



Achieve Maximum Patient Engagement Through Connected Care

Kelly Jo Golson, EVP, Chief Brand & Consumer Experience Officer

Jamey Shiels, Senior VP Consumer & Digital Experience

Advocate Health



Kelly Jo Golson

EVP, Chief Brand, Communications & Consumer Experience Officer

As Chief Brand and Consumer Experience Officer, Kelly Jo Golson is responsible for consumerism, brand, marketing, digital strategy, public affairs and internal communications across Advocate Health.

A healthcare leader since 2007, she has nearly 30 years of industry experience, including leadership roles with Methodist Healthcare System, St. Luke's Episcopal Healthcare and Memorial Hermann Healthcare, all in Houston.

Golson was recognized by Crain's Chicago Business as a Notable Marketing Executive in 2021 and 2020 and by the Milwaukee Business Journal as Chief Marketing Officer of the Year in 2020. She has served in a variety of leadership roles with the American Heart Association, including the 2022 Heart of Chicago Board and as a member of the national Communications and Marketing Committee.

A former reporter, Golson is a member of the American College of Healthcare Executives, the Society for Healthcare Strategy and Market Development, a charter member of the Ragan Communications Leadership Council and a member of the Economic Club of Chicago. She also serves on the board of Xealth, a technology platform that enables health systems to scale their digital health initiatives.

She received a master's degree in business administration from Our Lady of the Lake University in San Antonio and her bachelor's degree in journalism from Texas A&M University.



Jamey Shields



Senior VP Consumer & Digital Experience

Jamey is responsible for leading enterprise activities focused on creating a seamless, personalized consumer experience designed to actively engage consumers in their healthcare journey and strengthen their relationship with their care providers.

Jamey has over 25 years experience in healthcare, corporate and agency environments leading integrated teams of strategists, user experience designers, product innovators and technologists that are focused on delivering digitally enabled, end-to-end solutions that engage consumers and create business value.

In addition to his work at Advocate Health, Jamey is an adjunct instructor for the University of Wisconsin Milwaukee SCE and is a member of the board and chair of the Brand/Marketing Committee for the Three Harbors Boy Scouts of Southeast Wisconsin.

Jamey received a BA in Marketing at Michigan State University and an MBA at the University of Wisconsin Whitewater.



