

On the Web: Self-Scheduling, the Patient Portal and Finding a Doctor:

What This Trend Means for You



Agenda

DIY's Impact on the Contemporary Call Center



- Presentation Goals
- Speaker Credentials
- The Situation
- DIY and Healthcare Call Centers
 - Self-Scheduling
 - Find-A-Doctor
 - Patient Portals
- Ways to Leverage DIY
- Final Thoughts
- Questions and Answers

“

“In the last decade, marketing has gone from being one of the least tech-dependent business functions to being one of the most.”

≈ Scott Brinker

www.chiefmartec.com

”



The Situation: *Advent of MarTech*



From

MarCom

To

MarTech

Shift occurring across all industries

The Situation: *Advent of MarTech*, *cont'd.*

- ❑ **As marketing becomes a technology-powered discipline, healthcare organizations must infuse technical capabilities into their DNA – in marketing, in operations and in the call center.**

- ❑ **Becoming integral parts of operations.**
 - More than ever before, the roles of marketing, call centers and operations are intertwined, and their mutual inter-dependence will only continue to grow in the coming years.

What Is MarTech?

- ❑ MarTech is the blending of marketing and technology.
- ❑ So virtually anything involved with web applications and/or digital marketing is MarTech, since both are technologically-based.



DON'T WORRY, IT'S ONLY
MARKETERS COLLECTING
OUR PERSONAL DATA
SO THEY CAN CREATE
MORE RELEVANT
ADVERTISING FOR US.



