

# Driving Transformational Change through Digital Strategy

Chris Boyer  
Sr. Manager, Digital Communications

Inova Health System

# Kotter's Transformational Change Model



# Healthcare Marketing is the wrong positioning

## Product

- A Surgery
- A doctor
- A new daVinci
- A new patient tower

## TRUST

- “I Believe”
- Most Effective
- Address my issues
- I won't get hurt (or die!)

## Service

- Friendly
- Compassionate
- Good experience
- Quality awards



# **INOVA'S TRUST PROPOSITION**

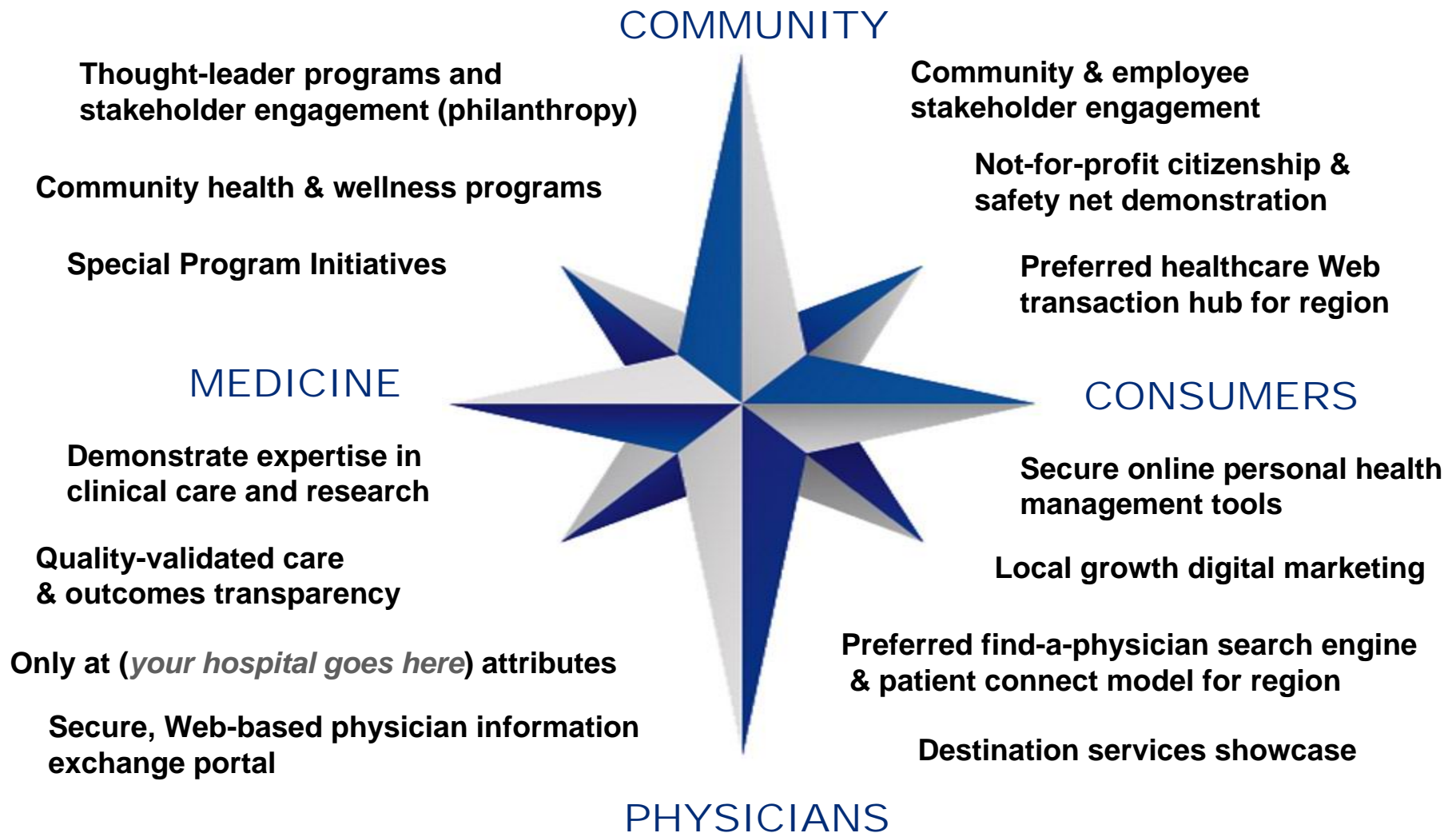
**To be the most important  
convener of the community  
health and wellness  
conversation in Northern  
Virginia**