ADVOCATE HEALTH



NEARLY
6M
UNIQUE
PATIENTS



NEARLY
150K
TEAMMATES



MORE THAN
21K
PHYSICIANS



NEARLY
42K
NURSES



NEARLY
\$5B
COMMUNITY
BENEFIT



MORE THAN
1K
SITES OF
CARE



67
HOSPITALS



\$27B+
REVENUE

AdvocateAuroraHealth®

2.9M unique patients

77K teammates

10K physicians

22K nurses

\$2.4B in community benefit

500+ sites of care

27 hospitals

\$14B+ in annual revenue



Atrium Health

2.9M unique patients

73K teammates

11K physicians

20K nurses

\$2.46B in community benefit

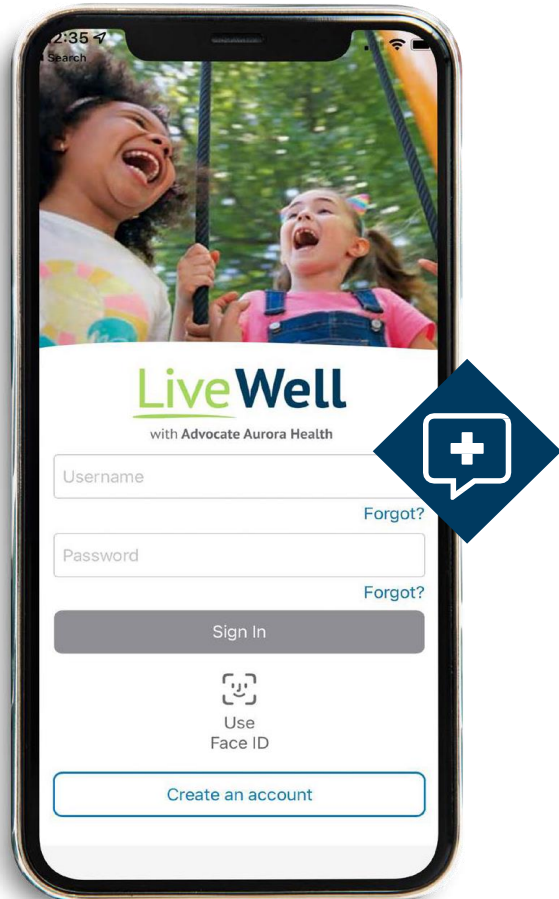
500+ sites of care

40 hospitals

\$13B+ in annual revenue



Agenda & Learning Objectives



How to Use data to improve engagement and outcomes

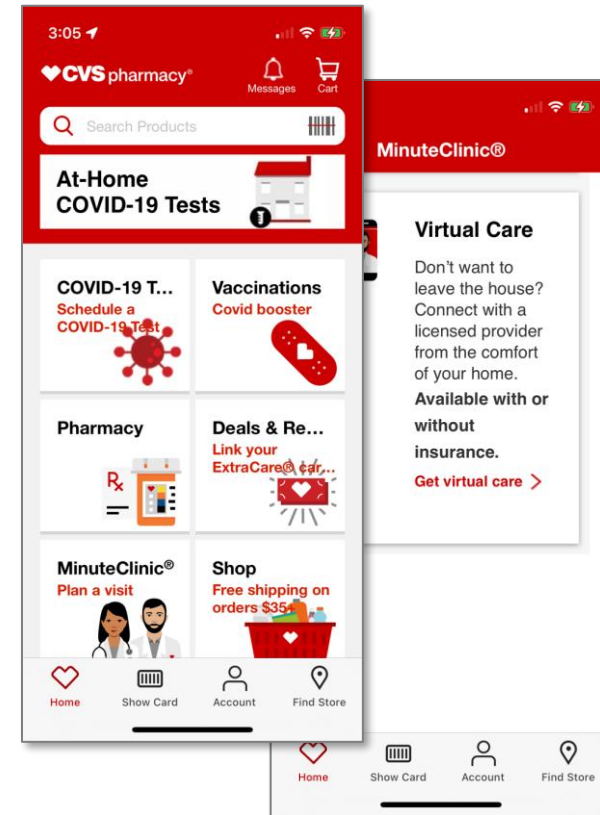
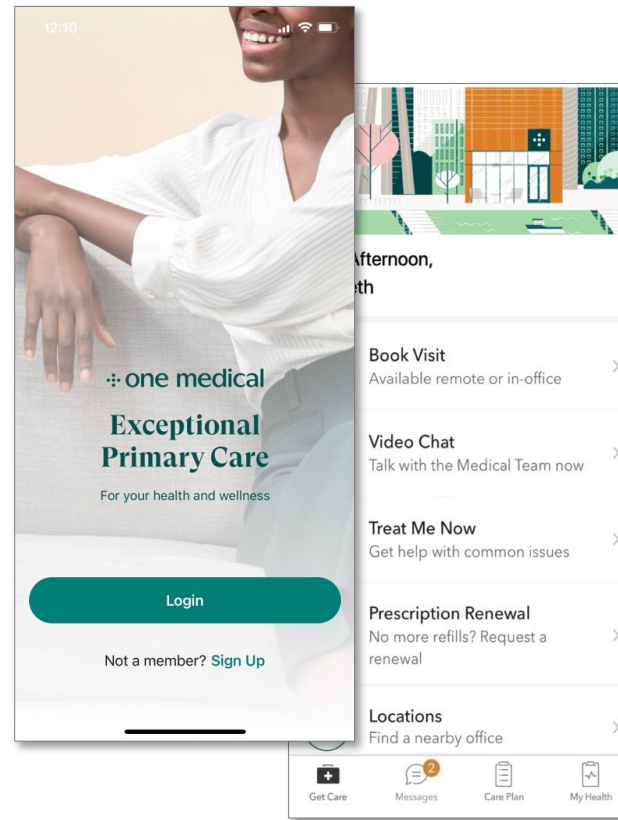
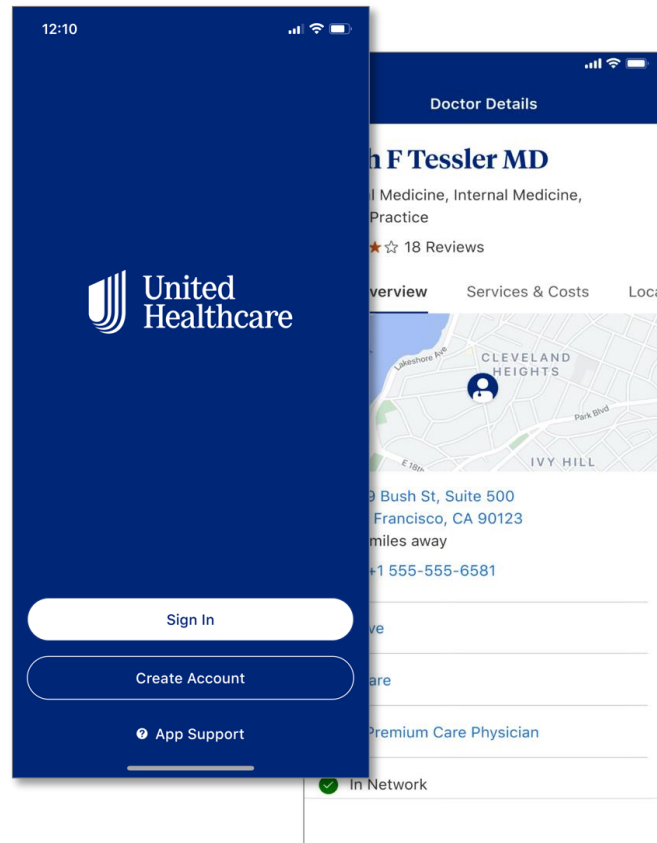


How to connect disparate systems into a single user experience.



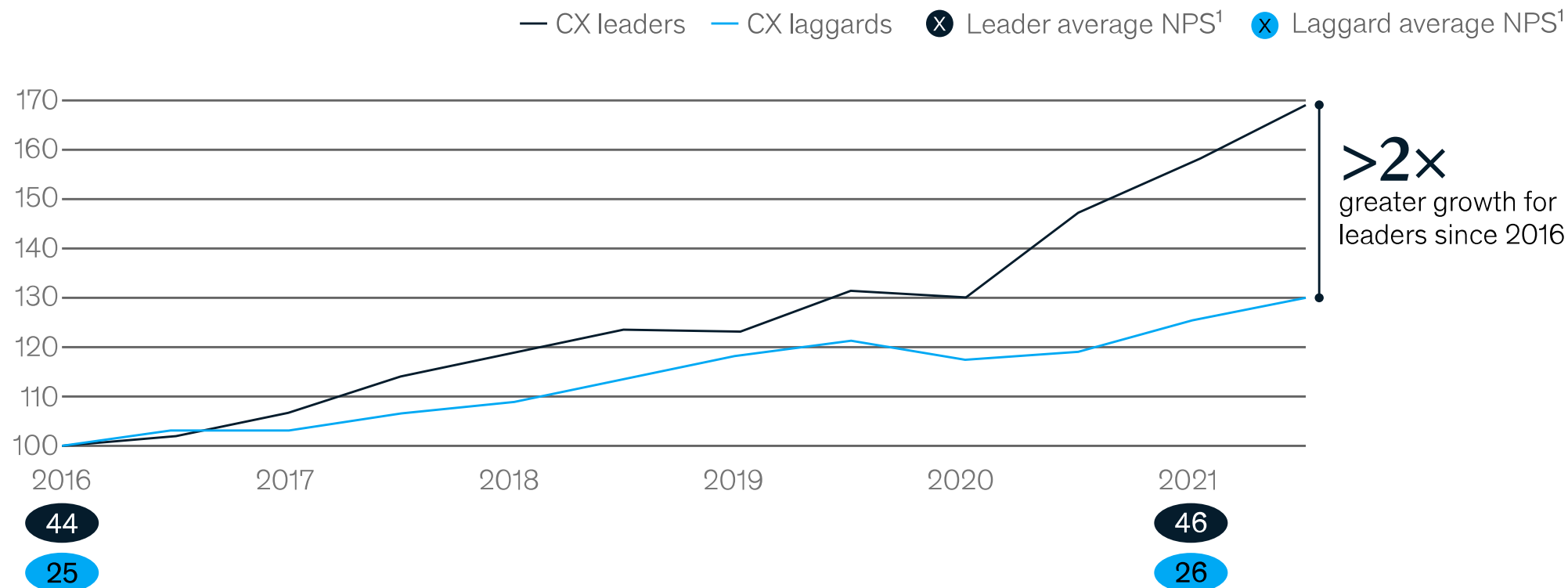
Capabilities needed to advance a platform strategy in healthcare

Competition in the healthcare space is just heating up with health systems, insurers, retailers and big tech trying to become the preferred first touch point for users



Customer experience leaders across industries outperform peers on revenue growth

Revenue of customer experience (CX) leaders and laggards over time, index (100 = 2016)



“Compensating for the loss of 1 customer requires acquisition of 3 new customers”



