Our Strategy to Activate Patients with Personalized Experiences Using Consumer & Behavioral Science

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Agenda & Learning Objectives

- The benefits of highly personalized outreach steeped in health communications expertise, behavior change principles and consumer science

- The importance of applying a proactive, hyper-personalized engagement strategy aligns with patients and promotes health equity in today's on demand world

- Understand how the right technology partner creates opportunities to scale patient engagement strategies to reach and impact more patients.

The Initial Challenge

Virginia-based Riverside Health System sought to improve critical communication within its community in pursuit of the triple aim: improved population health, improved experience of care, and decreased per capita healthcare costs.

For community-based organizations, patient populations require a highly personalized, elevated patient experience to feel empowered to engage in their care.

Objective was to design a digital, proactive communication strategy to educate, motivate, navigate, and activate patients to seek necessary preventive care, and leverage consumer & behavioral science and technology to reduce barriers to engagement and scale their engagement strategy.

Today's digital tools do not ensure all patients get the care they need.

NAVIGATION CONFUSION

8%

Of patients get the necessary preventive care recommended for them

Health Affairs ▶

REACTIVE AND INEFFECTIVE PORTALS

63%

Of patients don't access their patient portal because they don't have a need.

HealthIT.gov ▶

INEQUITABLE COMMUNICATION

-40%

Black patients are 40% less likely to use patient portals than white patients because of systemic barriers.

Ohio State University ▶

TYPES OF BARRIERS

- Technological
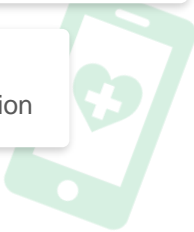- Cultural
- Motivations
- Social
- Health Literacy

Break Down Barriers and Improve Outcomes For All Patients

Technological

Utilize frictionless technology without logins for populations with primarily mobile phones

Present one single call-to-action

Cultural

Provide Multilingual Content

Use photos and video of similar patients

Motivations

Tailor content to core psychographic motivations

Address frequently asked questions and concerns

Social

Collect social needs through screeners

Surface relevant information and connect to resources

Health Literacy

Highlight the importance of a mammogram

Provide information In plain language

69% of women aged 40 and over have had a mammogram in the last 2 years.

Applied Behavioral Science Drives Deep Understanding of the Patient and Care Need

Psychographics to better Engage and Activate patients

- Grounded in **21+ years** of consumer marketing learnings
- **9 primary research studies**. Over **50,000 participants**.
- **>50M** unique patient data points across multiple healthcare contexts
- Model stability validated over **10 years**
- **100s of real-world** applications

BALANCE SEEKER - 15%
Wants options and choices in their health journey. Likes to discover new and interesting solutions.

TRUSTFUL RESPONDER - 15%
Needs clear and concise guidance from a credentialed source.

SELF ACHIEVER - 21%
Motivated by goals, measures, progress. Likes to have a plan. Respects the physician.