# HOSPITAL.ORG

- High Security Transactional Site
- Essential Service Information
  - Transactional Interactions
    - Symptoms
    - ED Wait Times
    - Registration Forms
    - Pay My Bill
  - Find a Physician
  - Where To & How To
- Preferred Regional Health Information Library
- Physician Portal
  - Clinical Records
- Patient Portal
  - Personal Records



# Integrated Digital Communications Strategy





# The Digital Constellation *(battle group)*

## HOSPITAL.org

### Direct Transaction Hub

- Online billing
- Online appointments
- Find a Physician
- Patient Portal
- Physician Portal
- Media Center
  - News
  - Video
  - Podcasts

### Health Information

- Interactive Tools
- Symptom checker
- Quizzes
- Calculators
- Health news
- Health content

### Patient Information

- Live ED wait times
- Locations
- Visiting Hours

### Quality & Transparency

### About Us

## Community Sites

### Targeted Web Sites

- Campaign Landing Pages

### Communities of Interest

- Breast Care Center
- Spine Institute
- Wellness/Fitness
- Children's Care

### Collaboration Tools

- Video
- Live Webinars
- Chat/Forums
- Social Media access

### Interactive Tools

- Animations
- Quizzes
- Calculators

### Transaction Tools

- Pre-registration
- Physician Profiles

## Social Media

### Actively Engage in 2-Way Conversation

- Facebook
- Twitter
- YouTube
- Blogs
- Chats

### Skilled Monitoring

## Digital Marketing

### Permission Marketing

- Community of interest campaigns
- eNewsletters
- MyHealth Portal

### Ad Placement

- Pay-per-click
- Social Media
- Affiliate Marketing
- SEO

### Measurement/ROI

- Web Metrics
- Google Analytics
- Physicians
- Conversions

**Technology**

**Resources**

# HOSPITAL.ORG

- High Security Transactional Site
- Essential Service Information
  - Transactional Interactions
    - Symptoms
    - ED Wait Times
    - Registration Forms
    - Pay My Bill
  - Find a Physician
  - Where To & How To
- Preferred Regional Health Information Library
- Physician Portal
  - Clinical Records
- Patient Portal
  - Personal Records





