



WellConnect - Personalizing Customer Connections & Improving Patient Access to Primary Care

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Dad of 3 kids and an Indiana native disguised as a healthcare marketer - with a background in visual storytelling and human centered design. Over the past 12 years I've been on a mission to try to make healthcare more personal, relevant and convenient.



Beth Dawson

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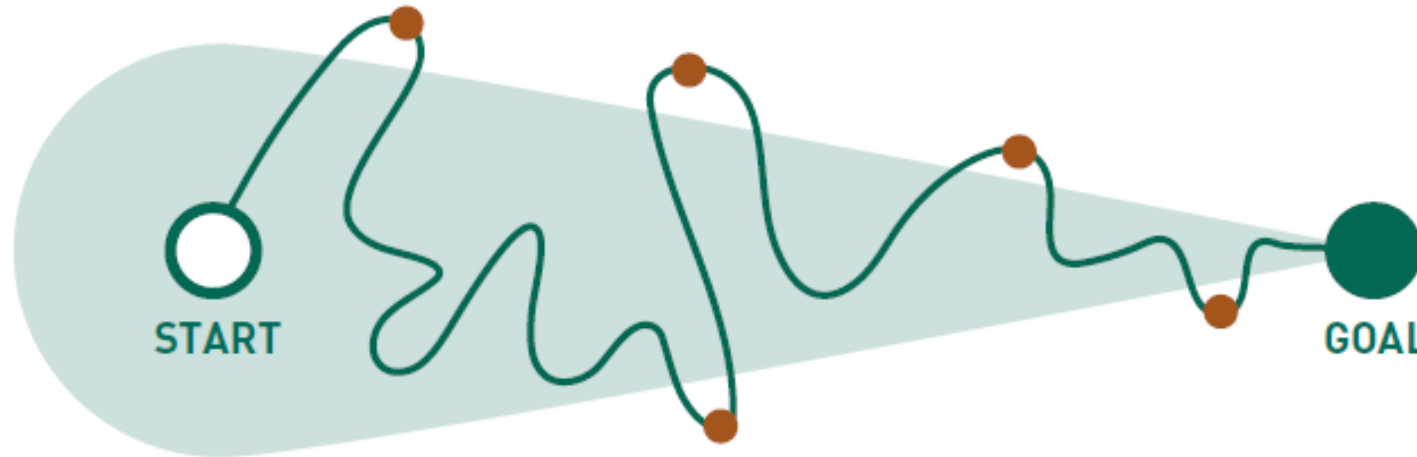
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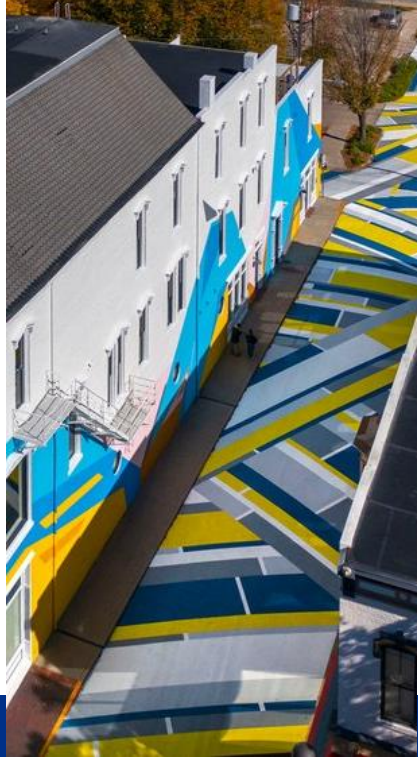
Never went to juggling school, but doing the best I can....mother of two teens and working by day as a marketing professional with a passion for community networking, building the easy healthcare access button while meeting each and every patient where they are on their journey. I enjoy building team synergy across the system to discover and ignite passion within each member. My goal is to continue to discover and “fan the flames” across the system and community to remind us of our purpose and goals within our health and wellness mission.

