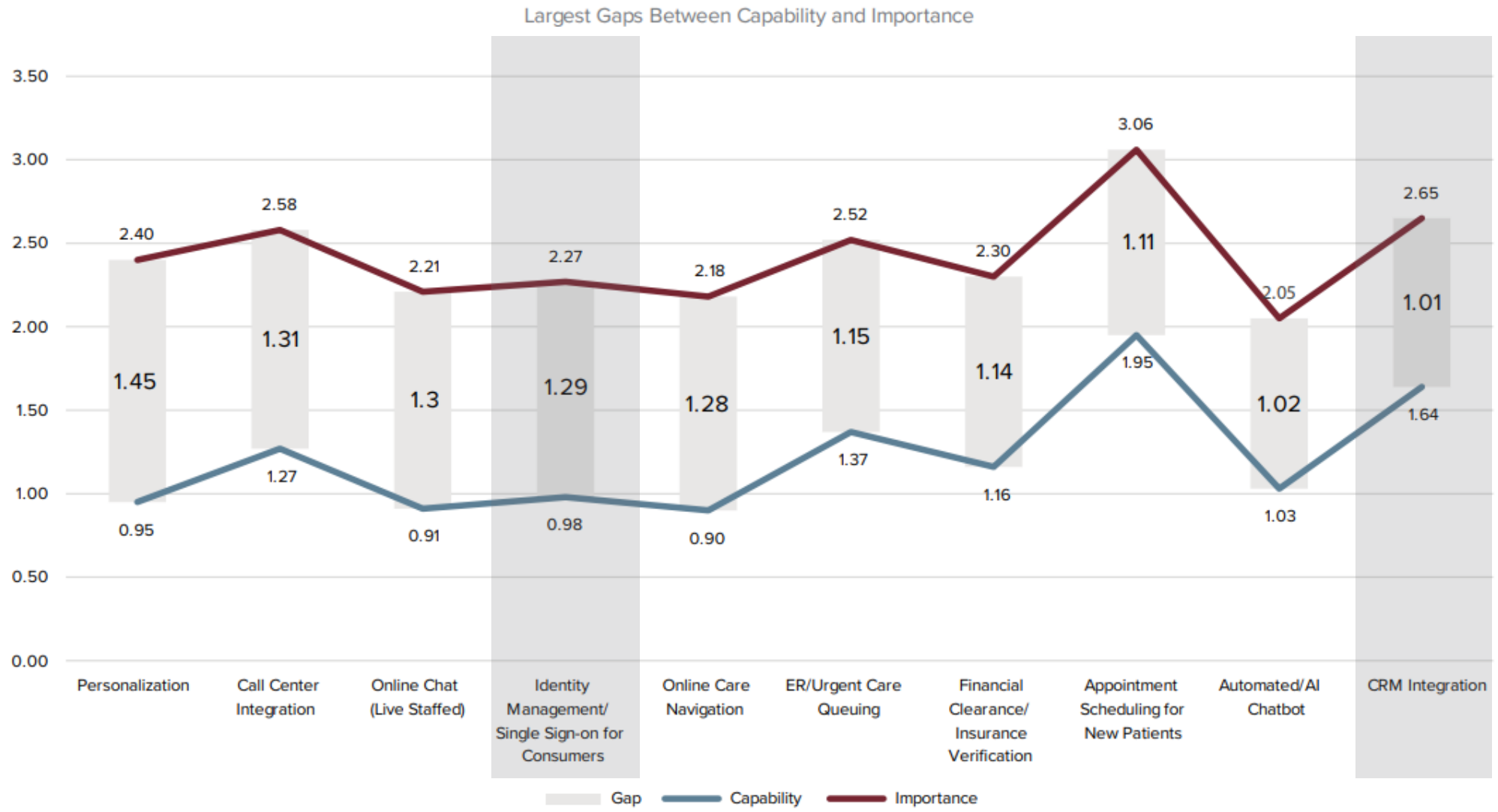
Improving continuous health and wellness



Source: Geonetric Healthcare Digital Marketing Trends Survey 2021

Addressing unified data



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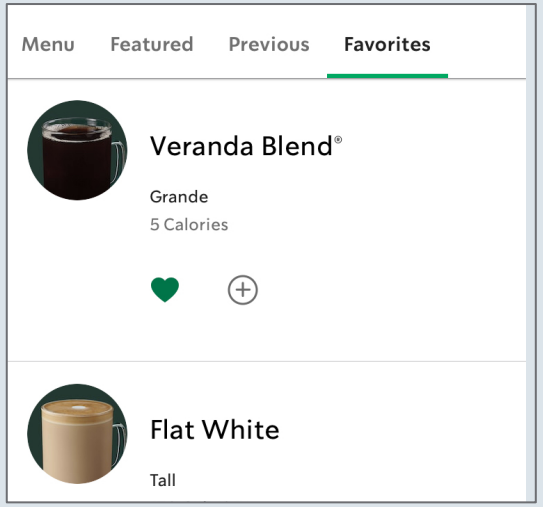
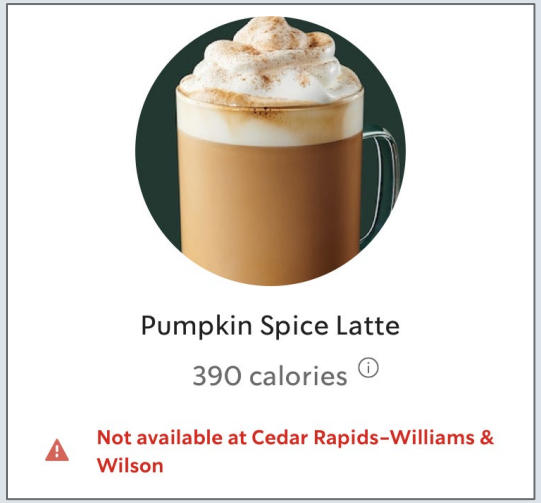
Today’s leading consumer digital experiences …

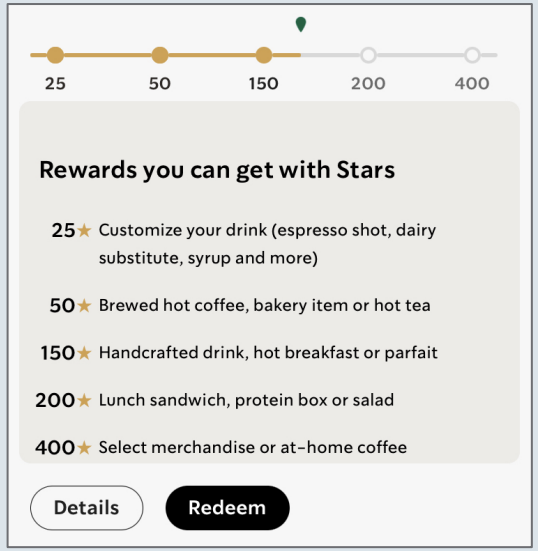
Provide instant access to solutions



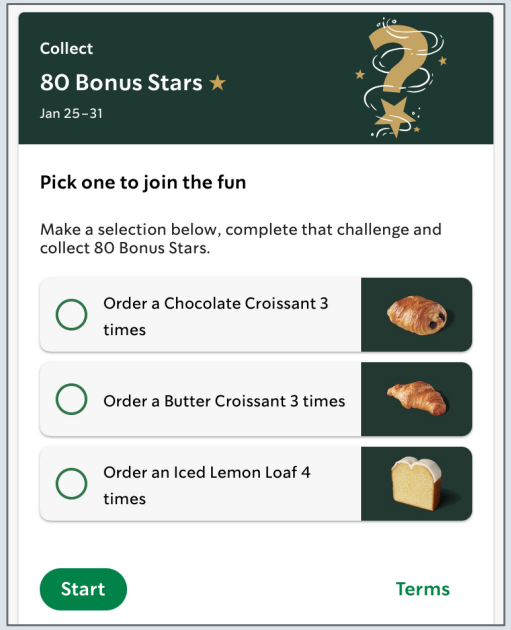
Make complex offline operations invisible