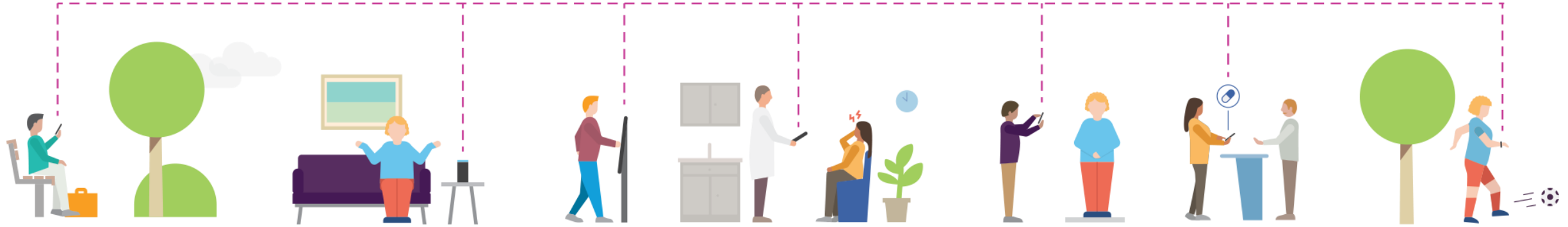
80 percent of value creation achieved comes from unlocking value from existing customers”



Use positive experience to drive word of mouth and increase new customer acquisition



End to End Consumer Experience



Awareness & Acquisition

Engage consumers before they need care that builds awareness and affinity to our care brands

Support awareness and acquisition for finding care, services, providers and making it easy to schedule

Care Delivery

Providing convenient access to care with streamlined messaging and onboarding virtual, in-person and hybrid visits

Tools and resources to support clinical care delivery including in-person, virtual and at home care

Engagement & Loyalty

Personalized health journeys to improve recovery, engagement and health outcomes

Provide the tools and resources to help people live well and strengthen the relationship they have with our care brands

5 Trends Impacting Connected Experiences

1

Identity: Health systems need to own the consumer identity to drive a seamless and connected experience

2

Personalization: unique user types create opportunities to improve adoption and engagement

3

Journey Orchestration: Data-driven programming moves patients through care experiences

4

Consumer Data Platform: (CDP) securely collects, manages and scales first-party data to support platform capabilities

5

AI: Generative AI is forecasted to have the greatest impact on marketing and customer service

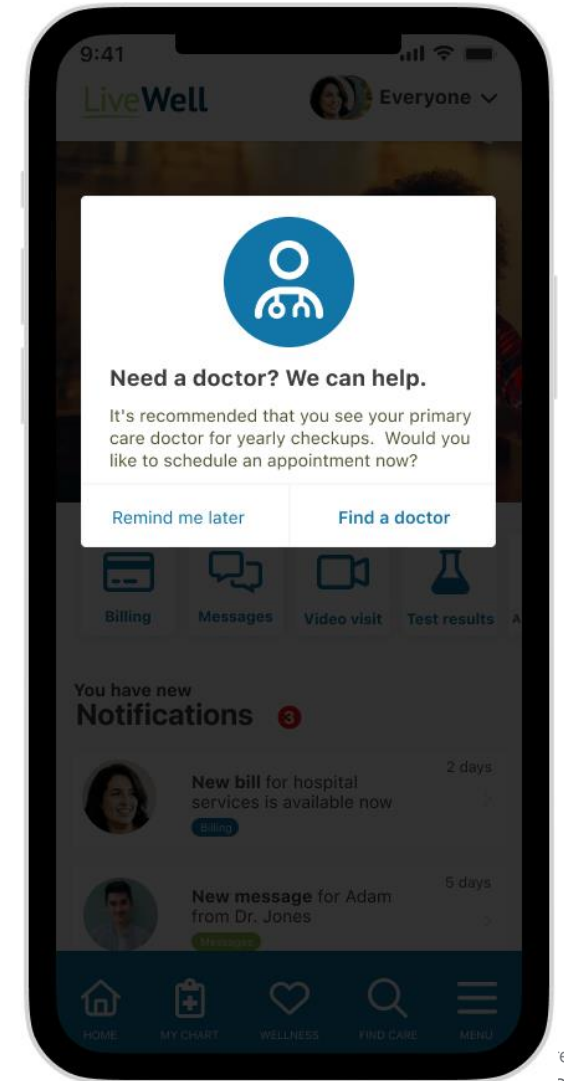
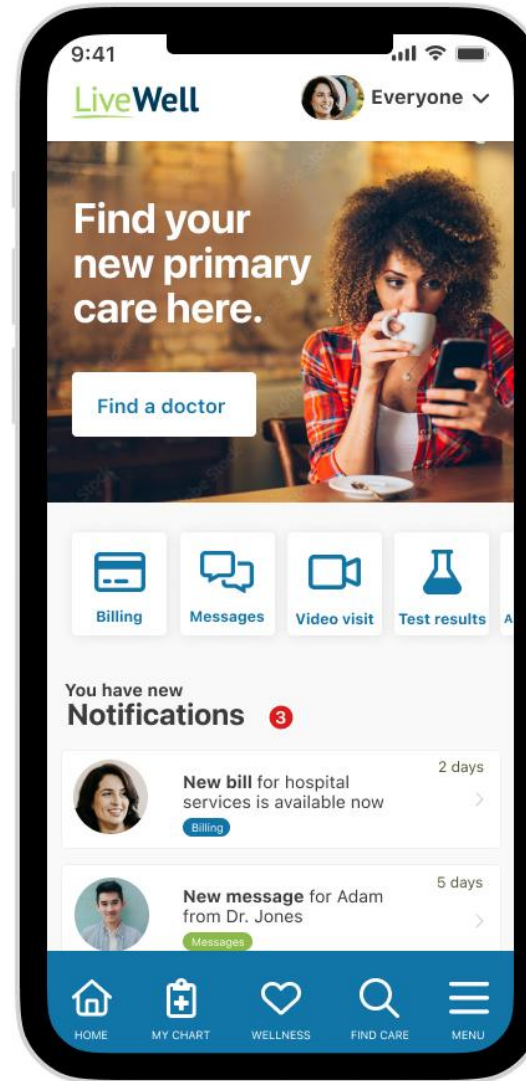
Identity Enables the Platform

The EHR identity is not built to unify the collection of digital tools required for today's digital health consumer nor does it allow for the consumer to connect payor or health app profiles.

