

EBOOK

Navigating Digital Transformation for Health Systems

Prepared by

 GLOBAL PRAIRIE





What Is Digital Transformation?

Digital transformation is the key in developing a patient- focused approach to healthcare. It allows healthcare providers to streamline operations, understand patient needs and build trust for a user experience that boasts personalization and greater efficiency.

By understanding the needs and behaviors of existing and prospective patients, healthcare systems can diversify their service offerings and build rapport and establish customer loyalty.

As a healthcare provider, you should understand that keeping up with digital transformation can be overwhelming. Selecting which technology is worth investing in might be challenging for a healthcare leader. Adapting to the digital era means avoiding outdated business processes and believing that powerful results come from technological disruption.

Of course, like any new endeavor, this digital transformation can present significant challenges to an organization, which can include financial costs, cybersecurity measures, employee training, implementing new software and processes, among others.

However, with the right marketing technology options, you can navigate these obstacles with finesse and successfully move your patients, workplace and industry into the future.

Quick Stats

When it comes to the consumer's demand for digitalized healthcare, keeping abreast of patient needs will serve your health system well. Here's what experts say that patients are looking for in 2022. Do any of these stats surprise you? Do you feel prepared to tackle them?

80%

of consumers used the internet to make a healthcare-related search (76% of those consumers over 60).

68%

of people are more likely to choose a medical provider who offers the ability to book, change, or cancel appointments online.

7%

of Google searches (over 1 billion) are health related.

60%

of patients expect the ability to schedule/reschedule appointments online.

90+%

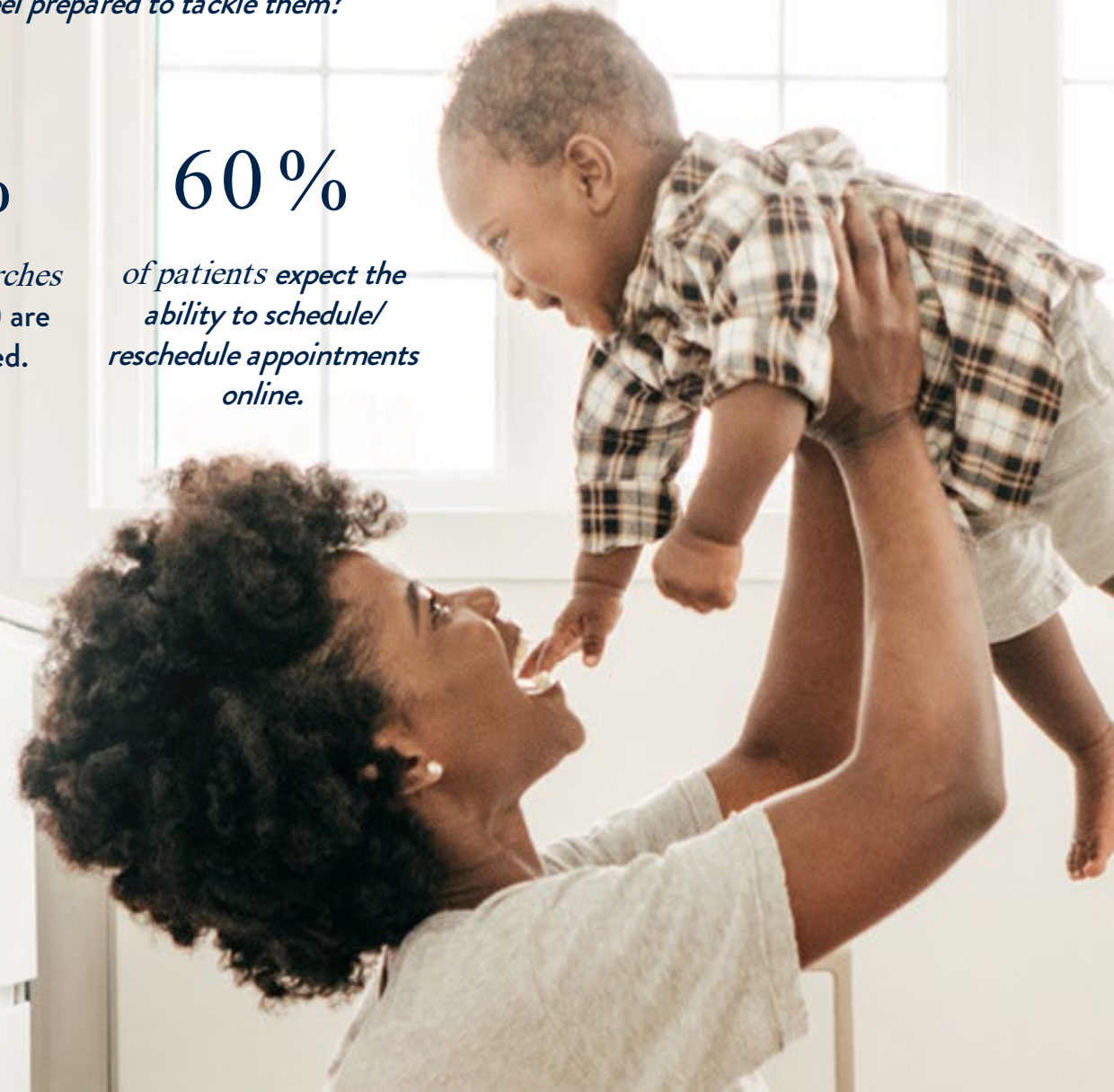
of adults in the U.S. search for health information on Facebook, Twitter, YouTube, and other social media sites.