Get better the more we use them



Create a long-term, “sticky” brand relationship



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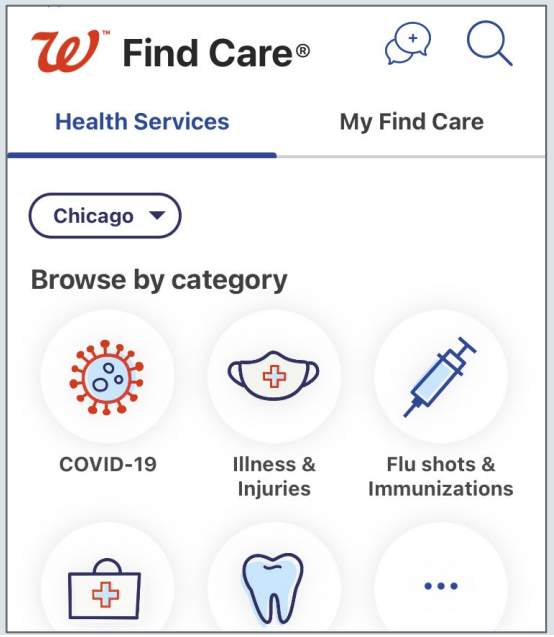

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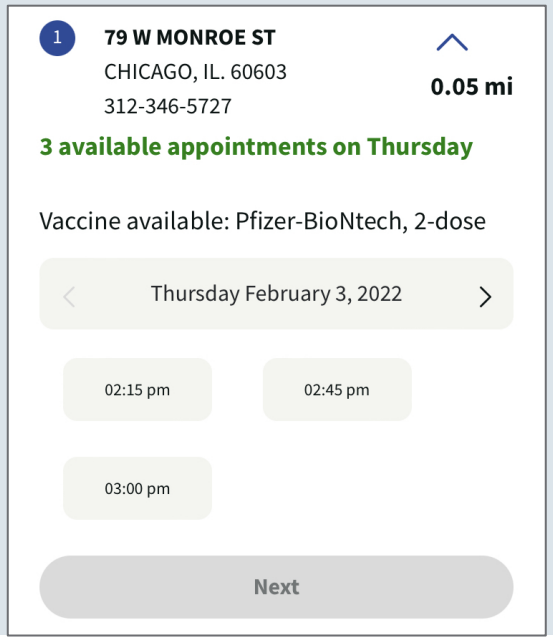

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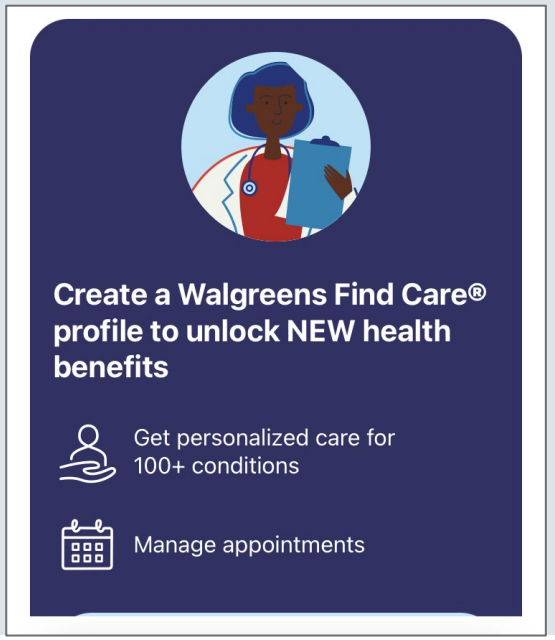
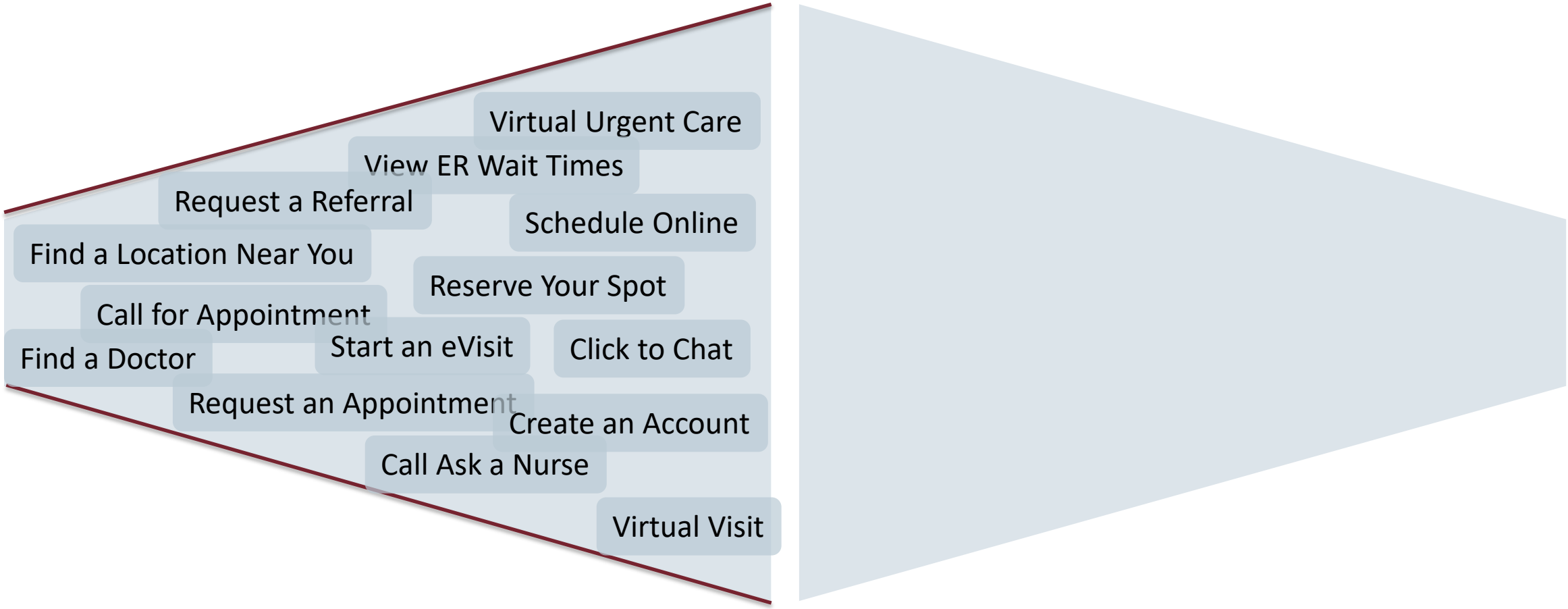


Access and convenience

Pathways to accessing and receiving care have multiplied rapidly



While access has improved, a lot of burden is still placed on the healthcare consumer