The Identity enables a seamless experience across any digital touchpoint

ID enables personalization that delivers the right message to the right user closing care gaps and improving outcomes

Connects to third-party apps, payer account or employer profiles to become the best first resource for care

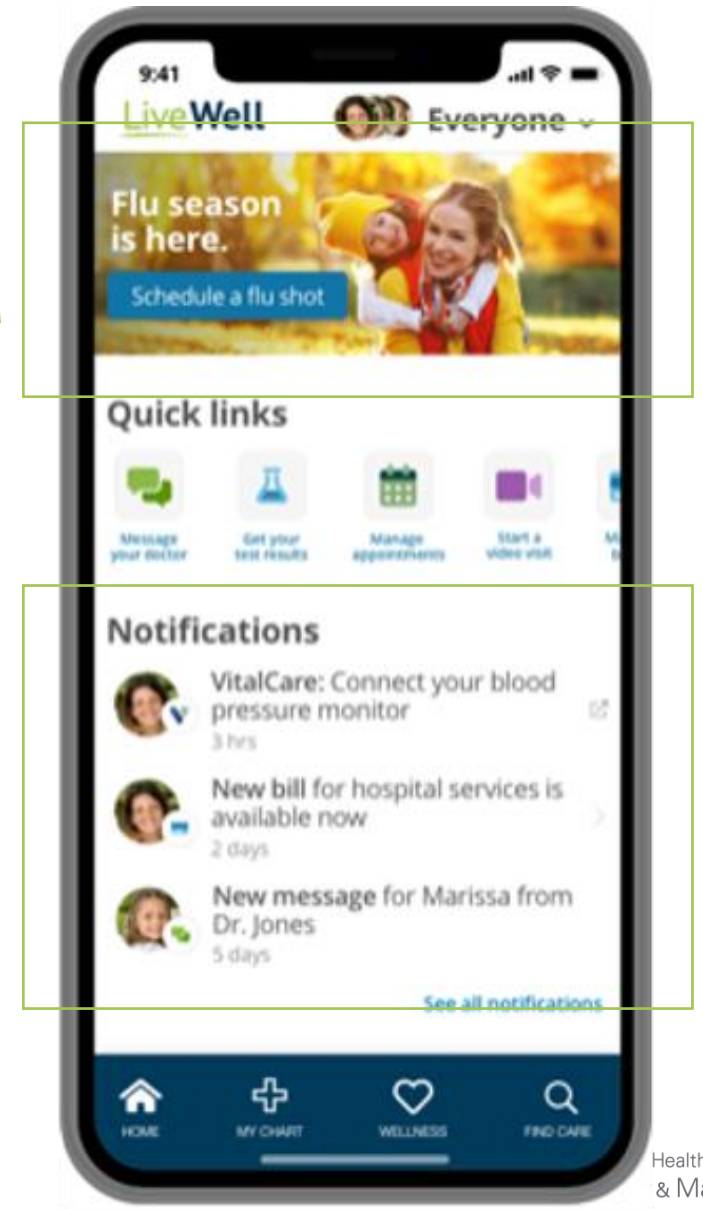


Identity Enables Integration

The ID brings deeper personalization and integration

- The ID provides the ability for any provider to prescribe content, apps, and tools that are delivered directly to the home screen of an individual user.
- With the ID we can finally present focused and relevant experiences from larger persona groups all the way down to individual users.

Personalized for the user, driving ease of use of use and effectiveness.