57%

of consumers are open to remote monitoring of ongoing health issues through at-home devices.

52%

of the U.S. population is concerned that the health content they read online is not credible.





The Global Prairie Way

WE BRING EXPERTISE, EXPERIENCE AND QUALITY in our approach to working with digital transformation including MarTech platforms. In recent years, the important growth areas for MarTech include advancements in artificial intelligence (AI), machine learning, voice search (such as Google and “Alexa”) and the acquisition of Marketo by Adobe. The growth of these technologies have created closer contact with the consumer and have helped produce user experience benefits such as content personalization and unique customer journeys.

Before you can initiate the digital transformation process, it’s important to begin by examining your current marketing strategy and setting clear post-transformation goals for your organization. In this next section, we will begin to cover key use cases you should consider when you begin your digital transformation journey.



Begin With a Use Case Scenario

Whatever your organization's digital transformation goals might be, there are marketing technology (MarTech) tools that can help you achieve them. Whether you're looking to directly impact revenue or support internal functions with greater efficiency (or both!) the right MarTech platforms allow you to meet these objectives. Let us guide you through marketing automation and customer relationship management (CRM) use cases to show you how.

ENGAGE & COMMUNICATION

PRIMARY USE CASES

NET NEW PATIENT ACQUISITION
PATIENT ENGAGEMENT & LOYALTY
PHYSICIAN ENGAGEMENT

SECONDARY USE CASES

INTERNAL COMMUNICATIONS
DONOR/PHILANTHROPY COMMUNICATIONS
EVENT REGISTRATION
RESEARCH COMMUNICATIONS

DATA & BUSINESS PROCESS

PRIMARY USE CASES

CLOSING GAPS IN CARE
MINIMIZING READMISSIONS
LEAKAGE
REVENUE MODEL

SECONDARY USE CASES

APPOINTMENT SCHEDULING
APPOINTMENT MANAGEMENT
MARKETING SEGMENTATION
FINANCIAL READINESS

ENGAGEMENT & COMMUNICATION USE CASES

Marketing automation makes it possible to implement a strategy without having to manually execute each step of your organization's digital journey. Marketing automation software allows you to create workflows, which automate processes such as sending emails and text messages, posting to social media and more. Not only does this save time and labor, but automated efforts also allow you to collect data into your patients' needs, which gives your team the right building blocks to customize relevant and personalized campaigns at scale.

Here are some ways that healthcare leaders use a combination of marketing automation tools to increase ROI (Return On Investment) and serve happier patients...



NET NEW PATIENT ACQUISITION

Advertising and demand generation driven acquisition programs focused on nurturing potential patients through their patient journey.