## HOSPITAL.ORG with “microsites” (communities of interest)



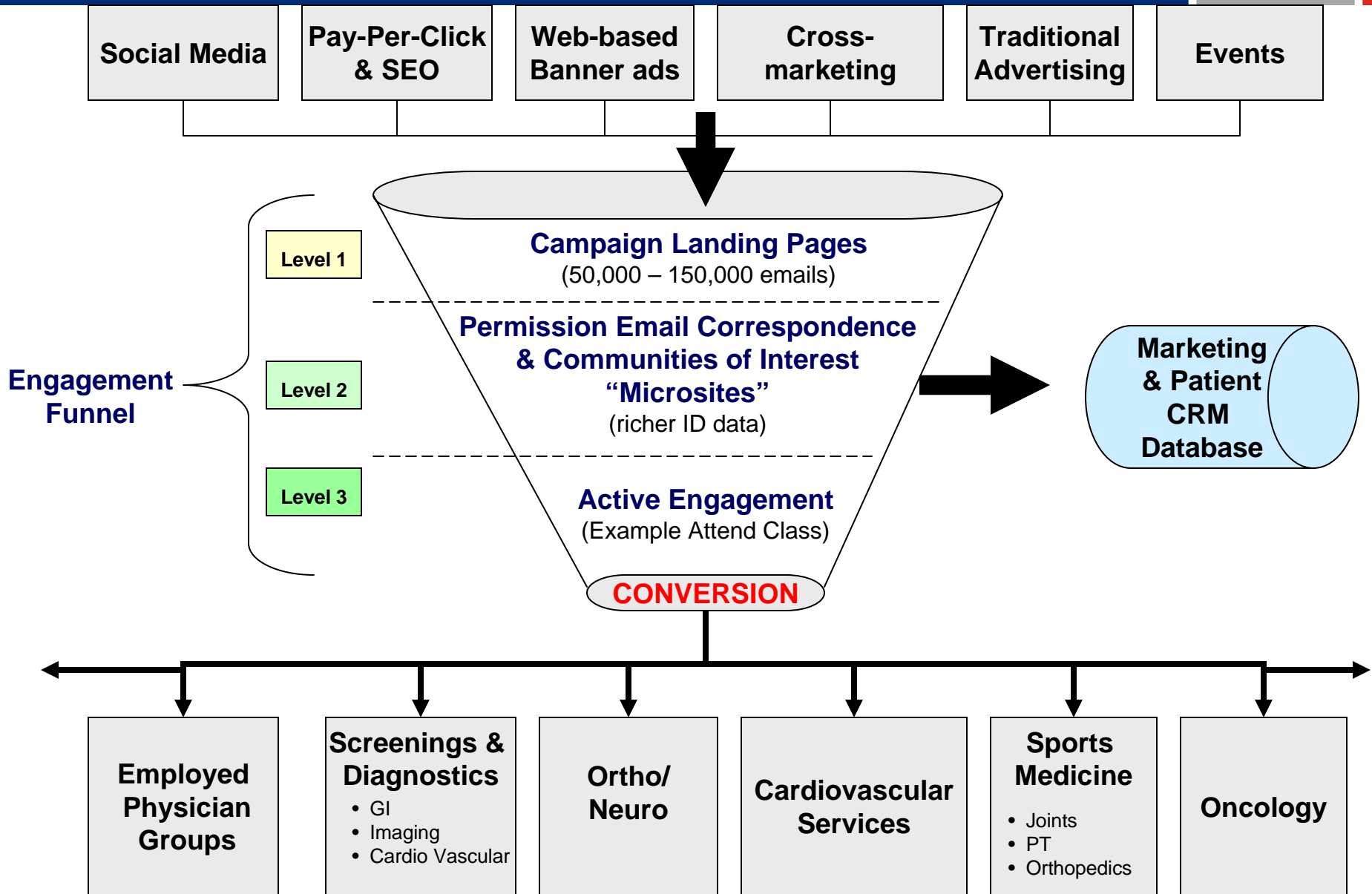
- Moderate Security
- Narrow Focus Engagement Strategy
- Highly Targeted Audiences
- Convene Communities of Interest
- Purpose: Capture Permissions

## HOSPITAL.ORG with specialty campaign “landing pages”

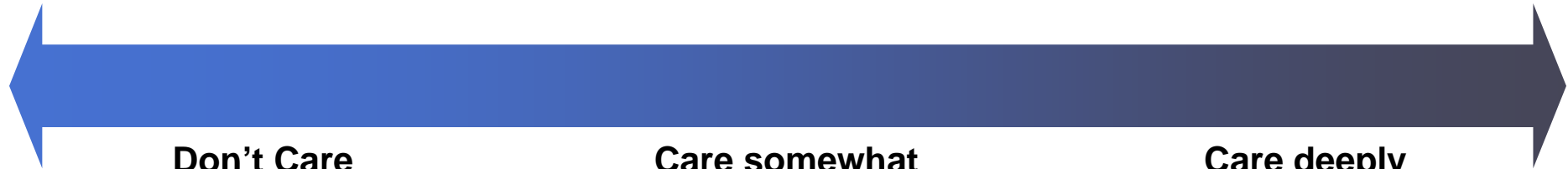
- Short-term Drivers of Traffic designed to go out and find interested parties in a wide range and “feed” microsites and/or HOSPITAL.ORG
- Low Security
- Highly Targeted
- Capture ID & Permissions