Objectives for today

- Provide context
 - Share our journey over the past 10 years
- ➡ initial market research > concept > the early years > today



- Detail successes, challenges faced, and overall learnings
- Understand the *why* behind what we do



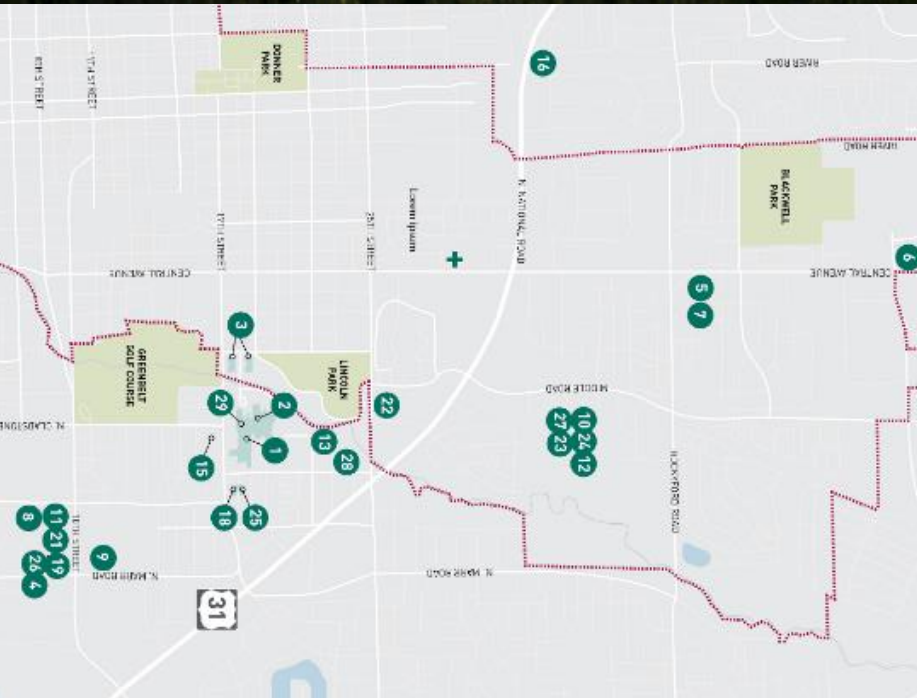
Columbus, IN at a glance

- Central Location:
 - 45 minutes south of Indianapolis
 - 1 hour north of Louisville, KY
 - 1.5 hours west of Cincinnati, OH
 - 4 hours southeast of Chicago, IL
- Population of about 50k
- Cummins Inc. world headquarters
- 50+ different languages spoken in school system
- Ranked #6 in the nation for architecture in US



Columbus Regional Health

- Regional Health System serving 10 county area in Southeast Indiana.
- 2300 employees
- Physician network consisting of primary and specialty care providers
- Top 50 Cardiovascular Care





What is WellConnect?

Started out as a prototype Health and Wellness center in downtown Columbus opening in 2013. The location provided general healthcare guidance, wellness classes and an immediate care clinic. As we progressed, the offerings have changed and shifted to a virtual offering starting in 2020. Today, the WellConnect team provides personalized service to patients such as concierge scheduling and insurance navigation while also offering strategic and operational benefits to the health system to prioritize key areas and streamline key processes.



How did we get here?

It started with an idea.

Something like this....