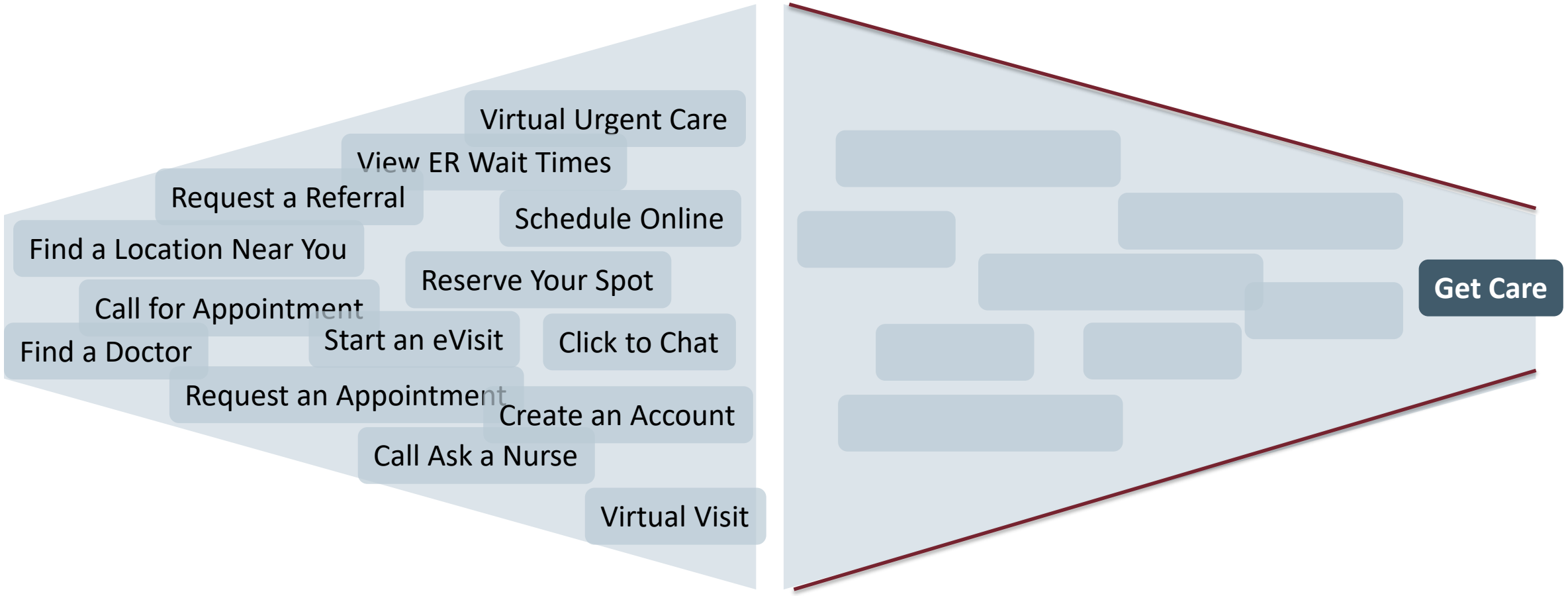
Provide instant access to solutions

Make complex offline operations invisible

Get better the more we use them

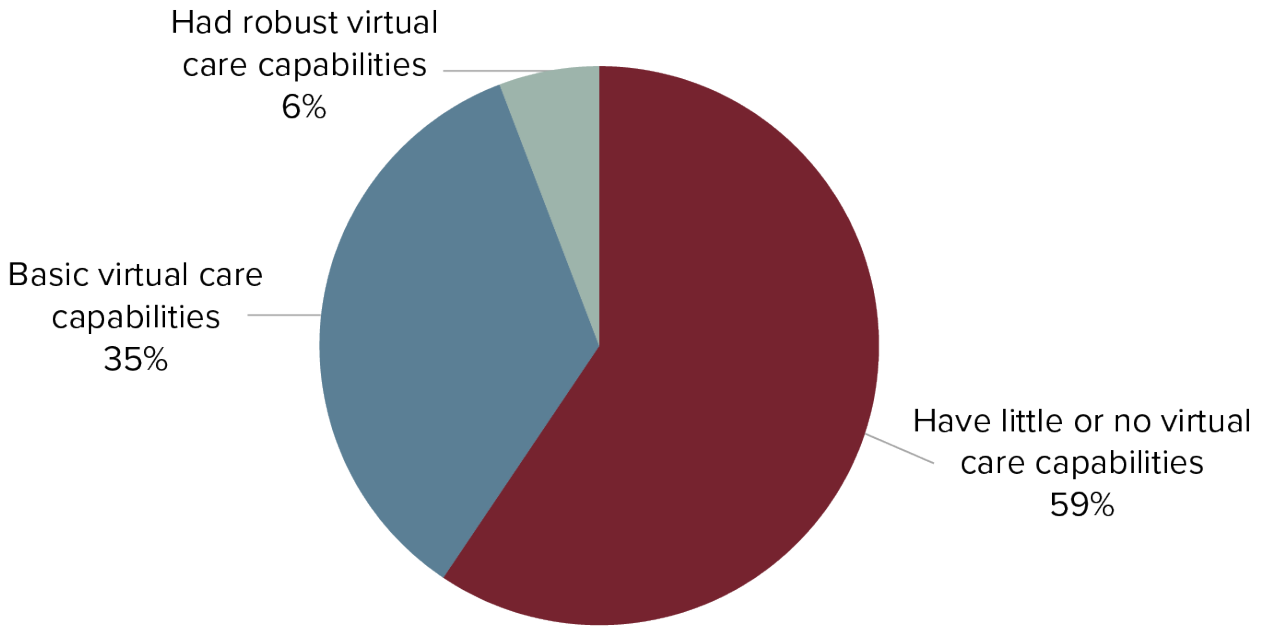
Create a long-term, “sticky” brand relationship