PATIENT ENGAGEMENT AND LOYALTY

Drive brand engagement and loyalty to keep current patients connected with your health system when they are outside of an episode of care. These could be in the form of re-engagement, re-activation or retention programs as well as e-newsletters.



PHYSICIAN ENGAGEMENT

Internal and external physician communications to support system messaging, physician referral programs, e-newsletters, etc.



ENGAGEMENT & COMMUNICATION USE CASES

SECONDARY USE CASES



INTERNAL COMMUNICATIONS

Internal employee communications to support system, HR or other organization initiatives.



DONOR/PHILANTHROPY COMMUNICATIONS

Donor and philanthropy communications to help drive donor engagement, donor volume and contributions.



EVENT REGISTRATION

Event communications, registration and follow-up for community events, seminars or virtual events/webinars.



RESEARCH COMMUNICATIONS

Clinical research and clinical trial communications. This could tie to current patient engagement or net new acquisition for key clinical trials.

DATA & BUSINESS PROCESS USE CASES

Customer relationship management (CRM) solutions increase your organization's efficiency by streamlining administrative processes. It's important to incorporate a multifaceted CRM platform that stores the information needed to develop, improve and maintain your patient relationships. The right CRM technology creates health system growth opportunities by capitalizing on patient demands and qualified leads.

PRIMARY USE CASES

Here are ways to utilize CRM and ensure that you're optimizing your organization's digital transformation.



CLOSING GAPS IN CARE

Leveraging current patient data and models to assist in care gap management to reach target outcomes.



MINIMIZING READMISSIONS

Supporting population health and care management initiatives



LEAKAGE

Supporting physician referral strategies and engagement.



REVENUE MODEL

Identify the key stages and interesting moments for leads through the marketing funnel with closed loop reporting to calculate returns on investment or other KPIs.



DATA & BUSINESS PROCESS USE CASES (CONT.)

SECONDARY USE CASES



APPOINTMENT SCHEDULING

Data alignment for appointment scheduling across online, call center, patient portals, etc. as well as driving activation and utilization.



APPOINTMENT MANAGEMENT

The ongoing management of appointments for cancellation and rescheduling.



MARKETING SEGMENTATION

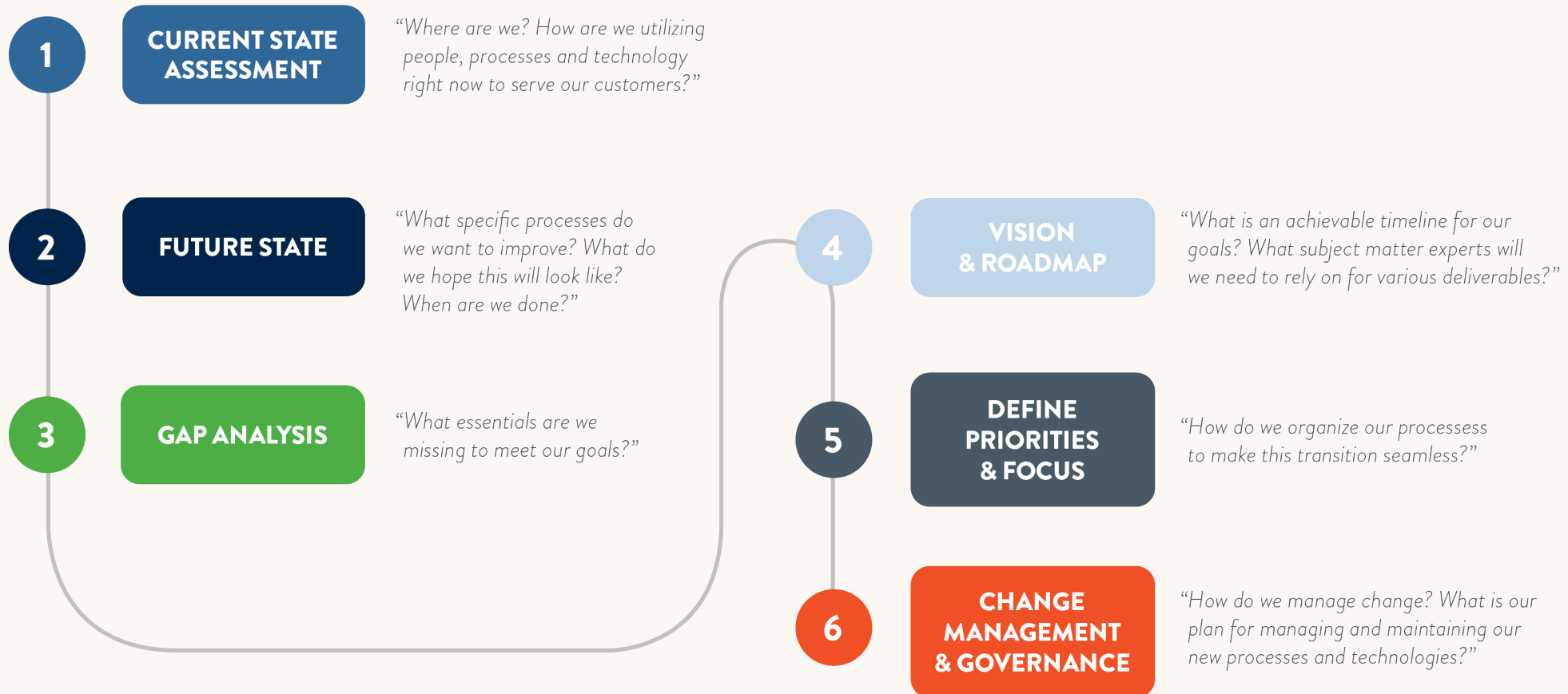
Advanced segmentation for current patients from propensity modeling, machine learning models and more.