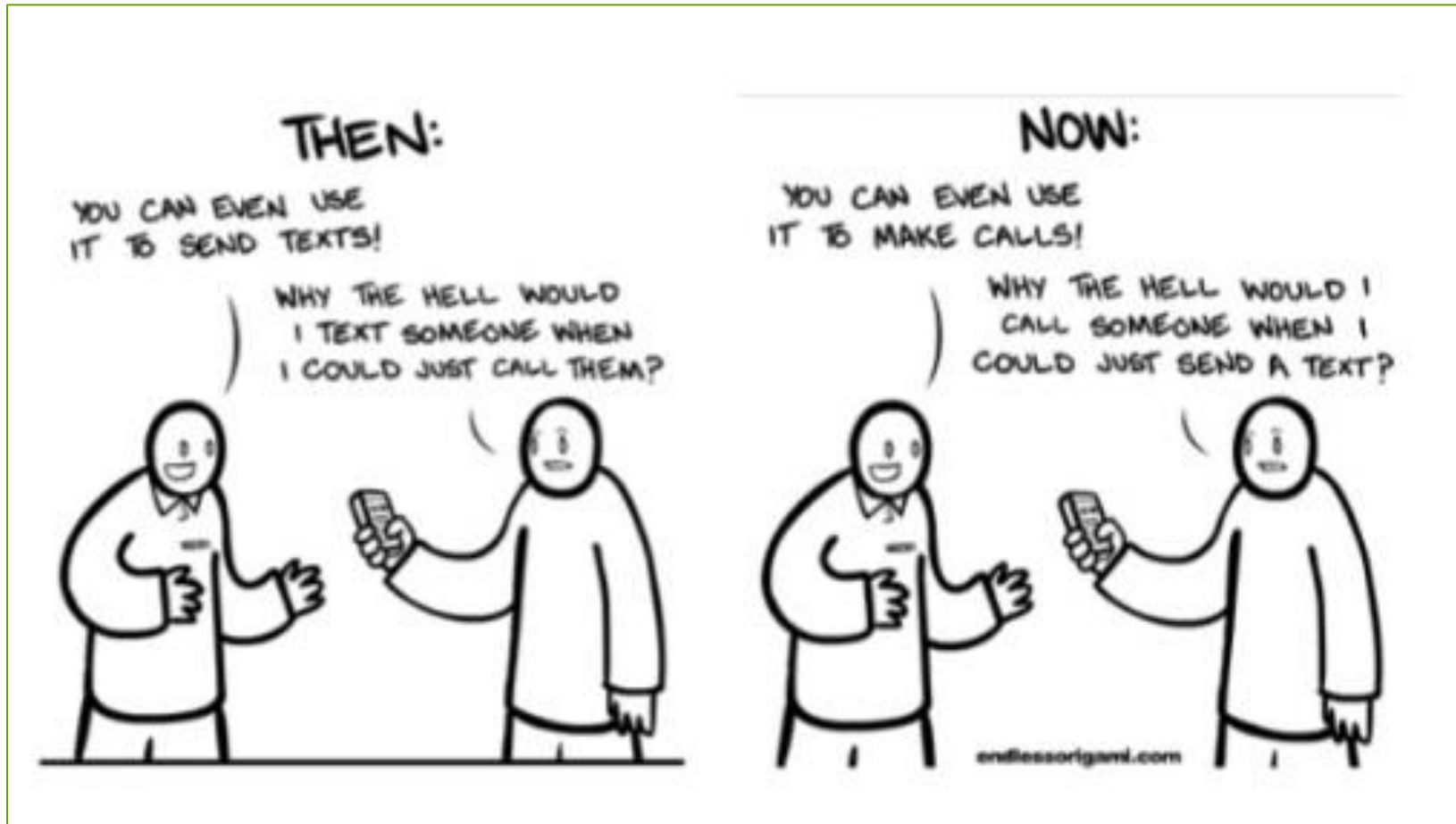
© marketoonist.com



What Does MarTech Mean for Marketers?

- ❑ **Web, social networking, search marketing, CRM, marketing automation and mobile capabilities – integrated with enterprise IT systems – are no longer optional, but required for organizations that want to remain competitive.**
- ❑ **Efforts to make data and the science of customer creation, engagement, acquisition and retention core marketing capabilities should be accelerated.**
- ❑ **Digital strategy must move from static websites to integrated, multichannel platforms that engage consumers in real time.**
- ❑ **Data analytics must become a new core marketing competency.**

Why Is MarTech Relevant to a Call Center?



What Does MarTech Mean for Call Centers?

- ❑ **Shockingly ...** often the customer doesn't want to engage with another human to solve their problem.
 - Call Centers must **meet customers on the channels they want** – not the one the business wants to use.

- ❑ **Embrace the movement from a Contact Center to that of an Engagement Center**
 - The modern empowered consumer demands flexibility, convenience, control and service on their own terms.
 - The modern empowered health system - and call center - uses those demands to **engage** with customers:
 - Provide seamless service on the customers' terms
 - Build loyalty
 - Secure retention
 - Grow the relationship.

What Does MarTech Mean for Call Centers?, *cont'd.*

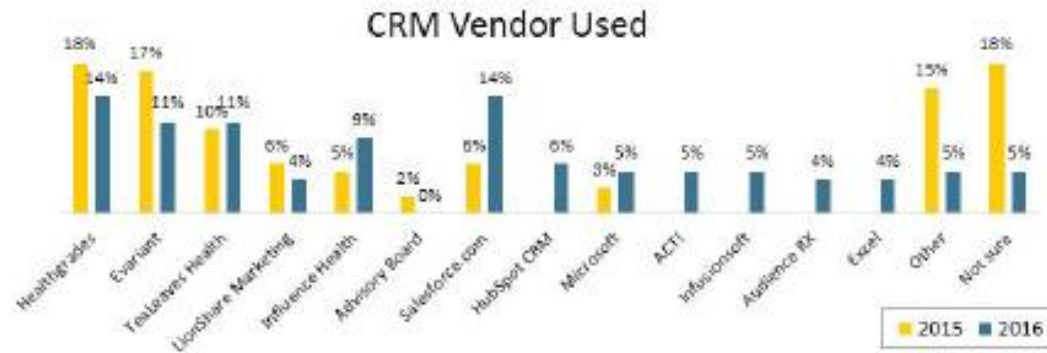
- ❑ **Healthcare call centers need to be fully integrated with their organizations' websites, social channels and other digital properties.**
- ❑ **Healthcare call centers must be active participants in their organization's CRM and Marketing Automation activities.**
 - The call center is an important data source for CRM and vice versa
 - A call center should use CRM data to “know the customer before answering the call,” being prepared for the likely topic of discussion and knowledgeable of past multi-channel communications.
- ❑ **More than ever before, the call center needs to become an analytics guru. Understand who's calling, when, why, what should happen next, etc. Sharing those insights will be of utmost importance.**
- ❑ **And finally, my personal belief – healthcare call centers need their own presences on the web and be actively integrated into the health system's social networking channels.**