The challenge now is to simplify the experience

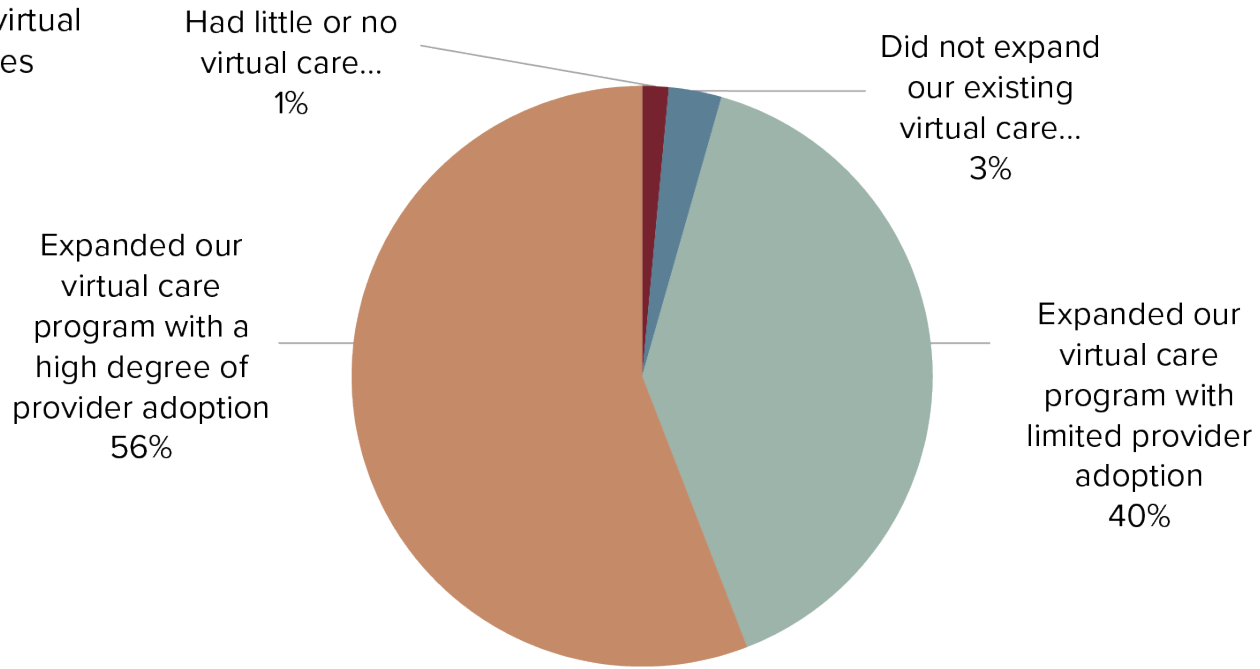


Telehealth

Before the pandemic, our organization had...

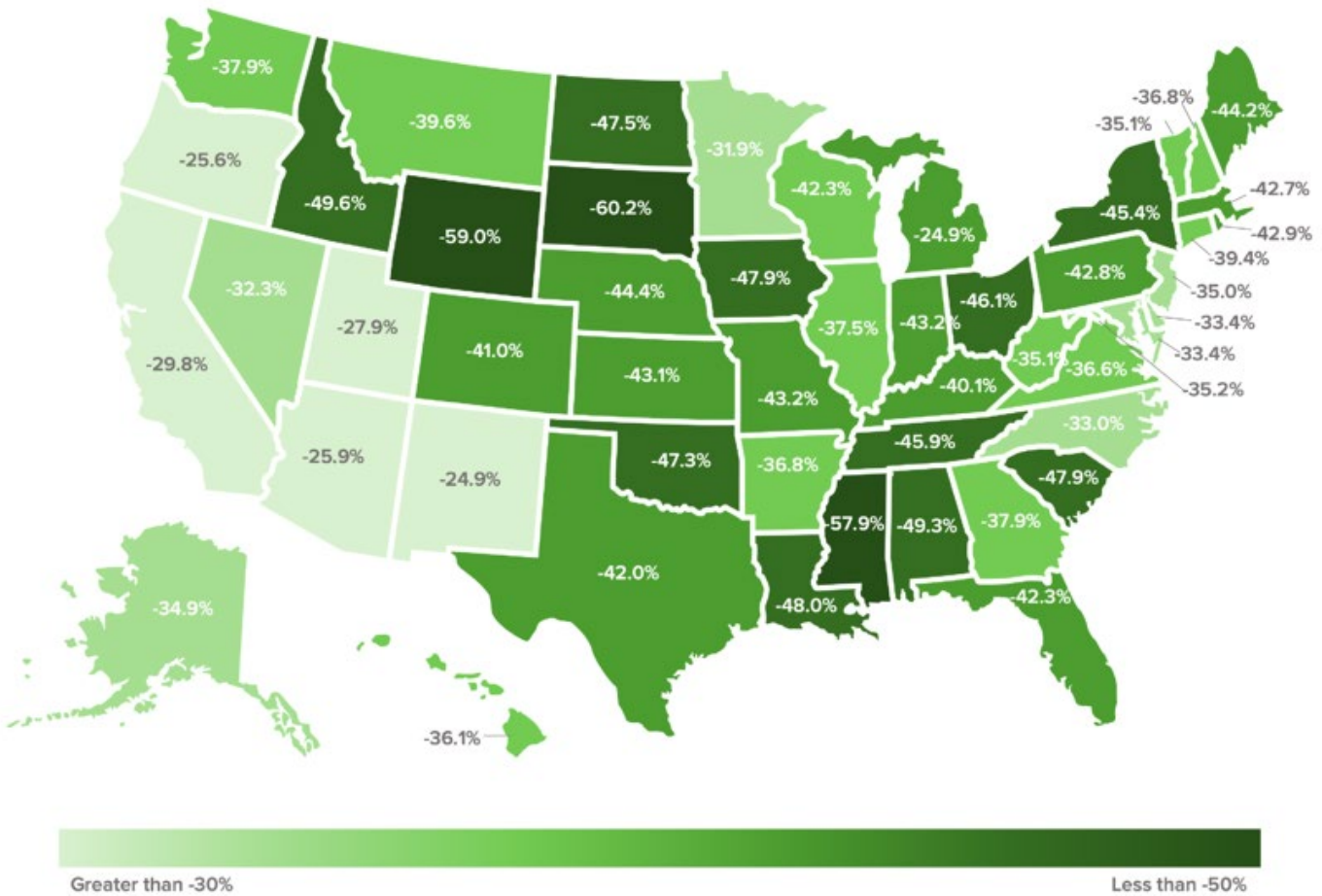


During the pandemic, our organization...



Source: Geonetric Healthcare Digital Marketing Trends Survey 2021

FIGURE 2. PERCENT CHANGE IN TELEHEALTH UTILIZATION FROM PEAK PANDEMIC TO POST-PEAK PANDEMIC BY STATE, 2020, COMMERCIAL, MEDICARE ADVANTAGE, MANAGED MEDICAID