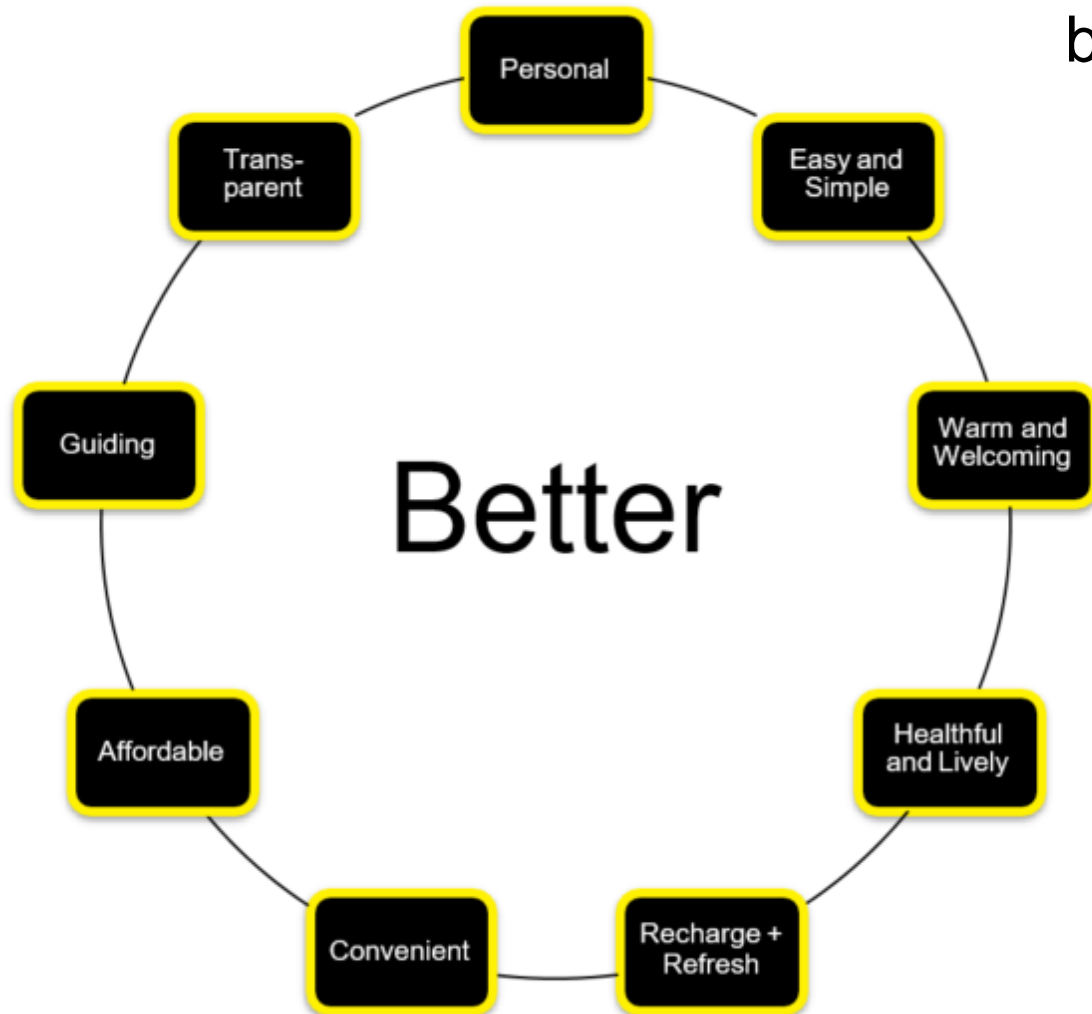
“We need a building downtown.”

...Something that isn't traditional healthcare, something that could engage people in a different way, something that people want to come to, something that will stand out...



That something needed research
and voice of customer.

Brand Attributes



Every touchpoint with consumer, our brand needs to convey “Better” – creating the bases for all messaging and bringing it to life.



The Early Years: 2014-2017

5000 sq ft. building opened in late 2013 and had three sections

1. Connections Area- Open front area for Connections Specialists to greet, interact and offer 1:1 consultation with customers. Area had free coffee machine, rotating art gallery and wifi – open 7am -7pm
2. Immediate Care Clinic- offering convenient downtown access for minor illness care
3. Multipurpose room – utilized for daily \$2 wellness classes (yoga, pilates, piloxing), healthy cooking demonstrations, lunch and learns about health topics, workshops / meeting room, etc.