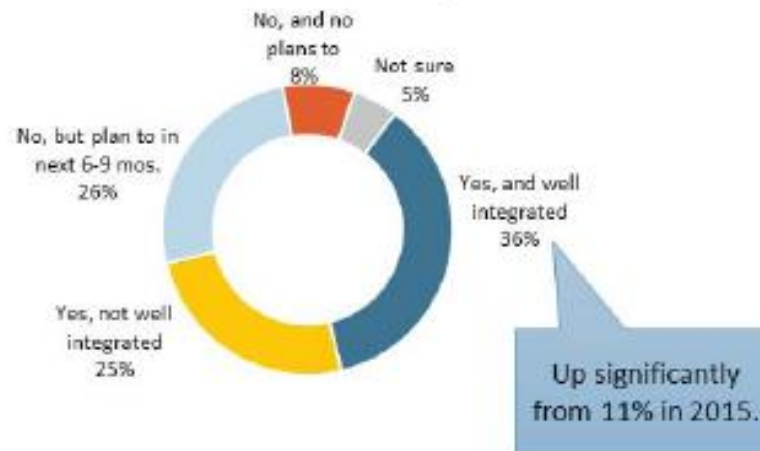
Growth of CRM in Healthcare Marketing

50%/65%
Have a CRM
System

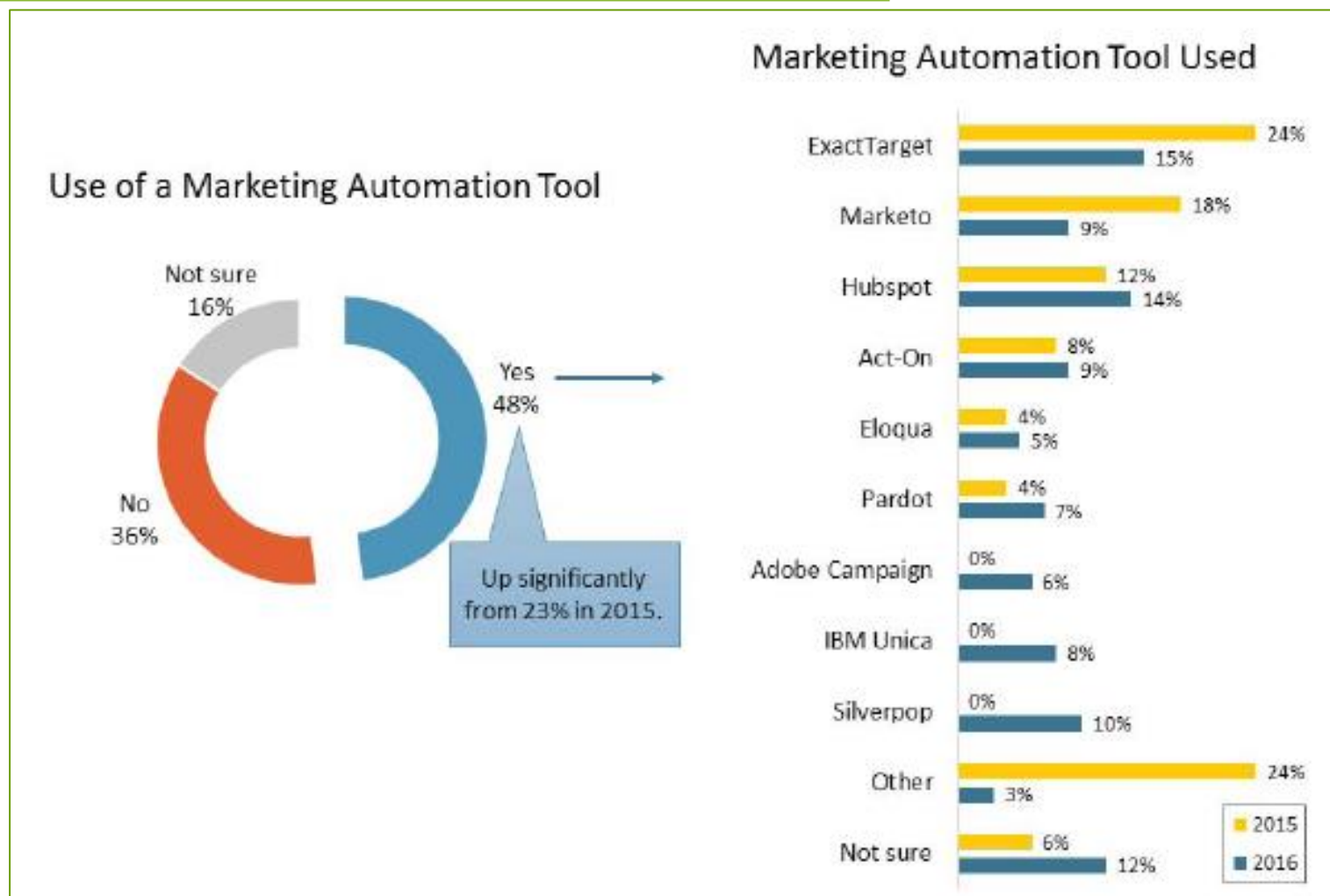
Note: 2015/2016