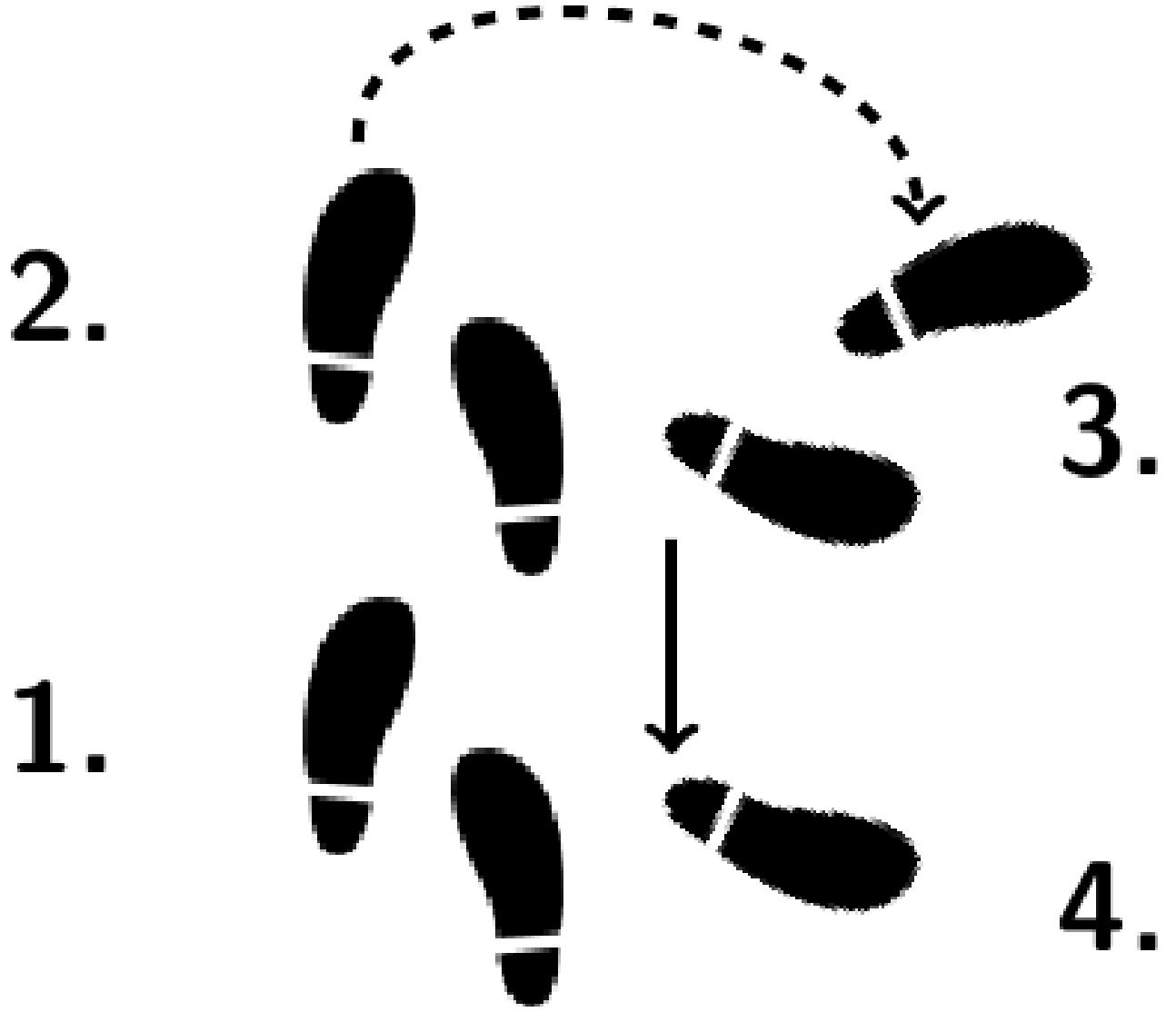


Trilliant Health

Note: Telehealth visit volumes reflect video-only encounters for all payers excluding traditional Medicare. Peak Pandemic and Post-Peak Pandemic date ranges are March 2020-December 2020 and January 2021-Q4 2021, respectively.
Source: Trilliant Health national all-payer claims database.

Telehealth

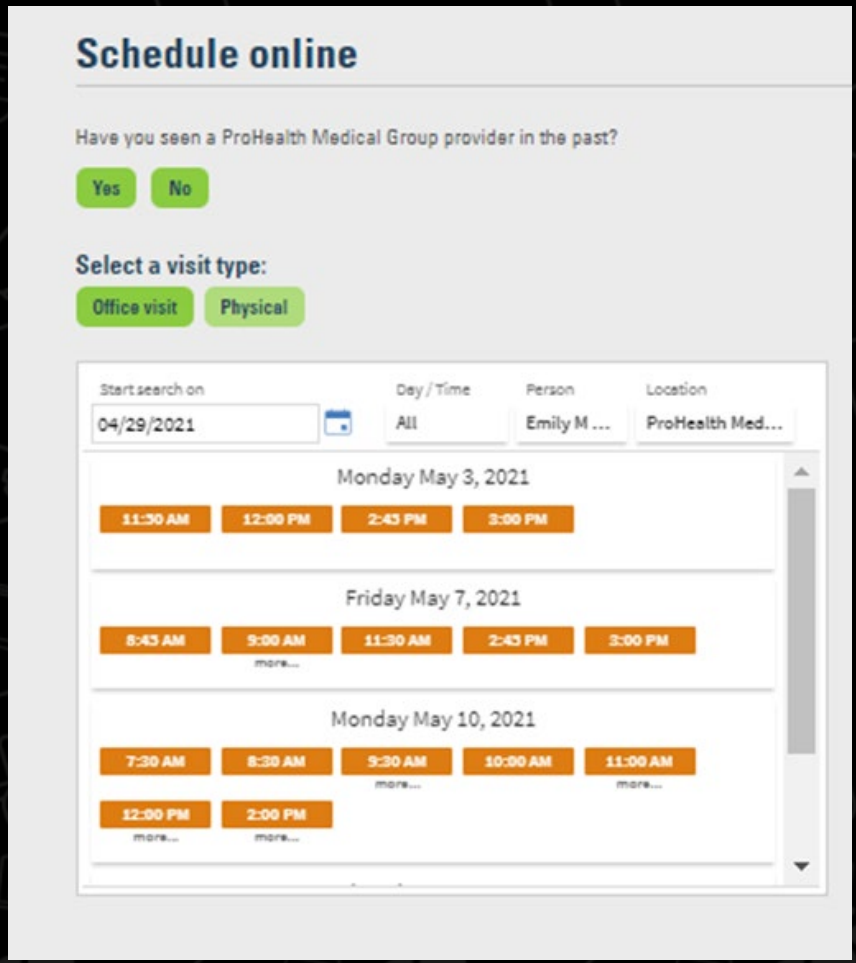
- Where does it fit clinically?
- Where will it be reimbursed?
- Coalesce around one toolset for the organization
- Processes to make this work well for clinicians and patients



Where can I start today?

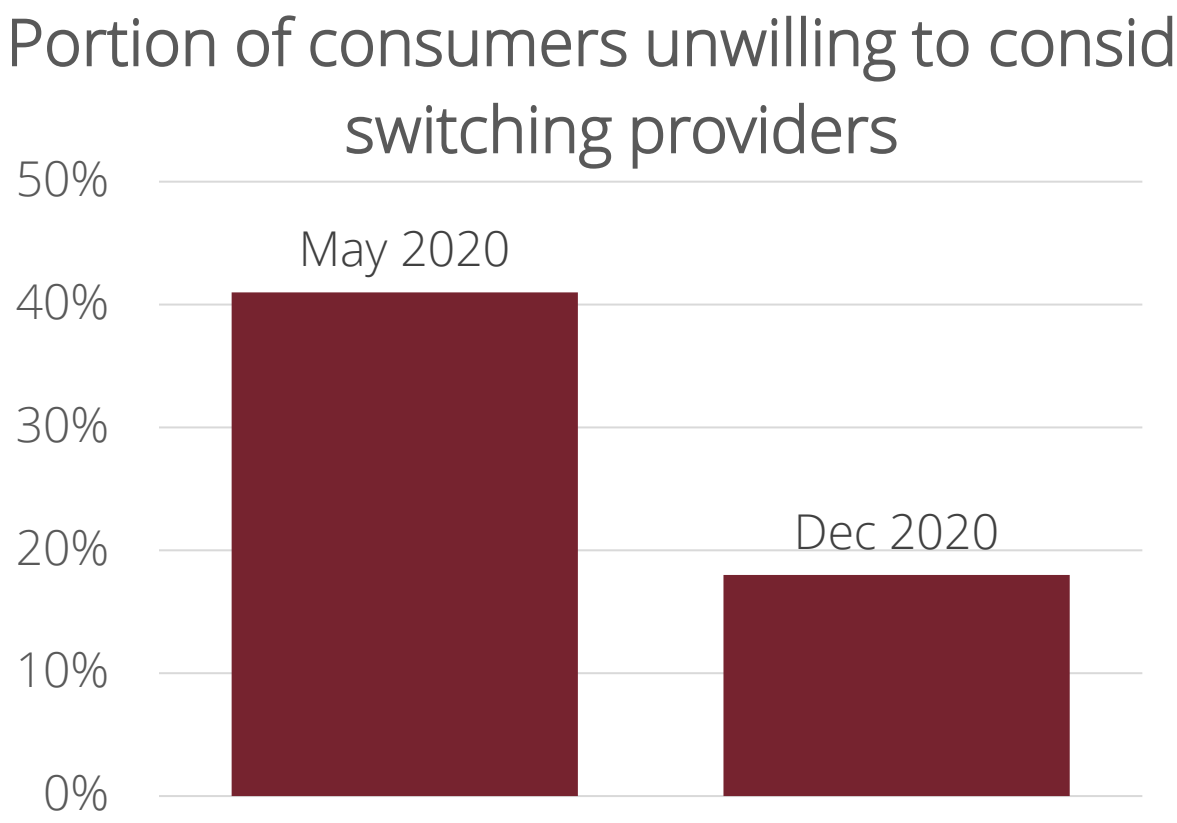
Understand how consumers are accessing care. Use existing data to review and find gaps in this specific journey.