PRIORITY JUGGLER - 12%
Puts personal wellbeing behind their obligations to family and work
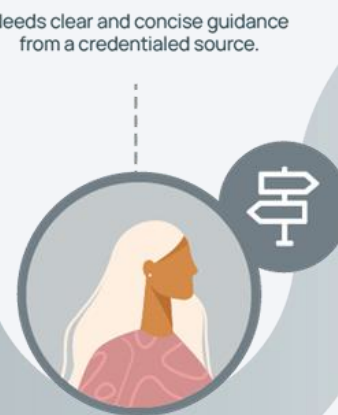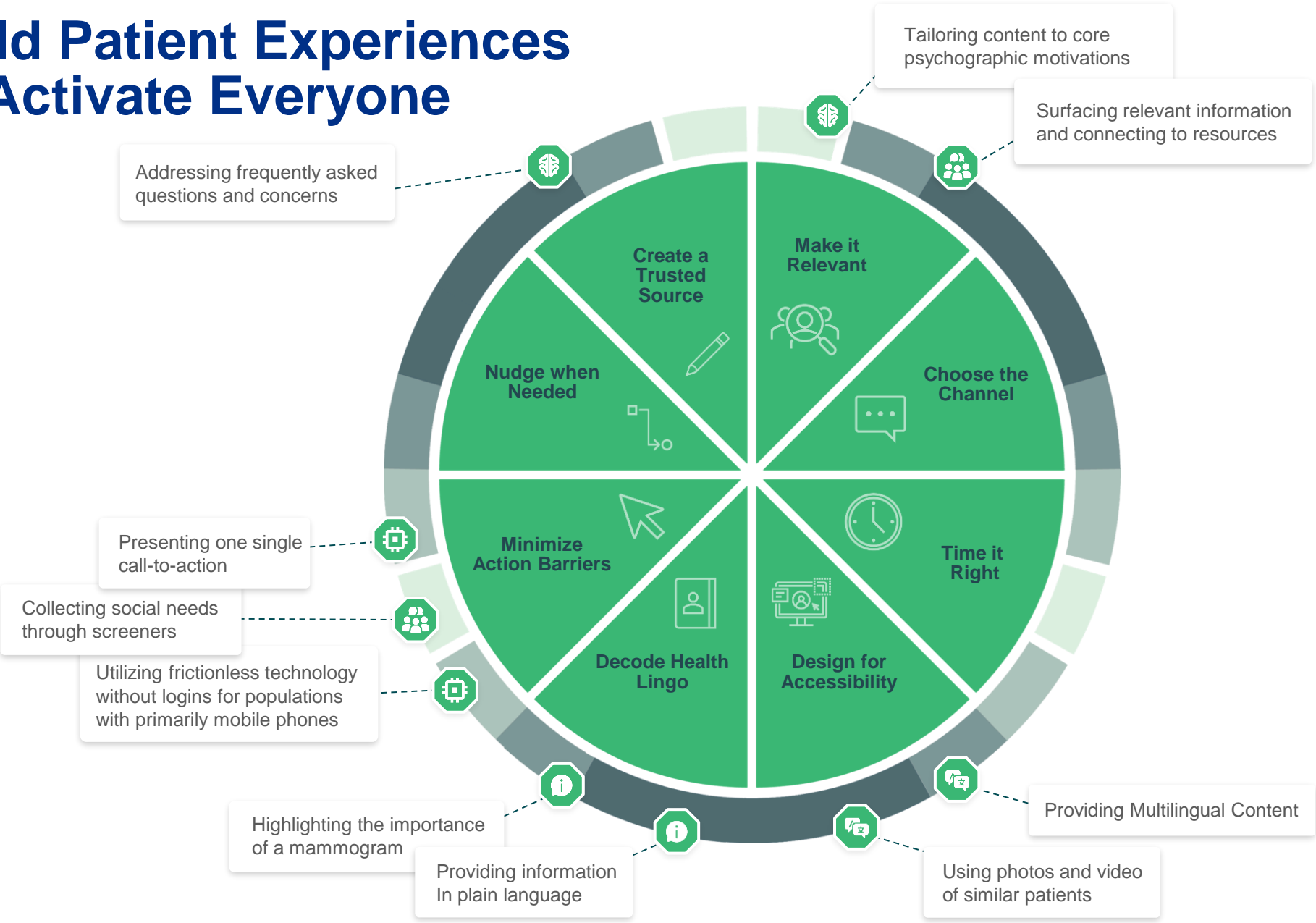
WILLFUL ENDURER - 37%
Lives in the 'here and now' and wants immediate gratification. Convenience, ease and simplicity is key.