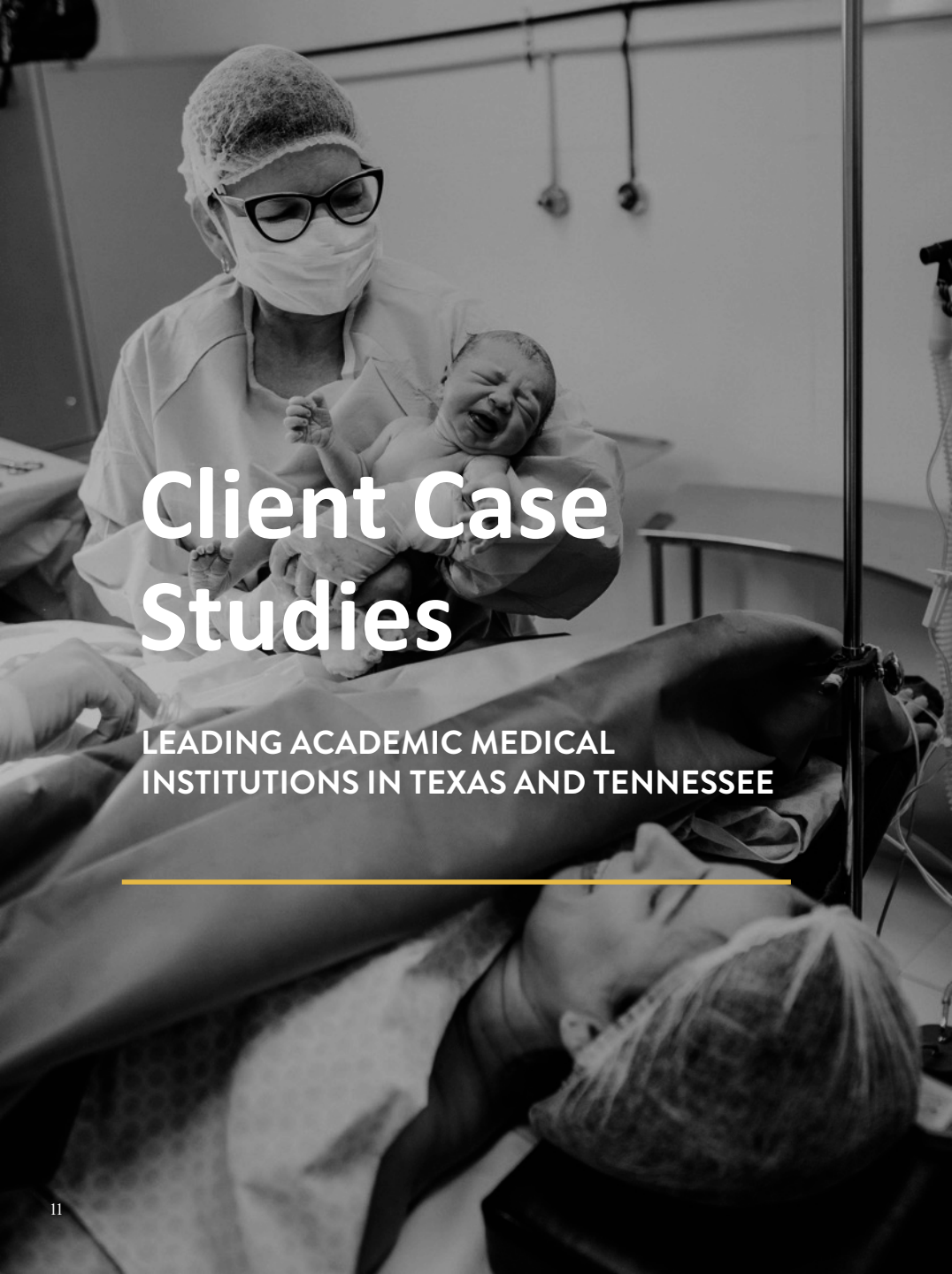


FINANCIAL READINESS

Ability to support call center when talking to existing or new patients for bill payment, insurance pre-certification, and elective procedures.

THE GLOBAL PRAIRIE WAY: GETTING STARTED





Client Case Studies

LEADING ACADEMIC MEDICAL INSTITUTIONS IN TEXAS AND TENNESSEE

Global Prairie works closely with healthcare clients to understand and achieve their marketing goals. With our guidance and expertise, they're creating better care for patients and more success for their health system every day.

Here's how two of our clients – leading health systems in Texas and Tennessee, respectively – have made great strides in digitalizing for increased productivity and efficiency.

CLIENT MILESTONES: LEADING ACADEMIC MEDICAL CENTER IN TEXAS

This healthcare system had a goal to streamline their digital tools so they could organize and evaluate the performance of their digital marketing efforts. They also hoped that this process would ultimately help them budget how much spending would be available to acquire net new patients.

1.

CREATE A FRICTIONLESS CONSUMER JOURNEY

that connects patients to a call center
so they can find the care they need

2.

GAIN THE ABILITY TO TRACK AND REPORT ON MARKETING ROI

to learn how certain channels perform
(i.e. If they know that paid search is the lowest
cost to acquire patients, how do they optimize
their advertisement spending?)

3.

DEVELOP ENGAGING, RELEVANT CONTENT