# Digital Media Patient Acquisition Path



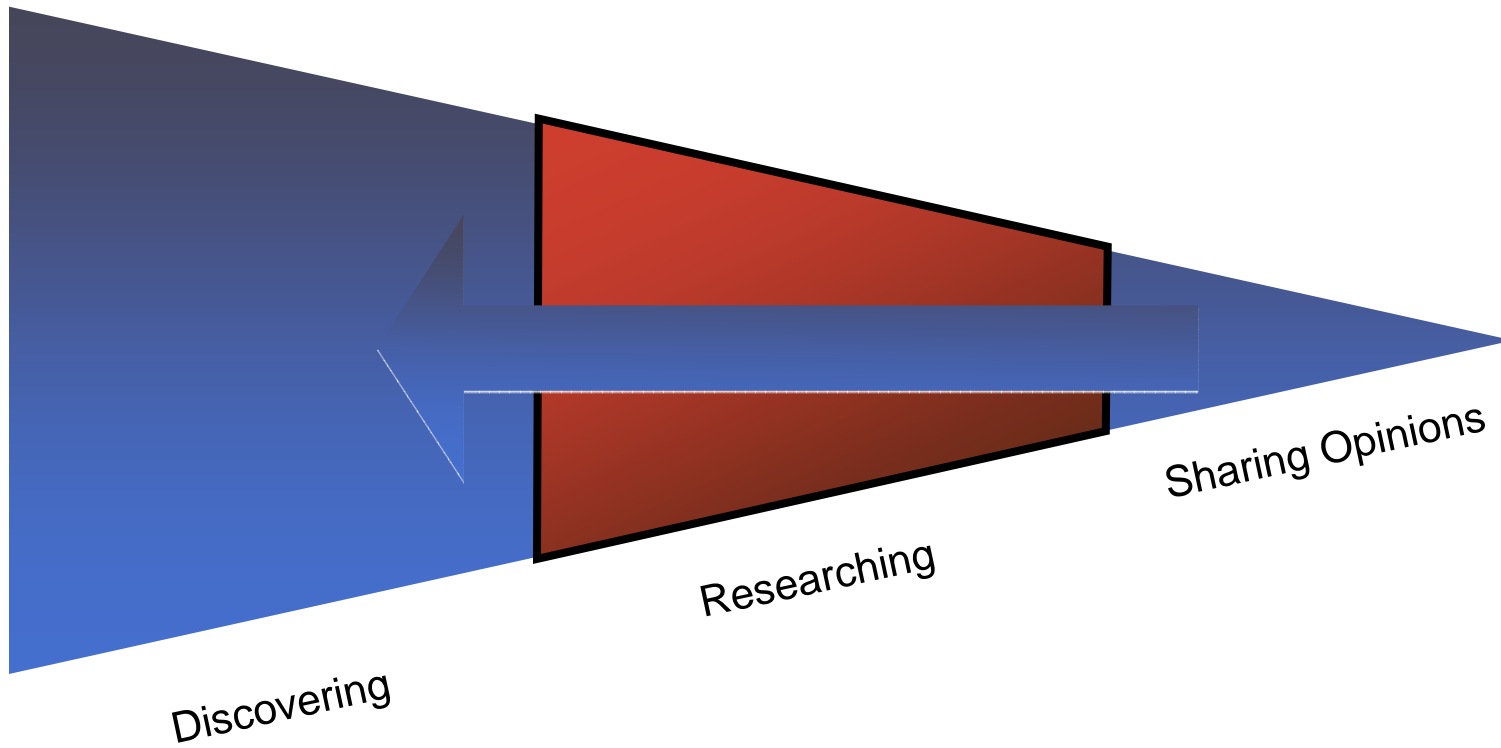
# Continuum of "I Don't Care"