Proactive & Engaged

Reactive or Disengaged
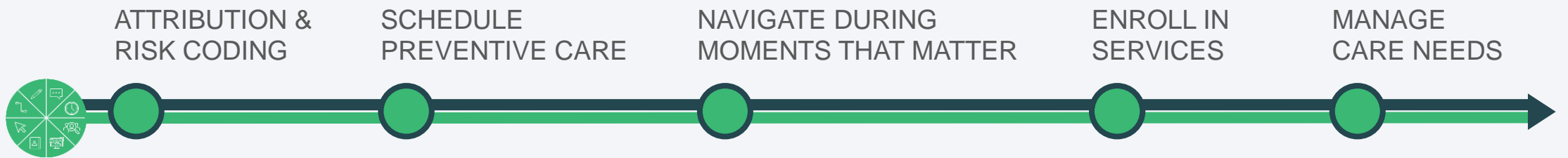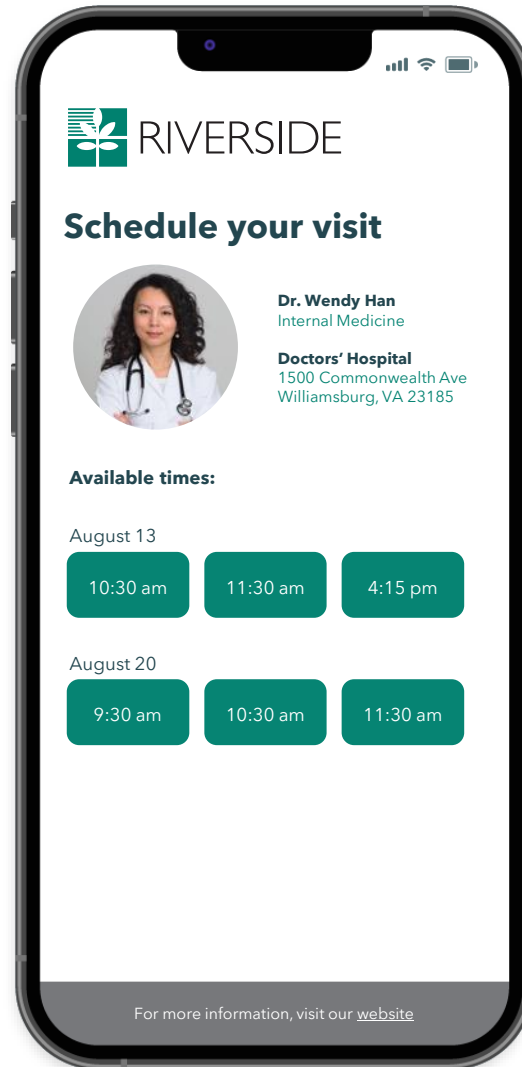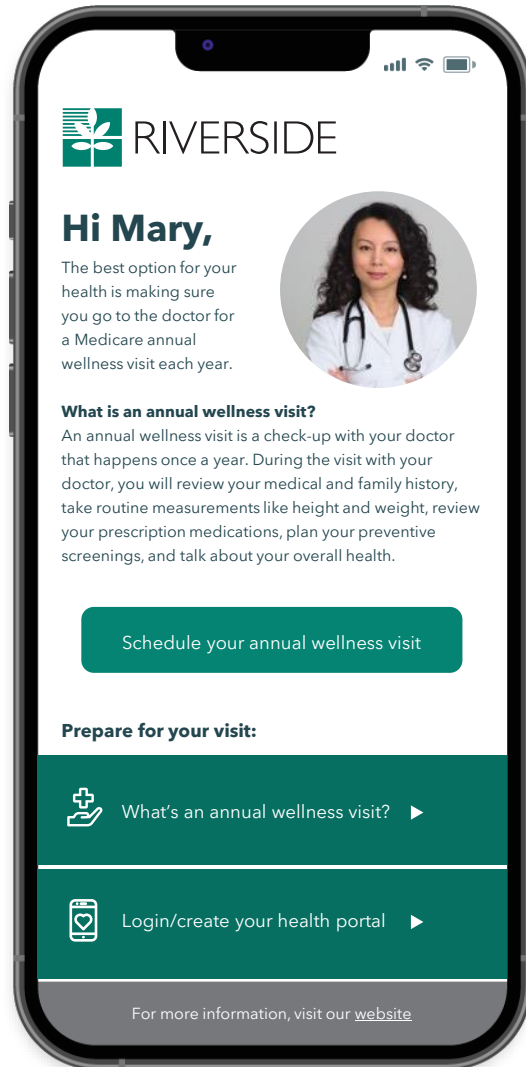
Build Patient Experiences To Activate Everyone

Tailoring content to core psychographic motivations

Surfacing relevant information and connecting to resources

Addressing frequently asked questions and concerns

Create a Trusted Source

Make it Relevant

Nudge when Needed

Choose the Channel

Presenting one single call-to-action

Minimize Action Barriers

Time it Right

Collecting social needs through screeners

Utilizing frictionless technology without logins for populations with primarily mobile phones