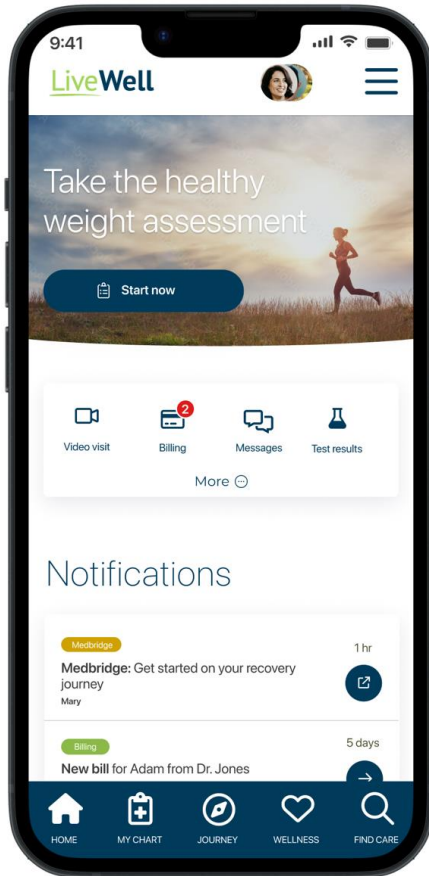


Health Care
& Market
Development™

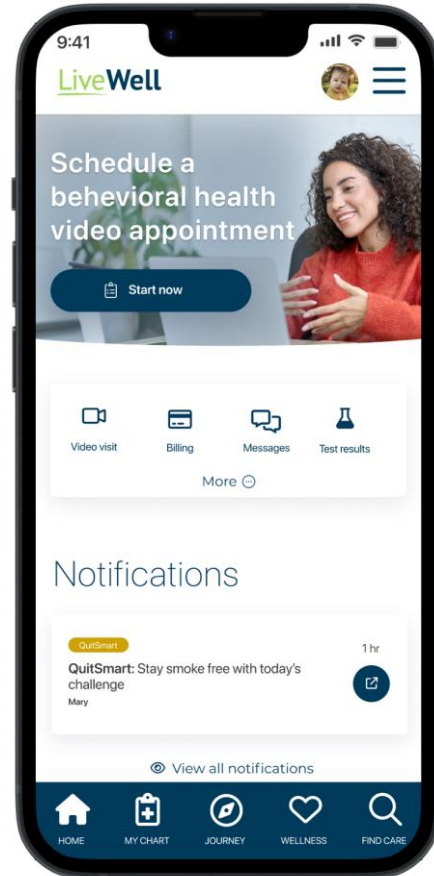
STANDARD

Personalization by User Type

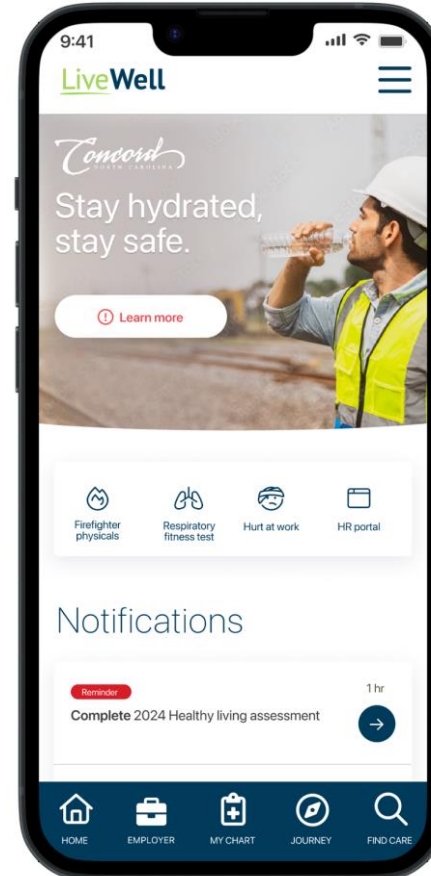
MyChart User Type



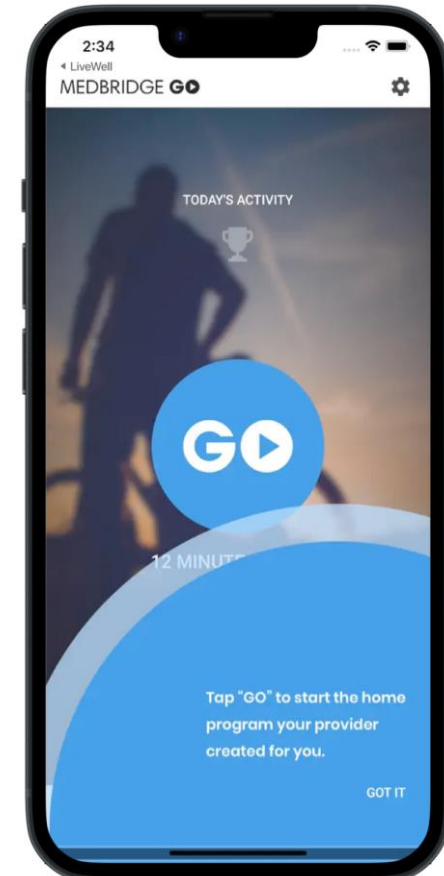
Consumer User Type



Employee User Type



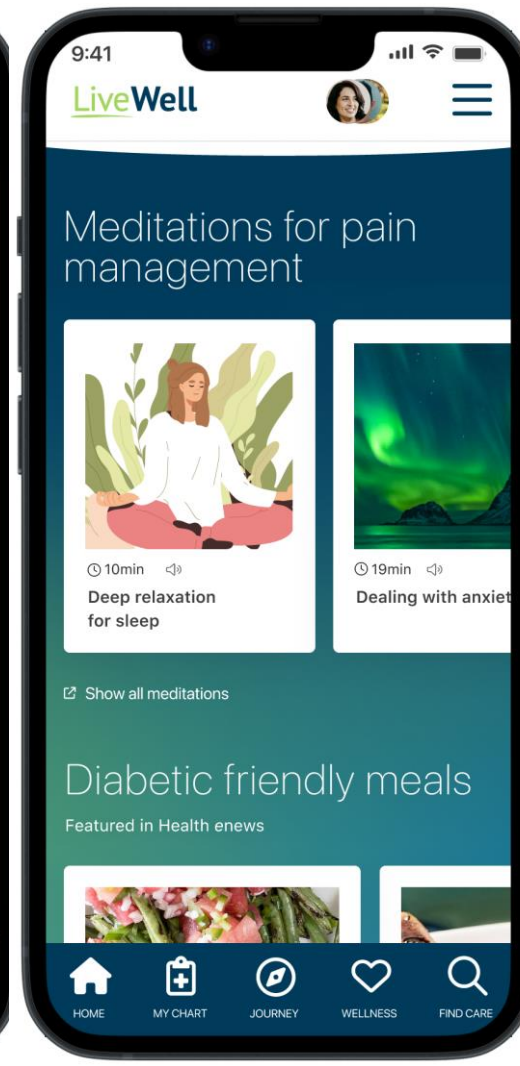
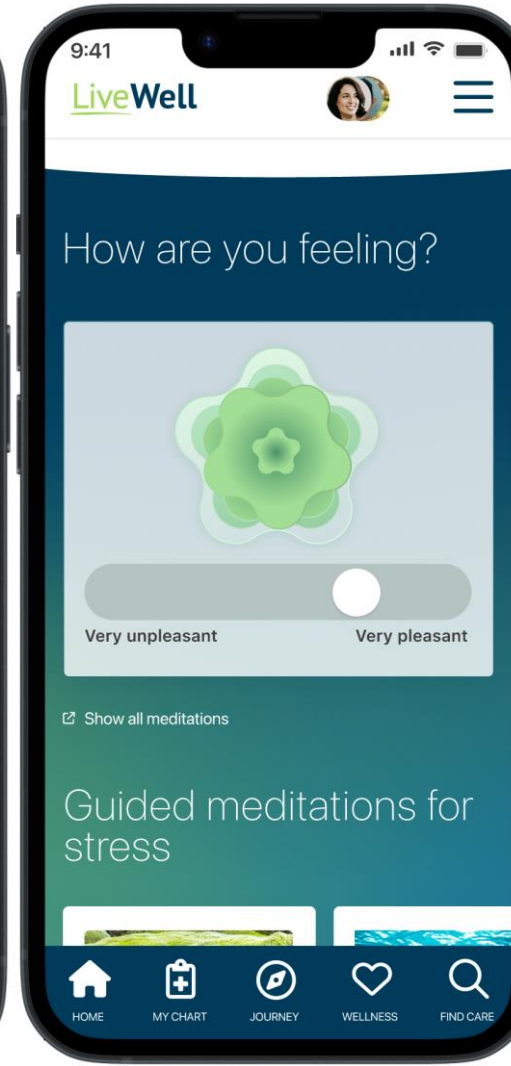
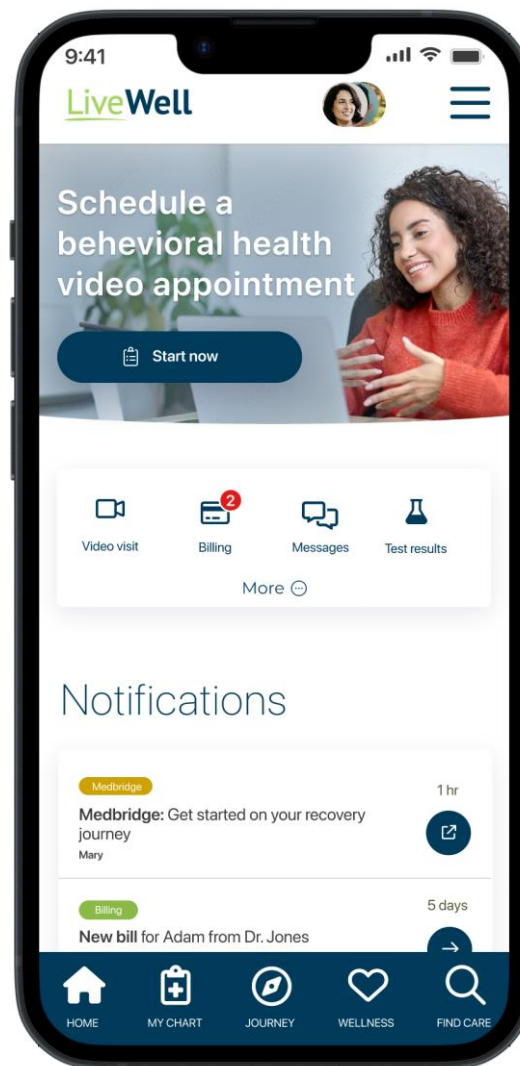
3rd Party App User



Additional segmentation types: by Payer, Service Line, Demographic, etc.

Personalization Drives Engagement

Personalization delivers the digital experiences we expect from today's technology, enhancing the opportunities for engagement.



