Driving Transformational Change through Digital Strategy

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Inova Health System



Kotter's Transformational Change Model

Implementing & sustaining the change

8. Make it stick

7. Don't let up

Engage & enable the organization

6. Create short-term wins

5. Enable action

4. Communication for buy-in

Create a climate of change

3. Get the vision right

2. Build guiding teams

1. Increase urgency

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

COMMUNITY

Thought-leader programs and stakeholder engagement (philanthropy)

Community health & wellness programs

Special Program Initiatives

MEDICINE

Demonstrate expertise in clinical care and research

Quality-validated care & outcomes transparency

Only at (your hospital goes here) attributes

Secure, Web-based physician information exchange portal

Community & employee stakeholder engagement

Not-for-profit citizenship & safety net demonstration

Preferred healthcare Web transaction hub for region

CONSUMERS

Secure online personal health management tools

Local growth digital marketing

Preferred find-a-physician search engine & patient connect model for region

Destination services showcase

PHYSICIANS

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

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HOSPITAL.ORG with "microsites" (communities of interest)



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

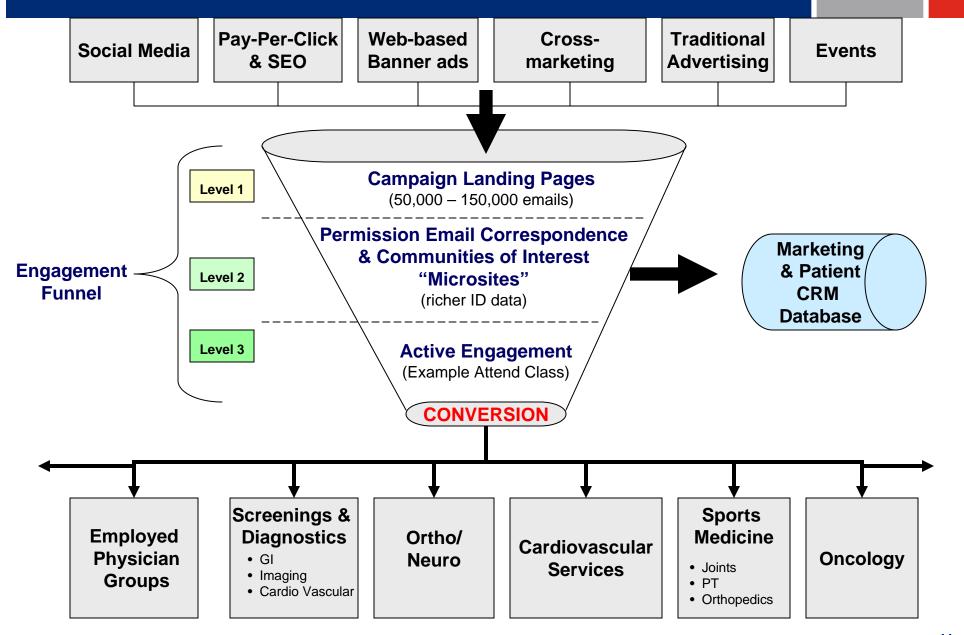


HOSPITAL.ORG with specialty campaign "landing pages"

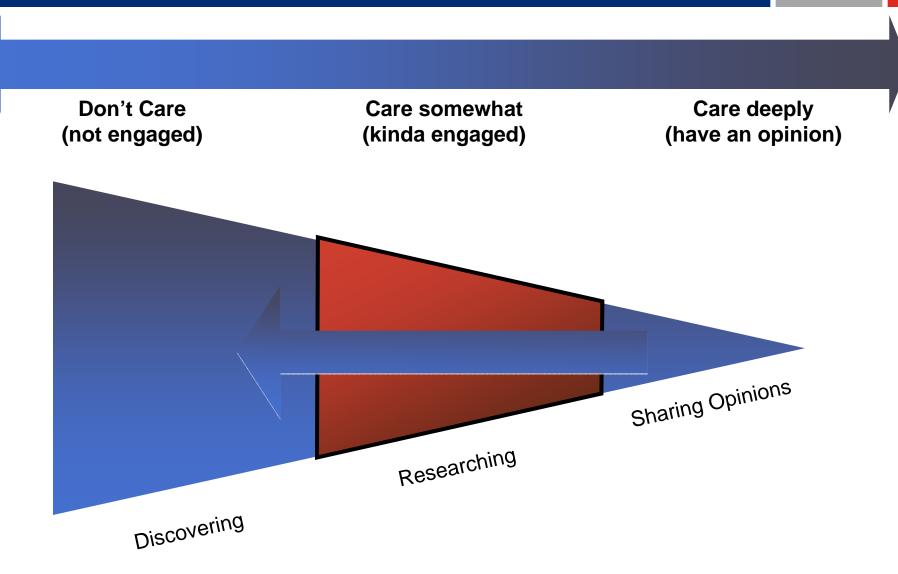
- Short-term
 <u>Drivers of Traffic</u>
 designed to
 go out and find
 interested parties
 in a wide range
 and "feed"
 microsites and/or
 HOSPITAL.ORG
- Low Security
- Highly Targeted
- Capture ID & Permissions



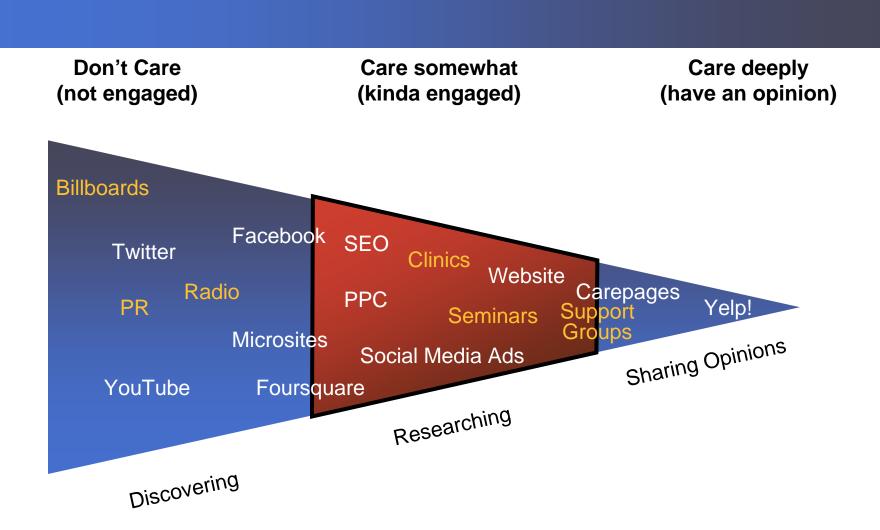
Digital Media Patient Acquisition Path



Continuum of "I Don't Care"



Mapping relevance to the medium



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?

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