Decode Health Lingo

Design for Accessibility

Highlighting the importance of a mammogram

Providing information In plain language

Using photos and video of similar patients

Providing Multilingual Content

Population Health

- Retain converted patients, close care gaps, and improve health outcomes for attributed patients

- Activate patients to schedule preventive screenings and enroll in care management services

- Differentiate healthcare enterprise brand to increase patient loyalty and prevent leakage

- Create curated patient-centered experiences to avoid message overload

- Send equity-centered health communication to minimize disparities in outcomes

Growth Story

Building Trusted Relationships with **Empathetic Digital Communication**

3x	**1 in 4**	**85%**	**53%**
engagement rate 3x industry benchmark	Riverside patients touched by digital outreach	of patients engage with care journeys	of patients complete patient-reported outcomes surveys

COVID
- Awareness, education, and rescheduling
- Employee engagement and education campaigns

CARE GAPS
- Recall for necessary following missed care during COVID-19
- Build trust using highly personalized patient experiences

JOURNEYS
- Navigation through hip and knee replacements and spine fusion surgeries
- Collection of patient-reported outcomes

ENROLLMENT & TOC
- Medicare Advantage Plan enrollment
- Transitions of care following emergency room, inpatient, and immediate care discharge

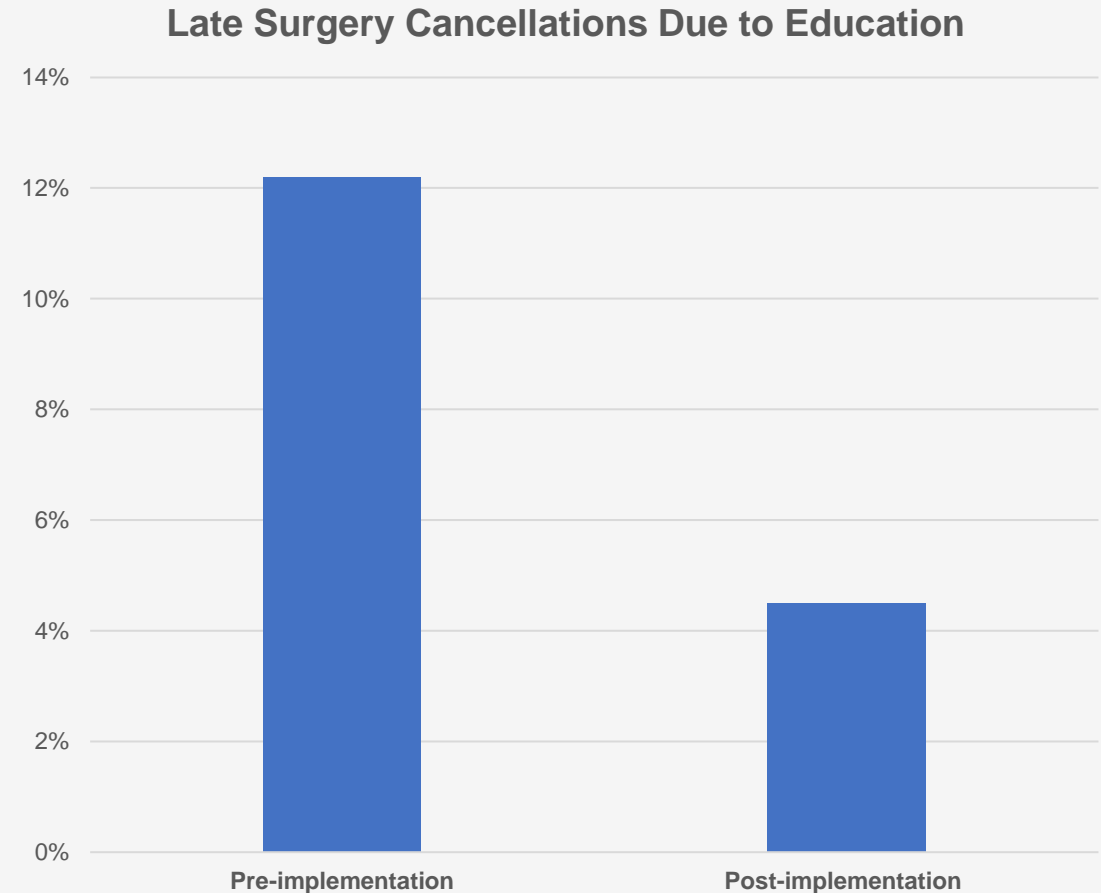**CARE GAP EXPANSION + SUB-SEGMENTATION**
Expanded care gap outreach to prioritized patient groups with tailored language