2017 Check-In

There is definitely value in WellConnect, but there are learnings to address and challenges to overcome.



2017- 2021 Adapting with Purpose

- WellConnect brand aligned more to the Connection Specialist role's intention to be a resource for health and well-being vs. the building itself and the clinical services housed there. Connection Specialists maintained strong connection to outreach efforts and facilitating lunch and learns that proved successful in the space.
- Identified core work for the team and opportunities based on previous years of learning - Introduction of new EMR in 2016/2017 provided an opportunity to work in new ways.
- Columbus is home to many people that are new to the United States healthcare system and the complexities of healthcare and insurance. Connections Specialist role offered an opportunity to provide more guidance to those individuals and make key connections to services, processes and resources.

Further Definition of Connection Specialist Team

- **Team of *Expert Generalists* purposefully created to help guide community members in the right direction when it comes to accessing healthcare**
- **Scheduling new patient primary care appointments across system within EMR**
- **Insurance navigation**
 - **Free and non-biased Marketplace and Medicare insurance enrollment assistance**



Customer Service Driven



- **Convenient & approachable access point**
 - **Phone, appointment, walk-in or digital options available**

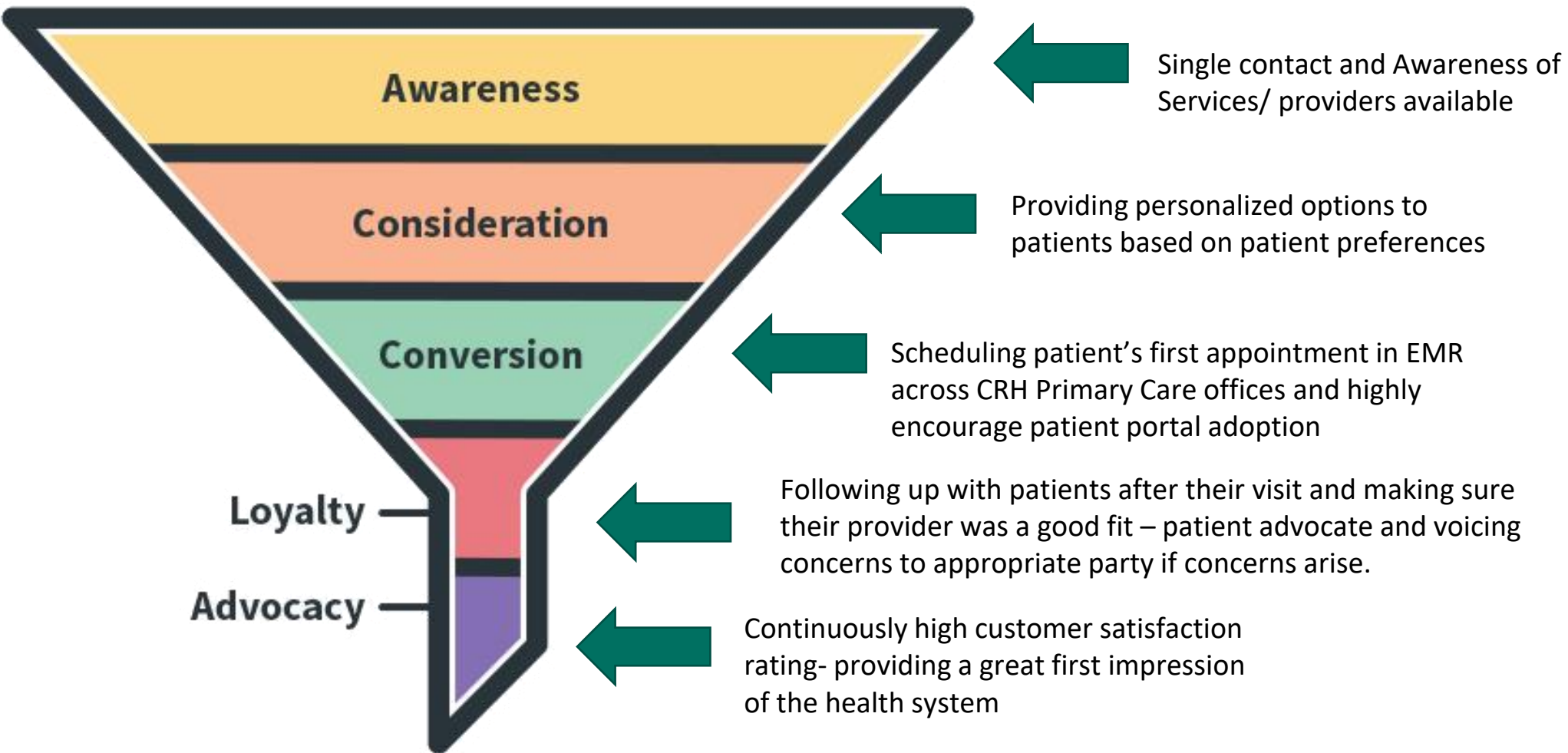


- **Relationship based service personalized to needs of the customer**



- **Routine follow-ups with patients after their initial appointment**

Enhancing the Customer Journey when selecting a Primary Care Provider



A patient focused approach to scheduling

She did awesome with helping me make my appt.

Professional, polite and helpful

WellConnect Survey Results

Avg. Rating

4.99 

Wow! You all have this system to a T. Effective, efficient, AND personable. I was able to do research on the selection of doctors/ practices that was best suited for me, with the detail information provided. Kristi was quick to respond to my inquiry and Courtney was outstanding on the phone. No one likes going to the doctor, and this was way less of a headache of calling around and waiting months to get in. Highly recommend.

Courtney was so nice and helpful. She made something that was giving me a lot of anxiety a fairly painless experience. She's amazing.



Get Connected



Patient calls WellConnect



Connection Specialist follows up with patient



Concerning test results



Connection Specialist schedules appointment in Epic based on patient preference, insurance, availability with Danielle Keach, NP at MyCare Family Med



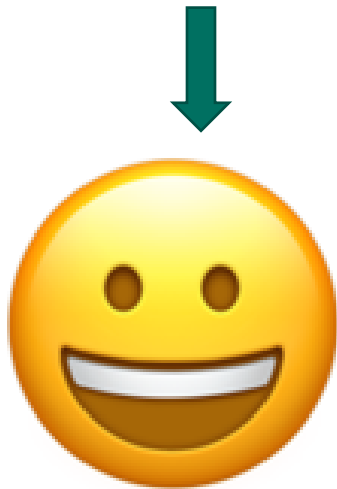
OBGYN Associates cancer confirmed, treatment initiated