- Digital marketers focus on where telehealth fits into the digital experience in their organizations
- Perform a UX assessment
- Growing number of navigator tools to help connect health consumers to appropriate care options for their situation



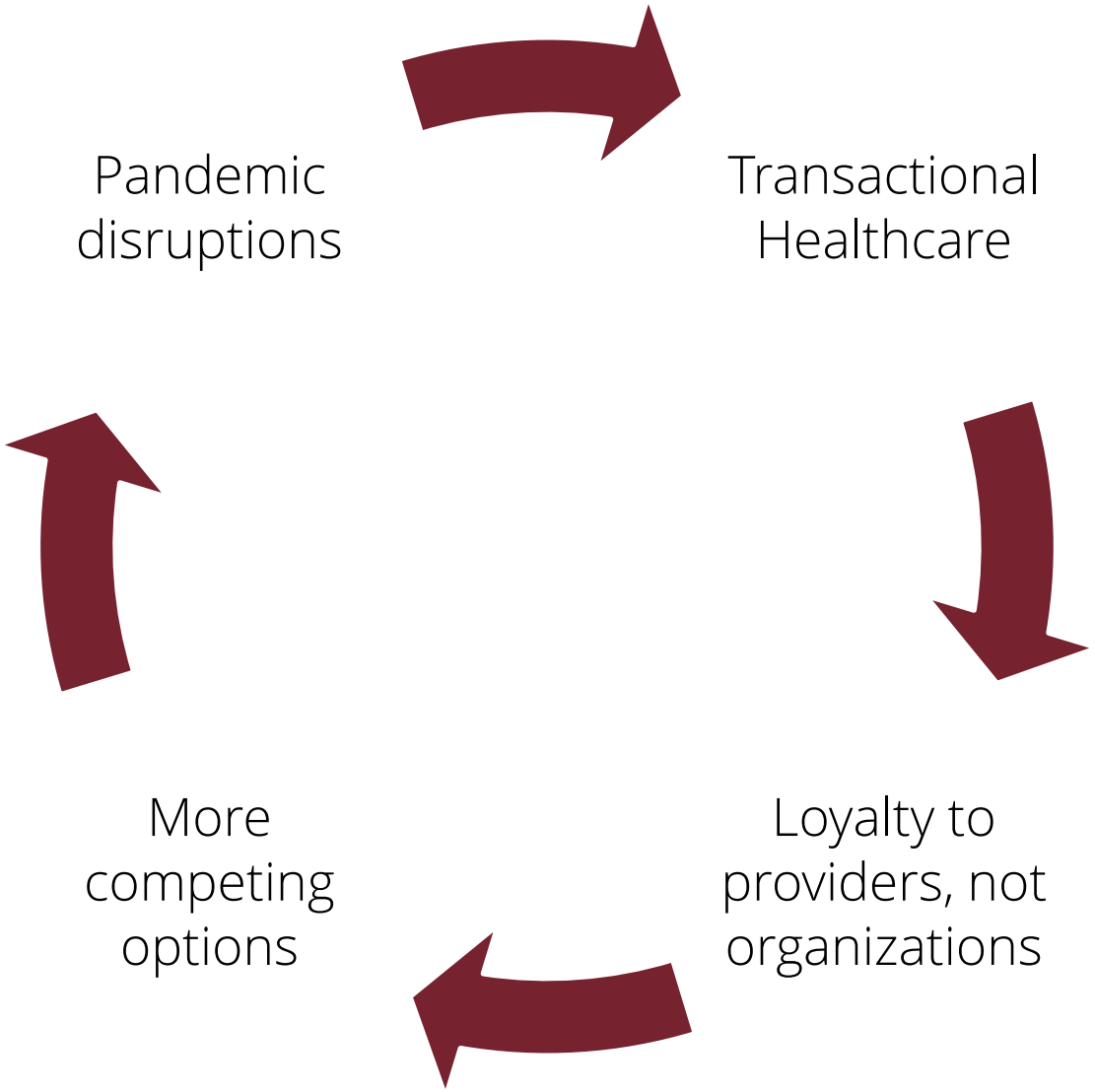
Ongoing patient experience

Healthcare's Loyalty Crisis



Source: Klein and Partners 2020 Omnibus Study, Wave II (May 2020) and Wave IV (December 2020)

What's driving loyalty crisis?



The basis of competition

- As patient loyalty diminishes, we need to compete for every encounter
- It’s tough to compete on price
- It’s tough to differentiate offerings (Nicer offices?)
- We will need to compete on the consumer experience!

Goals: Importance	
	Scored
Consumer experience	3.35
Consumer engagement	3.20
Patient satisfaction	3.16
Consumer awareness	3.08
Patient acquisition	3.07
Return on investment (ROI)	3.07
Revenue	2.93
Profitability	2.69
Digital transformation	2.66
Employee recruiting efforts	2.57
Community relations	2.34
Physician engagement	2.33
Population health	2.12
Fundraising/giving	1.68

Source: Geonetric Healthcare Digital Marketing Trends Survey 2021

As with pathways to care, engagement has expanded in several splintered directions

PATIENT PORTAL

REGISTRATION & CHECK IN

WEBSITE

SCHEDULING & QUEING

CALL CENTER

REMINDERS

APP

MARKETING AUTOMATION

IN-OFFICE COMMUNICATION

CHAT

Current patient portals don't create a competitive, loyalty-building digital experience