Website and CRM Integrated



Growth of Marketing Automation



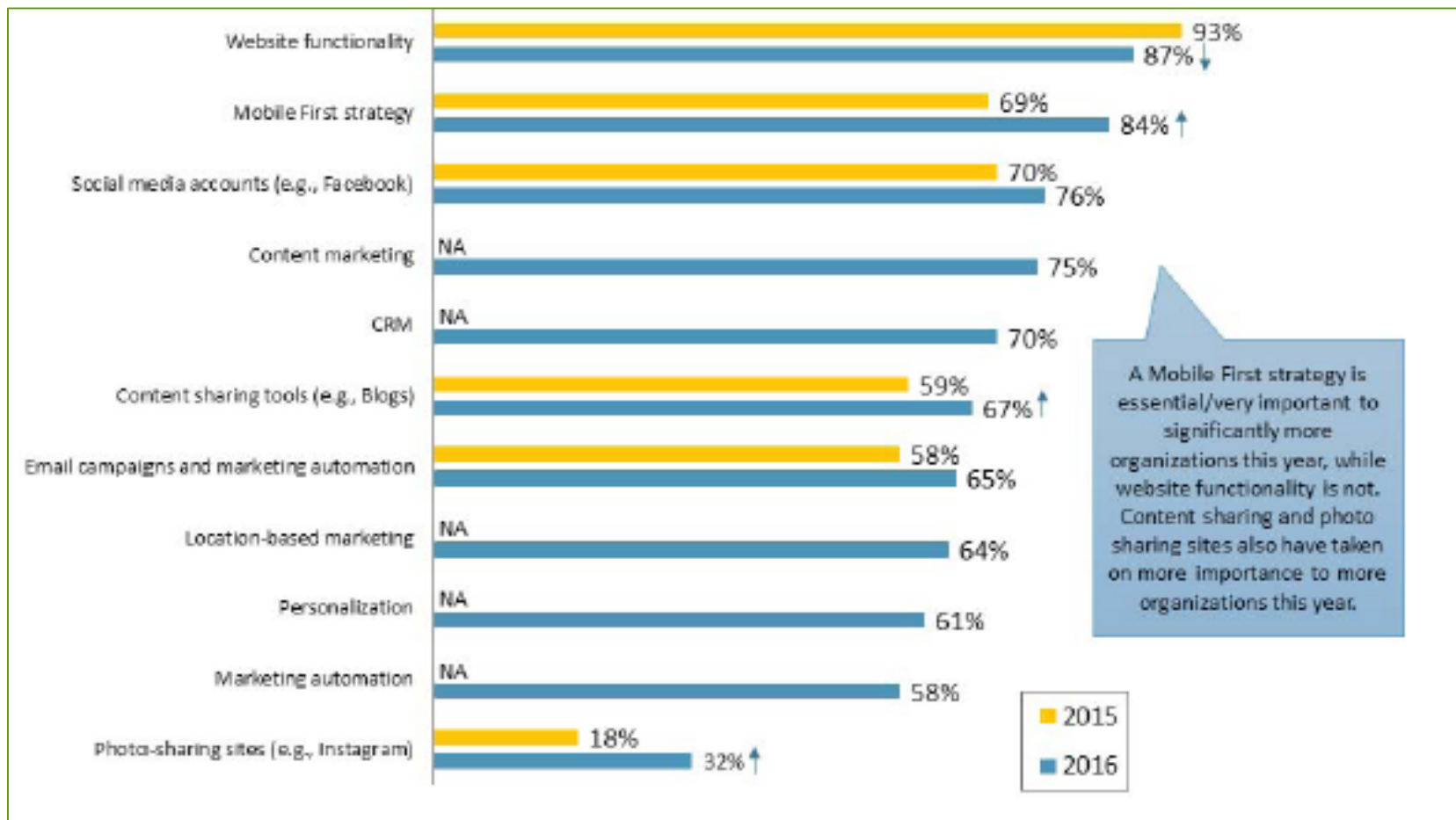
Source: Greystone.Net Annual Digital Marketing Leadership Survey 2016