2020   **2021**   **2023**

Outcomes & Impact

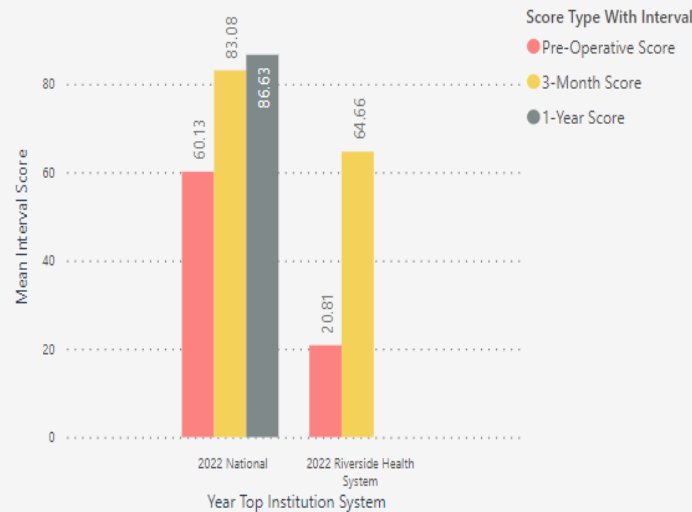- Decreased late cancellations by 7.7%

- ~$347,000/year in net revenue savings by reduction of unplanned surgery downtime

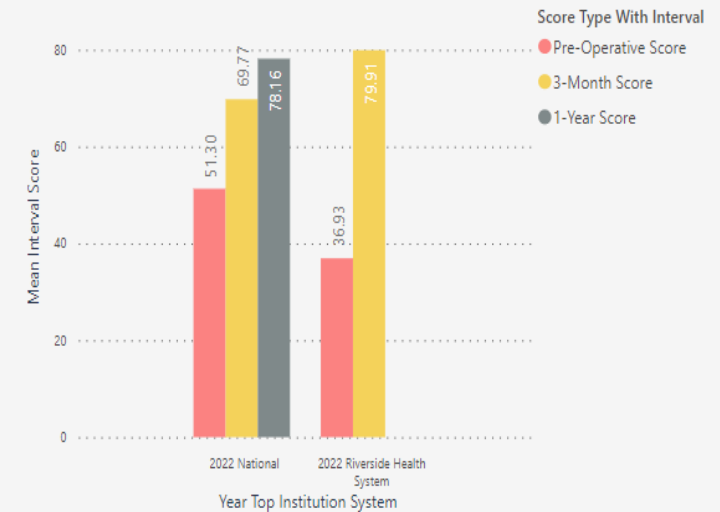**Late Surgery Cancellations Due to Education**

Outcomes & Impact

- 211% improvement for HOOS survey for pre-operative score to 3-month post-operative scores compared to 38% national benchmark

- 116% improvement for KOOS 3-month post-operative scores compared to 36% national benchmark

HOOS Jr. Mean Scores for Your System

Score Type With Interval
- Pre-Operative Score
- 3-Month Score
- 1-Year Score

KOOS Jr. Mean Scores for Your System

Score Type With Interval
- Pre-Operative Score
- 3-Month Score
- 1-Year Score

Three Key Take-Aways

1. Personalization is a strategic differentiator to attract, engage, and retain patients

2. Omnichannel outreach is a more wholistic approach to engage patients through different channels based on need

3. Seamless integration across the care continuum and consideration of patients' longitudinal needs yields improved engagement and outcomes

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Questions?

Please be sure to complete the session evaluation!

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- Enter bio here

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UPFRONT

- Managing Principal, Client Strategy
- Upfront Healthcare Services
- Healthcare technology leader with extensive experience in revenue cycle consulting, patient access, system implementations, product design/development, and strategy
- Leads ongoing platform optimization and performance analytics to ensure the ongoing value creation and expansion of Upfront's partner base

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Bibliography/References

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