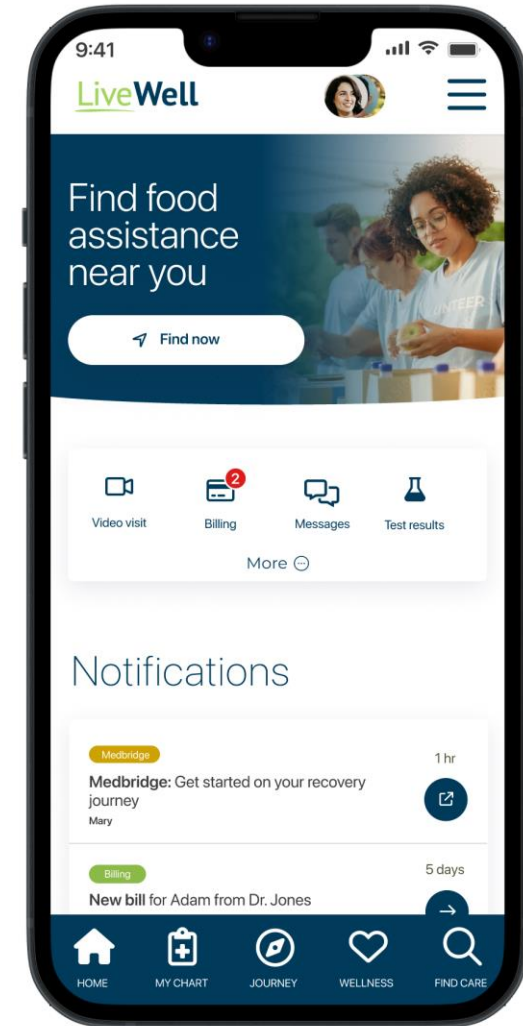
Personalization and Impact

Health Equity

Address the issues of the social determinants of health through a personalized and meaningful way.

Our goals with health equity:

- Provide awareness to options and opportunities
- Ensure it is dignified and relevant with the interests and immediately available to that patient
- Create seamless connectivity to options to drive positive utilization and increase user satisfaction.



Journey Orchestration

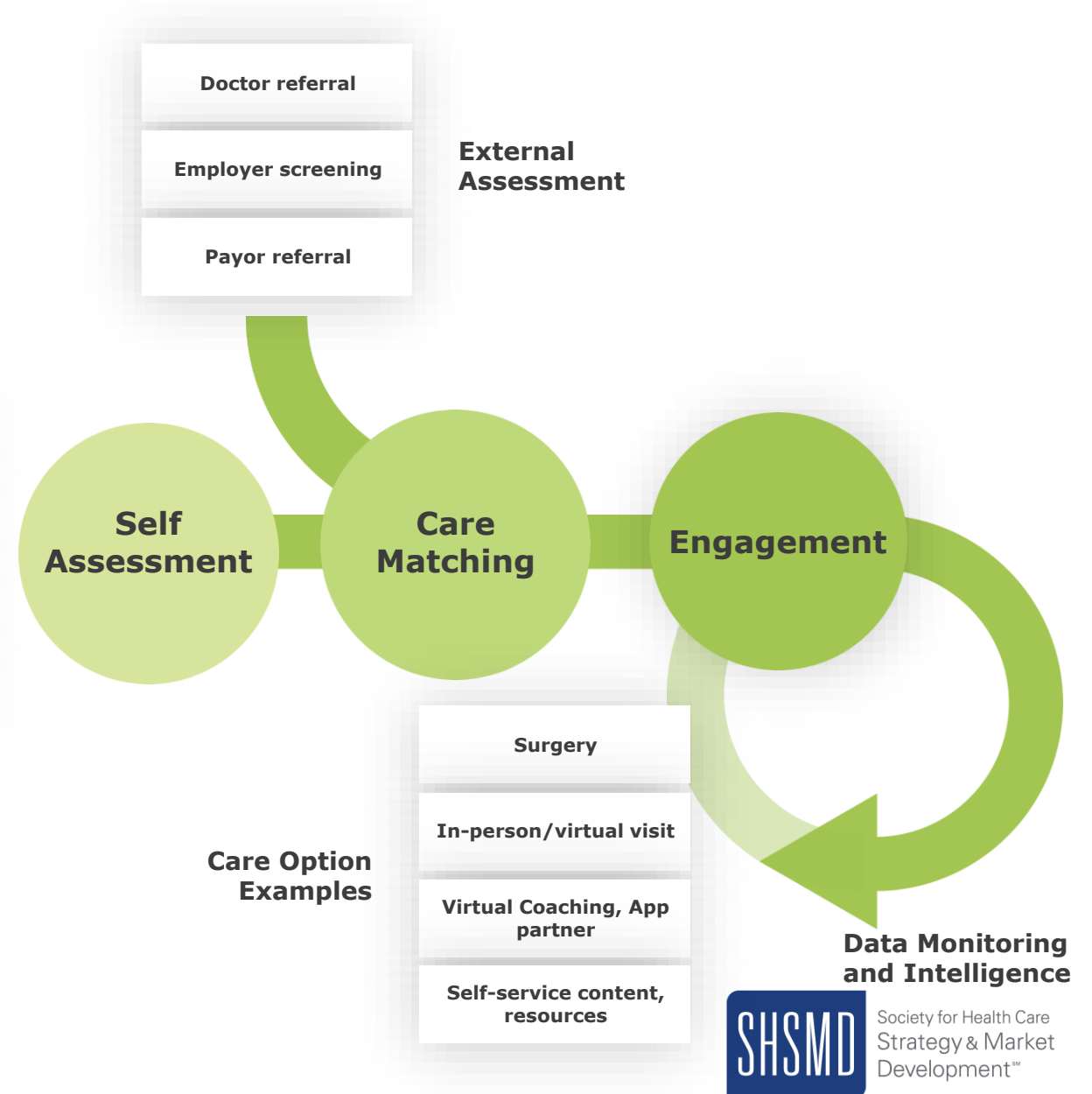
Create a chassis for growth that connects disparate experiences across the health system

Journeys leverage multiple inputs and software systems to recommend the appropriate care with the right level of clinical engagement – in-person, virtual, or at home.

ROI is at the heart of every Journey as lower cost digital tools are integrated into our care delivery.