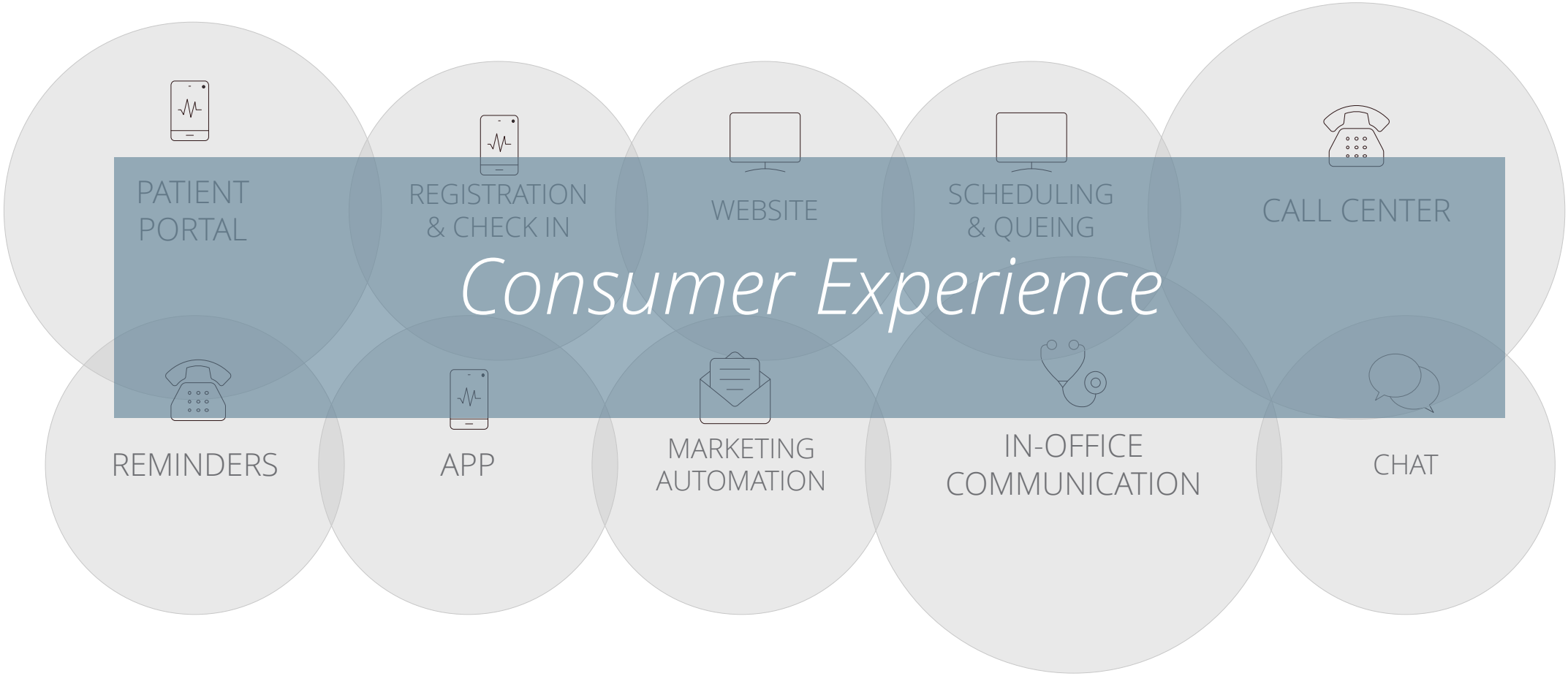
Provide instant access to solutions

Make complex offline operations invisible

Get better the more we use them

Create a long-term, “sticky” brand relationship

The challenge for ongoing engagement and building loyalty is to unify these experiences



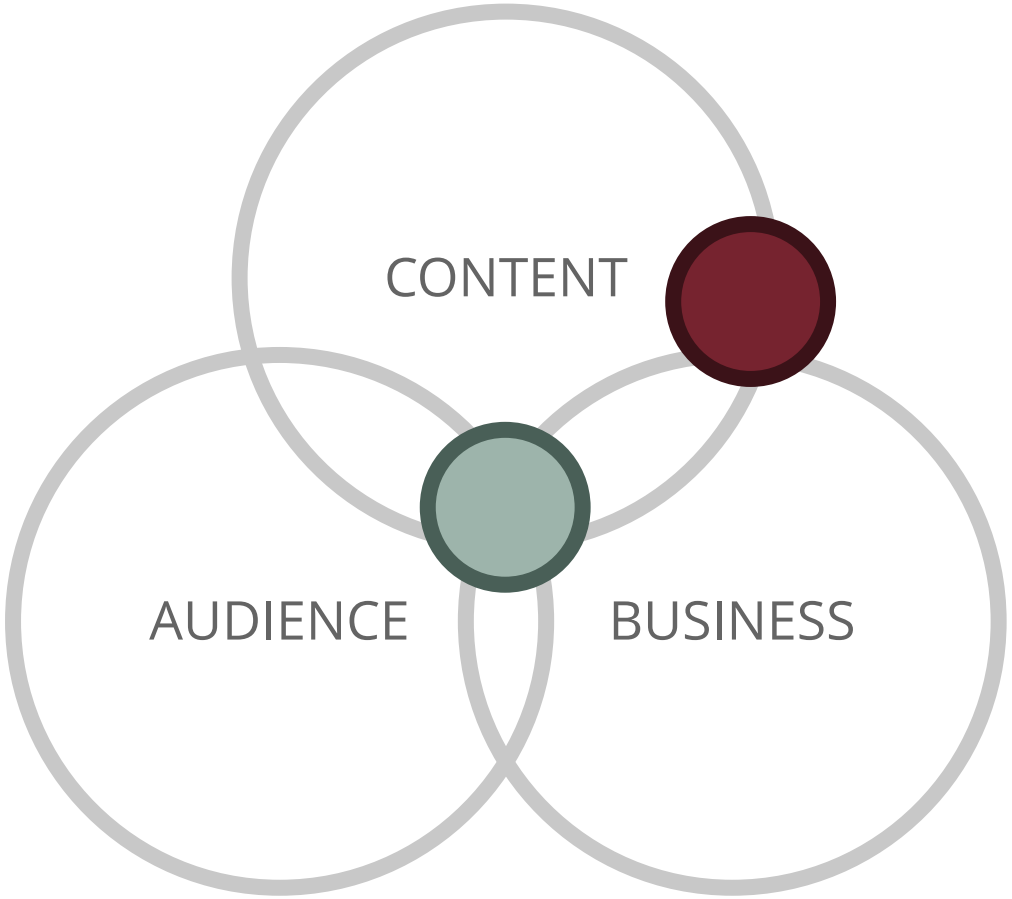
Where can I start today?

Understand your consumers. Long-term engagement begins by building deep consumer insights.

- Personas – create a shared understanding of who your audience is
- Patient Journey Maps – look for ongoing engagement opportunities, ways to build value
- UX Review – examine the end-to-end user experience in light of the patient journey

Data-driven continuous improvement

Is it time to reassess your digital experience strategy?