Online/Digital Marketing Currently Used



Source: Greystone.Net Annual Digital Marketing Leadership Survey 2016

Essential/Very Important to the Organization



Digital Health Adoption: A Tipping Point

- **In 2016, consumers adopted digital health tools at a record rate.**
 - Forty-six percent of consumers are now considered active digital health adopters, having used three or more categories of digital health tools (e.g., telemedicine, wearables, etc.) – up from 19% in 2015.
 - Only 12% of Americans are non-adopters, down from 20% in 2015.



What Does This Mean for You Personally?

- ❑ **As a call center manager, you need to become:**
 - Digitally literate
 - MarTech literate
 - Data analytics literate.

- ❑ **And ... willing to begin experimenting with technology and how the call center can be leveraged to help the organization.**

- ❑ **Scary, I know but ...**

There is no innovation and
creativity without failure.
Period.

Brene Brown



Self-Scheduling

The New “Ground Zero” for Health Systems

81%

Patients Prefer to Book
Appointments Online

Source:

Intuit Health: Annual Health Care Check-up Survey



Many Ways to Implement Self-Scheduling

- 1 Through the organization's patient portal.
- 2 Via online apps on a hospital website like ZocDoc, ScheduleNow, Healthgrades, etc.
- 3 Via standalone websites like Healthgrades, Vitals, etc.
- 4 **Bypass self-scheduling altogether and go straight to virtual care.**
 - Older generations value continuity of care, but like speed and convenience too.
 - Younger generations value low cost, convenience and speed more than continuity.
 - Thirty percent of telemedicine visits are self-pay, compared to visits covered by insurance (11%) and employers (10%).
 - The most popular telemedicine medium is telephone (59%), followed by email (41%) and SMS (29%).
 - The telemedicine medium with the highest satisfaction rate is live video, for which 83% of consumers expressed moderate or extreme satisfaction.