that can be served up to the right person
to optimize personalization and conversion

TOOLS UTILIZED:

CallRail

Google
Analytics

hotjar

Marketo™
An Adobe Company

Microsoft
Dynamics® 365

SITECORE®

CLIENT MILESTONES: LEADING ACADEMIC MEDICAL CENTER IN TENNESSEE

This client wanted to find a better way to support their clinically integrated network by streamlining practices. Their transformation process began with leveraging MarTech platforms to distribute educational content and manage various interactions. From there, the extension of an integrated platform allowed them to manage key data points. Finally, patient engagement was measured—allowing the client to track activity, optimize content performance and evaluate their efforts with greater ease.

1.

TRACK THE OVERALL ENGAGEMENT OF PRACTICES

in the Health System's network to understand the overall engagement with communications across multiple platforms.

2.

PROVIDE INSIGHTS TO UNDERSTAND

how engagement level correlates to effective practices and allow liaisons to manage various data points across their assignments.

3.

PROVIDE AUDITING CAPABILITIES

for increased security around practice and contact management as well as sensitive network information.

TOOLS UTILIZED:



We exist to cultivate a healthier world

Putting purpose at the center of our strategy to drive more unified organizations, more motivated stakeholders and create a broader impact on society.

 GLOBAL PRAIRIE