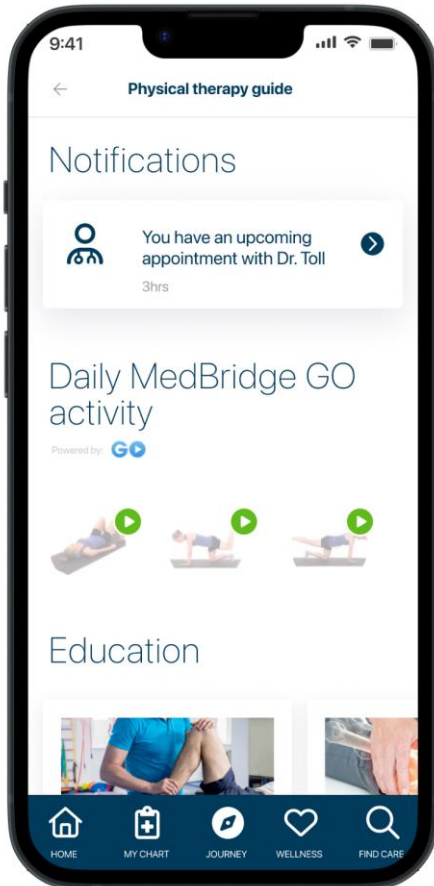
Promotion

| |
|--------|
| Owned |
| Paid |
| Earned |
| Shared |

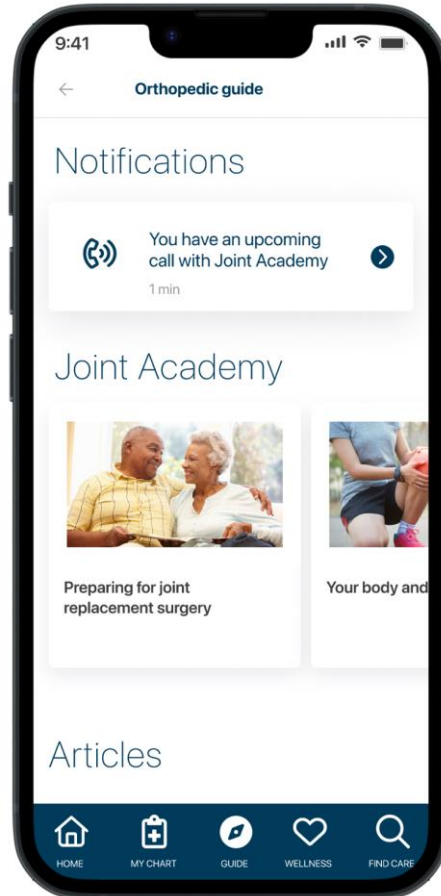


Journeys Improve Outcomes

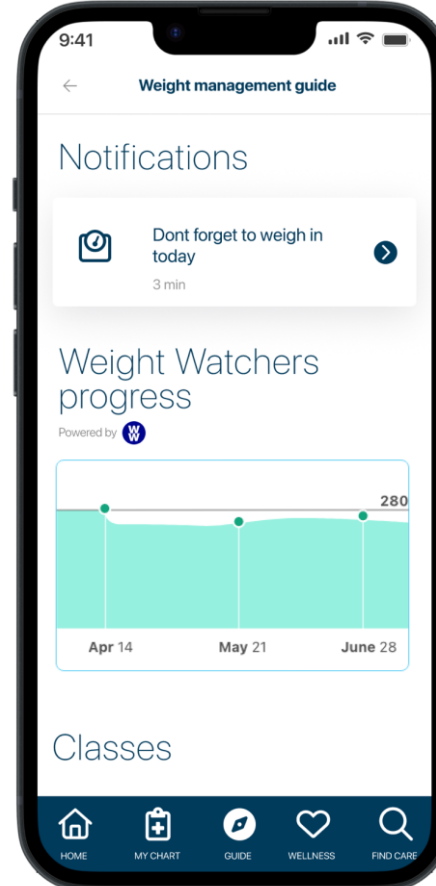
Physical Therapy



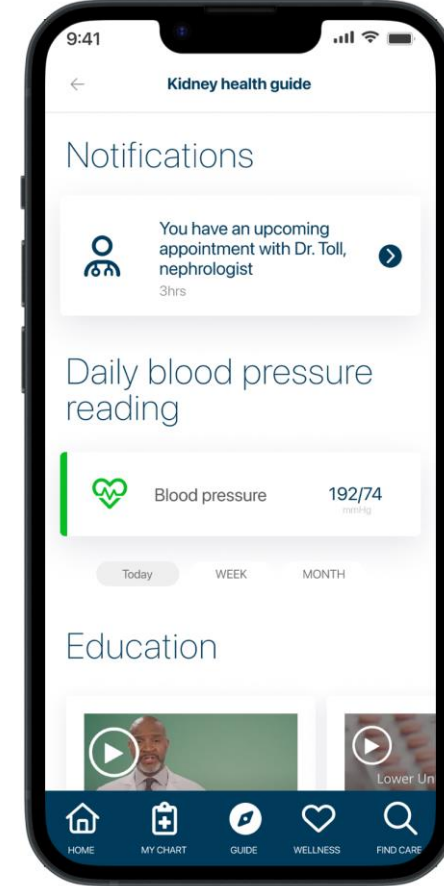
Orthopedics



Weight Management



Kidney Health



Of note: Health Guides can be initiated via Epic or set to be Opt-in from any user.

Consumer Data Integration

The modern consumer experience requires an intelligence layer that leverages data collected from the platform, ID and approved systems to drive personalization, next-best action and care recommendations based on user data and clinical protocols.

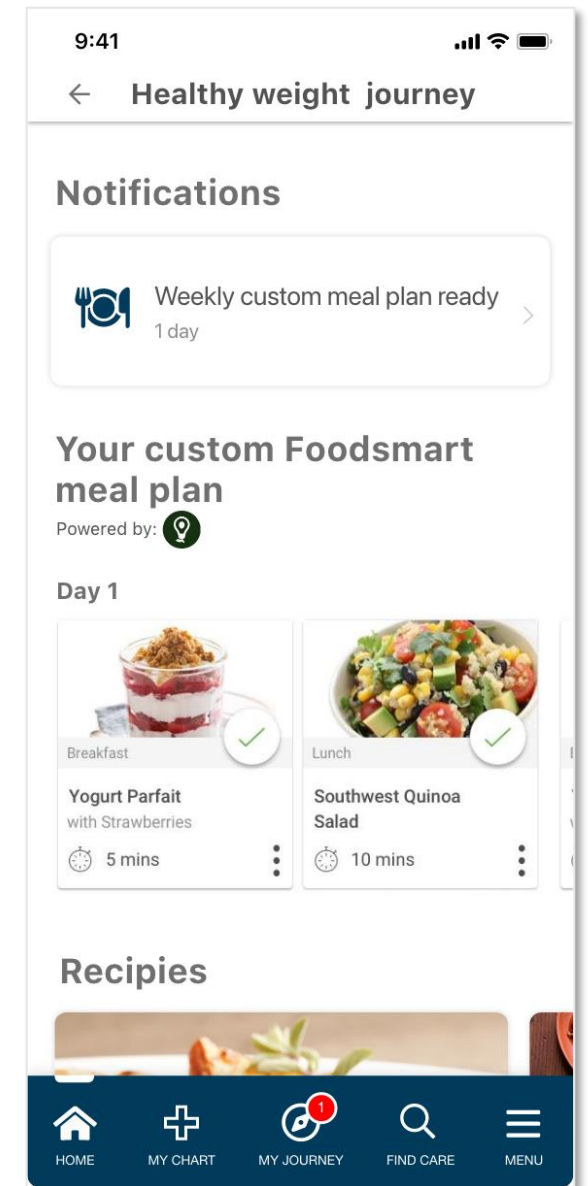
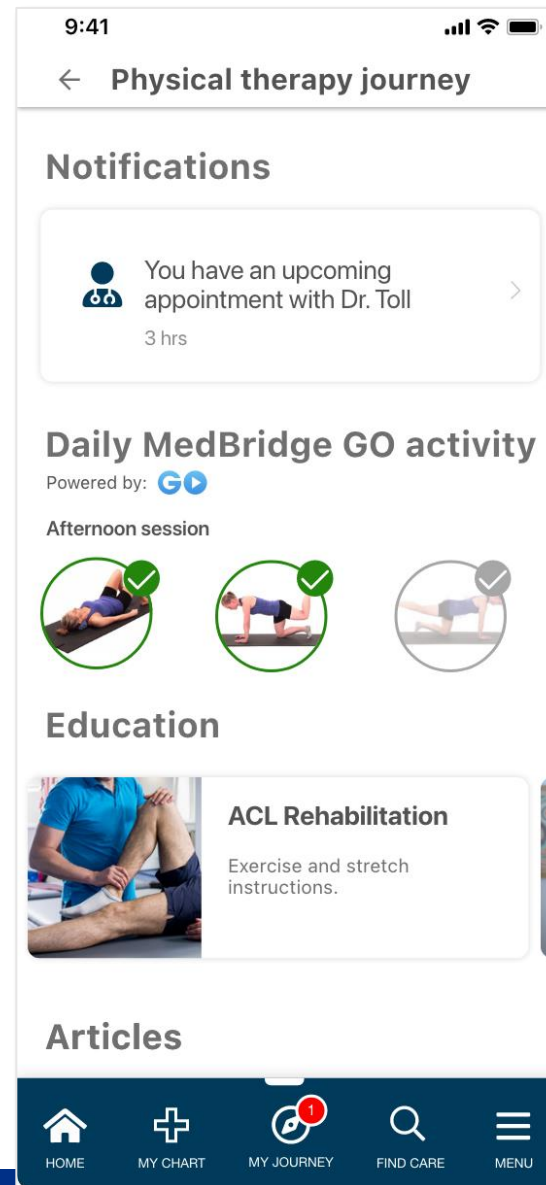
A consumer data platform delivers capabilities to harness platform and user data to improve care delivery, consumer engagement and new care models.