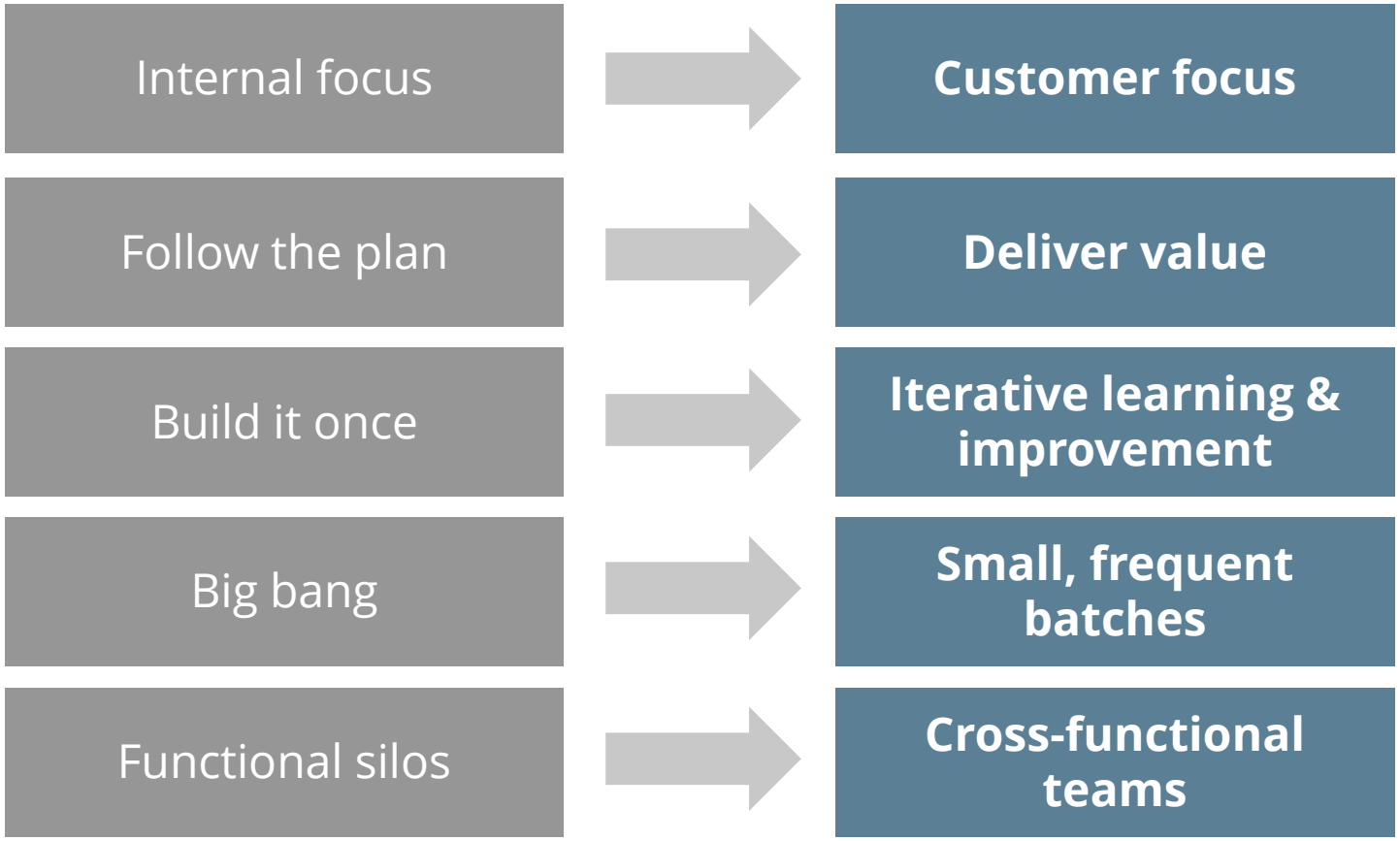


Changes to your audience and business context require a realignment of the digital experience.

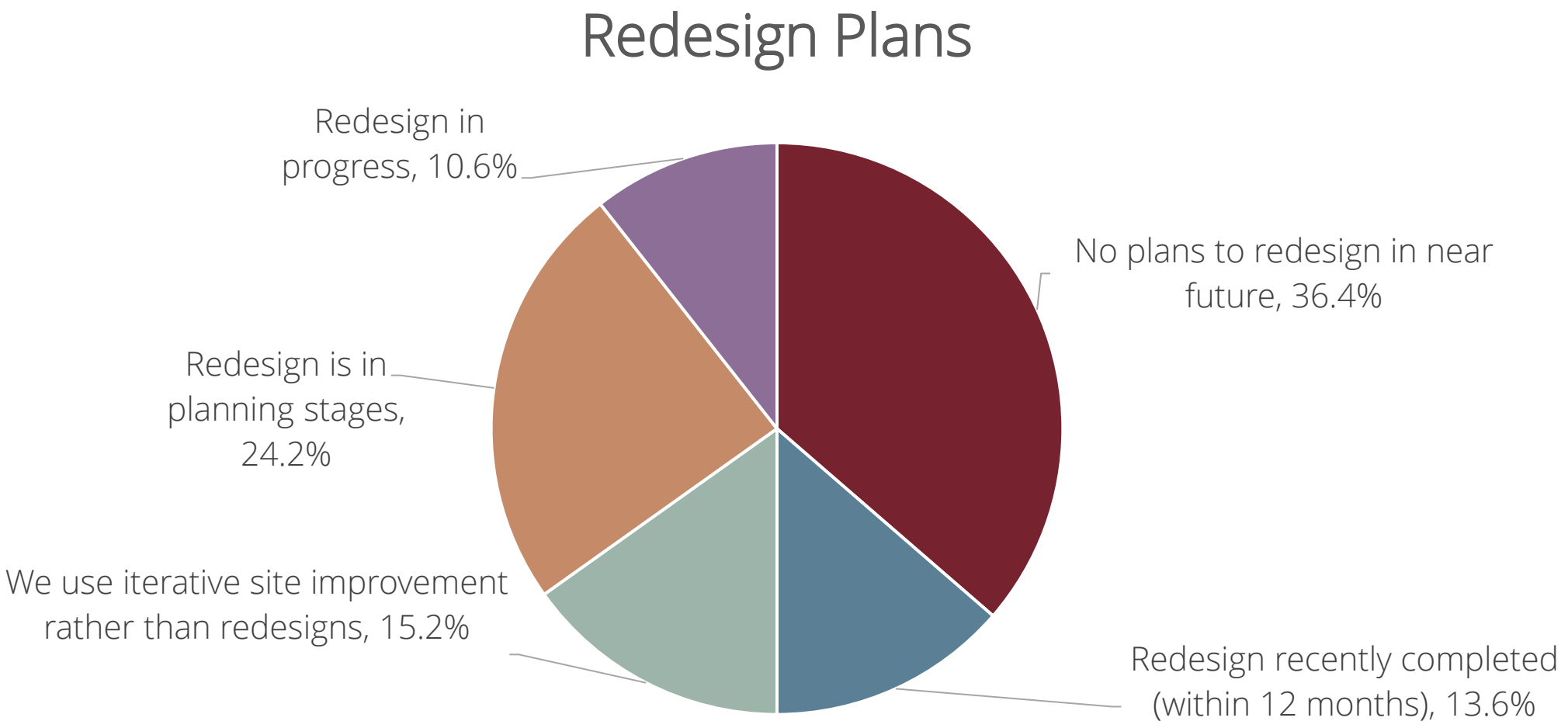
Align technology to support the digital experience for the healthcare consumer

- Identity Management
- Customer Data & CRM
- Personalization & Optimization
- Search
- Content Management
- Digital Asset Management
- Content Operations
- Governance & Accessibility
- Analytics

Adopting a product mindset



Healthcare marketers using iterative improvement rather than redesigns



Source: Geonetric Healthcare Digital Marketing Trends Survey 2021

When is Iterative Redesign Appropriate?

- Begins with optimization
- Gradual changes with testing
- Sometimes, it's too late to start here...
- Predict this area will grow

Where can I start today?

Understand your consumer data and MarTech landscape. It's critical to have a picture of the moving pieces as you create a vision and iterative plan.

- MarTech map and assessment
- Iterative digital experience roadmap
- Analytics & measurement
- Testing & optimization strategy

Where to begin

Starting the conversation

1. Establish clear ownership for consumer-facing digital experiences.

2. Create a relentless focus on the consumer experience.

3. Combine short-term wins with a long-term vision.

4. Let the experience vision and strategic objectives drive the technology.

Questions?

eBook

Reimagining the Healthcare Digital Experience

geonetric.com/reimagine