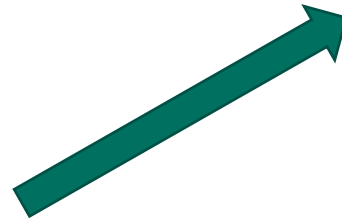
Stay Connected



Radiation Treatment with Dr. Henderson in CRH Cancer Center

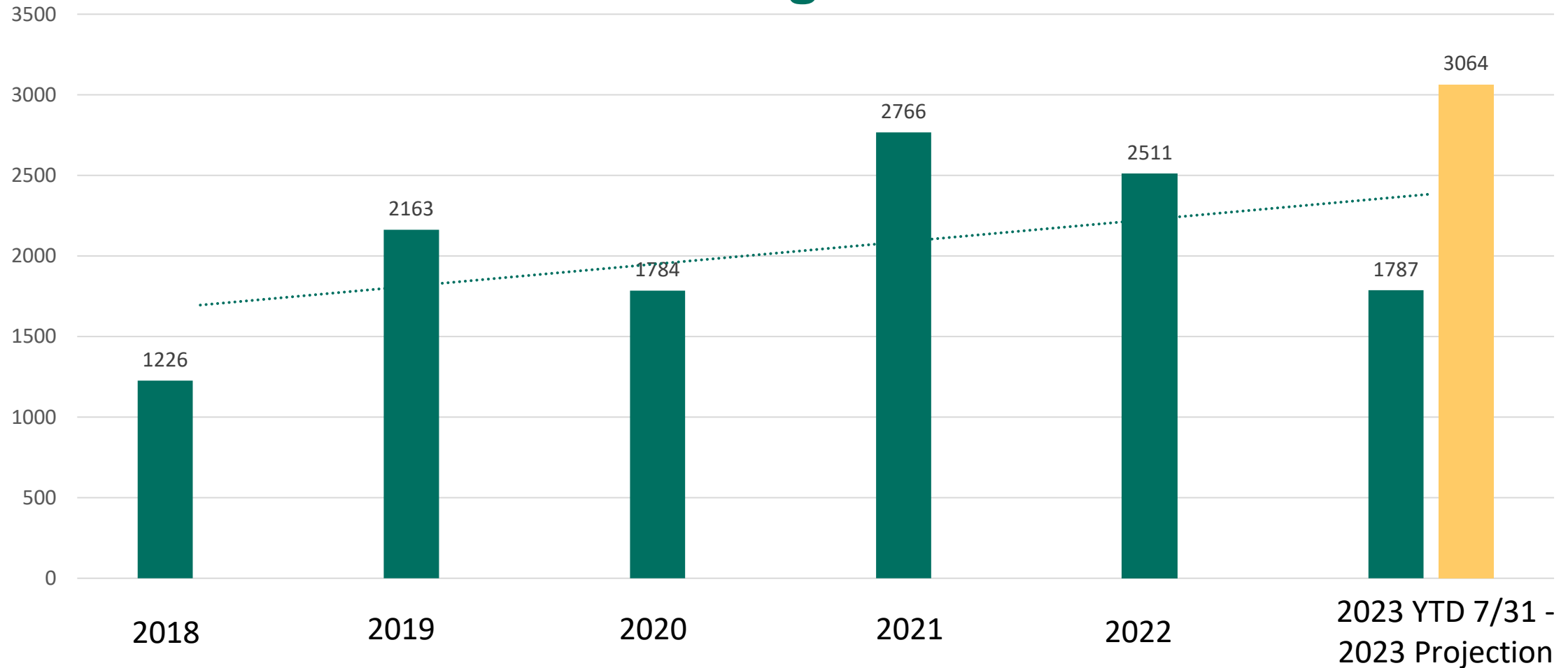


Patient finishes cancer treatment – is healthy and feeling great.



Patient calls WellConnect to thank for helping find a primary care provider that started this journey

New primary care patient appointments scheduled through WellConnect



What does WellConnect do today?

Connection Specialists provide these core services among other connection services to community members and partner organizations.

- New patient primary care appointment scheduling for all primary care providers & personalized referrals to community and health system resources.
- Insurance Navigation for Marketplace and Medicare plans.
- Provider panel transitions, Transition of Care (TOCs), identifying gaps within patient journey & offering resources, new patient follow-up.
- Bilingual personnel and targeted outreach.



What's next for WellConnect?

- Further expanding WellConnect outreach to marginalized populations
- Employer outreach / collaboration to increase % of workforce with primary care coverage in region
- Moving into NexusPark in early 2024 – a former community mall transformed into a health, wellness and recreation campus
 - Additional role to the WellConnect team called a WellConnect Ambassador that will serve as a greeter/ wayfinder for the facility.



Key Takeaways

- It's ok to experiment. Try something, iterate or fail, learn from it, make it better.
- Be customer focused. Develop your services around customer needs first, there is often an overlap in what is beneficial from the health system.
- Ask yourself, who aren't we helping? Find populations that are underserved and facilitate ways of increasing engagement and trust. The business case will follow.
- Be a "Gap-Filler" because every system needs this sort of service line....who else is going to do it? And isn't that what our patients really need?



Questions?

Please be sure to complete the session evaluation!