Data Driven Programming

The Intelligence capabilities create an opportunity to harness platform and user data to improve care delivery, consumer engagement and new care models.

- Securely collect data
- Harmonize multi-source data
- Enables segmentation personalization
- Insight generation



AI's Breakout Year (McKinsey)

Generative AI is poised to unleash the next wave of productivity - impacting where business value could accrue and the potential impacts on the workforce.

- About 75 percent of the value that generative AI use cases could deliver falls across four areas: Customer operations, marketing and sales, software engineering, and R&D
- Generative AI has the potential to change the anatomy of work, augmenting the capabilities of individual workers by automating some of their individual activities

AI Applications (Gartner)

38% of executives indicated that customer experience and retention is the primary purpose of their generative AI investments.

30% of outbound marketing messages from large organizations will be synthetically generated by 2025, up from less than 2% in 2022

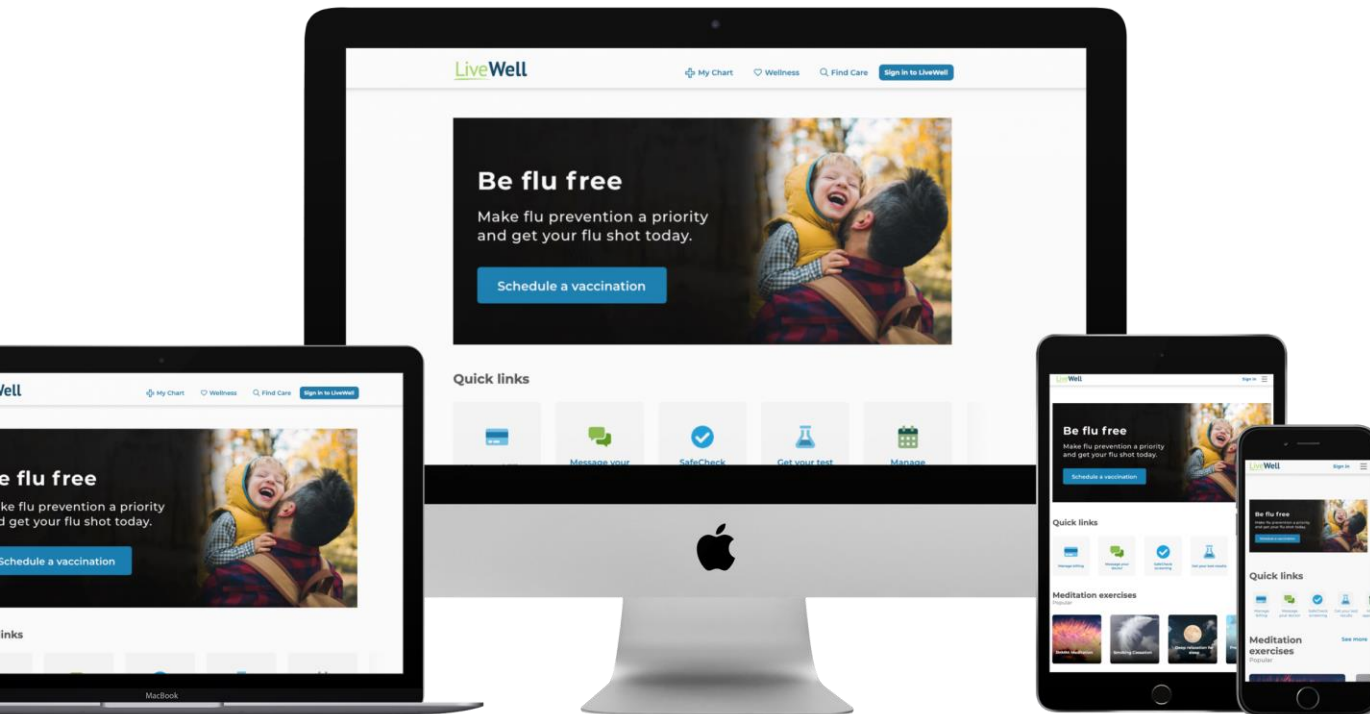
- Written content augmentation and creation
- Search optimization and web content
- Question answering and discovery
- Tone, summarization and simplification
- Chatbot experience improvement
- Creating medical images showing future development of diseases

<https://www.gartner.com/en/topics/generative-ai>

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CALL. CLICK. GO

A Consumer First platform that creates a seamless, connected and personalized experience available wherever, and whenever consumers needs it.



Digital Acquisition
Virtual Care Growth
New Care Models
Schedule Optimization

Enterprise CRM
Visit Closure
Referral Capture
LiveWell Pharmacy

Care @ Home
Employer Expansion
Population Health

Efficiency via
Self service



New patient
acquisition,
share of wallet



Improved
engagement
& outcomes





Questions?

Please be sure to complete the session evaluation on the mobile app!



Bibliography/References

- <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier#key-insights>
- <https://www.gartner.com/en/topics/generative-ai>