**Don't Care  
(not engaged)**

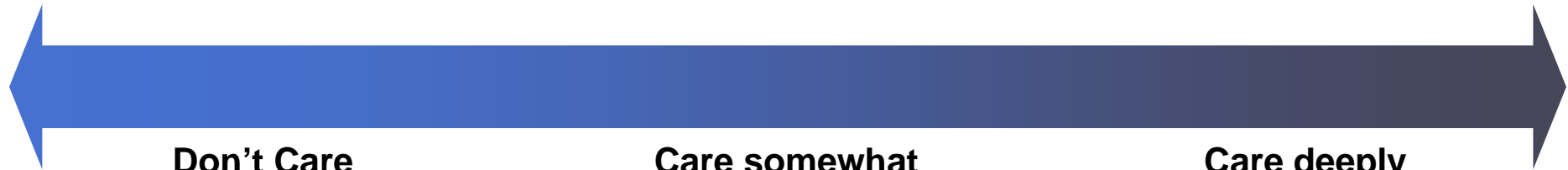
**Care somewhat  
(kinda engaged)**

**Care deeply  
(have an opinion)**





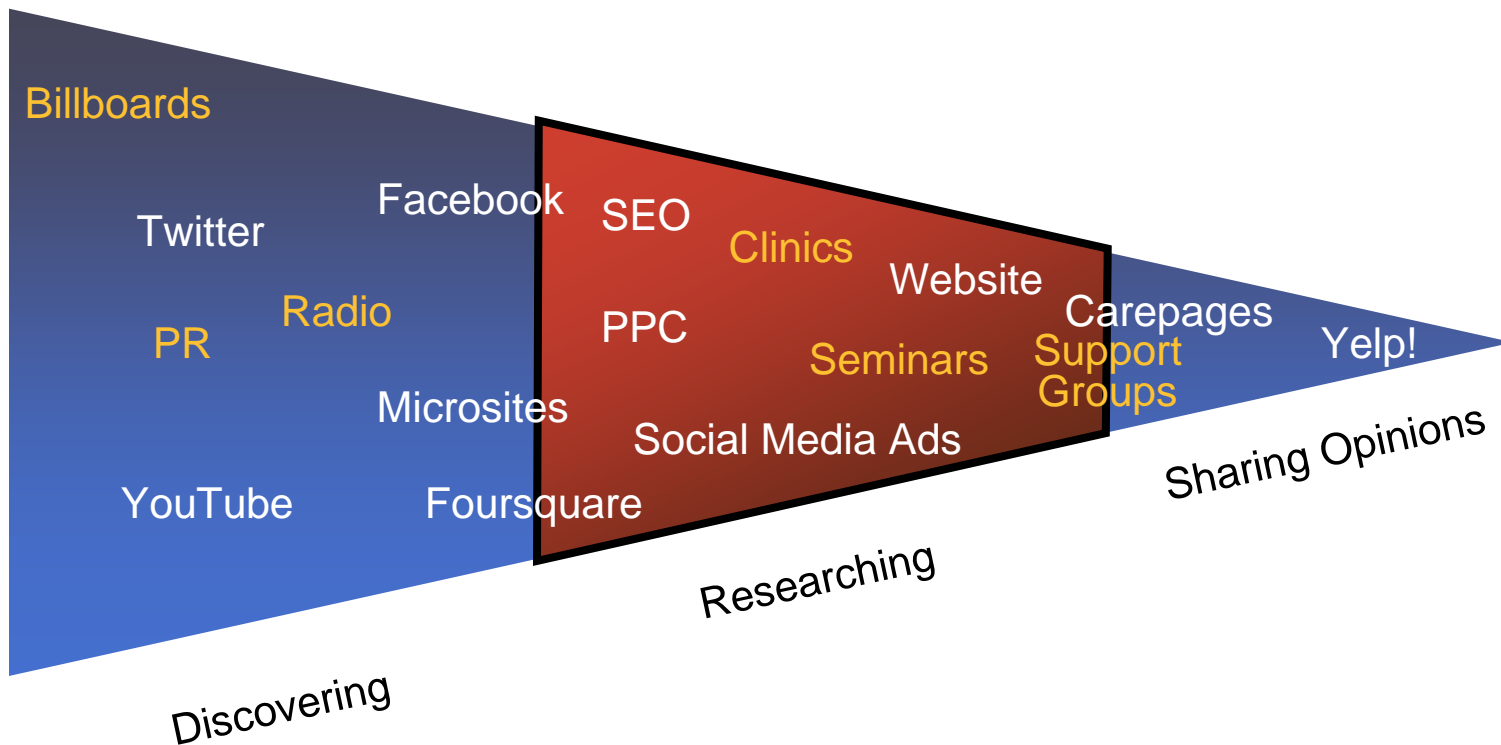
# Mapping relevance to the medium



**Don't Care  
(not engaged)**

**Care somewhat  
(kinda engaged)**

**Care deeply  
(have an opinion)**



# Chris' Silver Bullets...

- **Stop marketing - start having conversations**
- **It's OK to fail**
- **Data without action is useless**
- **Plan, try and measure - rinse and repeat**
- **Remember - there are no silver bullets**

Questions?

## Chris Boyer

Email: [chris.boyer@inova.org](mailto:chris.boyer@inova.org)

Twitter: [@chrisboyer](https://twitter.com/chrisboyer)

Facebook: [www.facebook.com/christopher.boyer](https://www.facebook.com/christopher.boyer)

Google profile: [www.google.com/profiles/chris.boyer](https://www.google.com/profiles/chris.boyer)