Use of Telemedicine/Virtual Care by Device

USAGE OF TELEMEDICINE

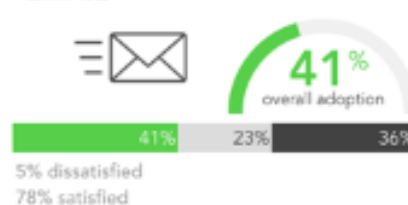
Adoption and satisfaction by medium

**ROCK
HEALTH**

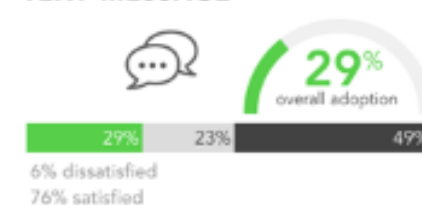
PHONE



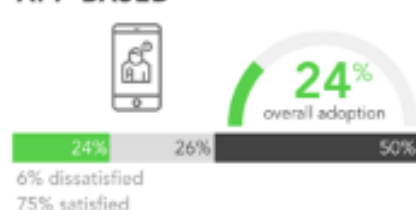
EMAIL



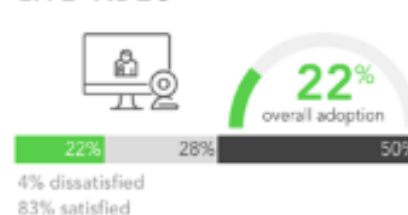
TEXT MESSAGE



APP-BASED



LIVE VIDEO



LEGEND

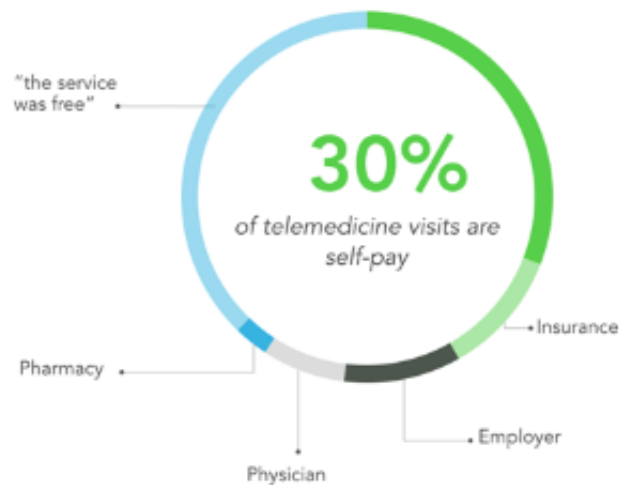
- Have used
- Planning to use
- No plans to use

Source: Rock Health 2016 consumer survey data (n = 4,015)

Payment and Satisfaction for Virtual Care

PAYMENT MODELS IN TELEMEDICINE

Who paid for the telemedicine service?

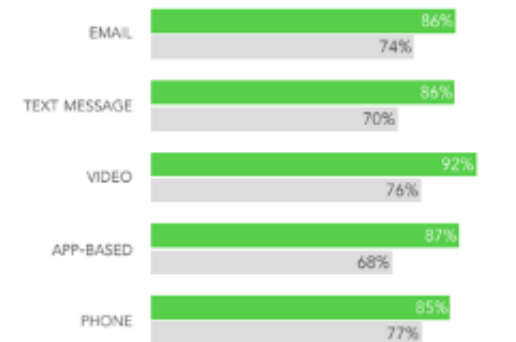


Source: Rock Health 2016 consumer survey data (n = 4,015)

**ROCK
HEALTH**

SATISFACTION

Percent of users satisfied, self-pay vs free



LEGEND

Self-Pay Free to user

Source: Rock Health consumer survey data (n = 4,015)

DIY Scheduling's Impact on the Call Center

❑ Impacts reach/importance of the call center.

- A vital function of your call center (and that of your organization), which frankly may already be being supplanted by competitors.
- At a minimum, does your call center offer scheduling?
 - If yes, 24/7?
 - If not, the call center is not completing the customer journey – leaving the “task half done.”
- What is your role in self-scheduling?

❑ Impacts volume and business opportunities.

- Self-scheduling has the potential of diverting business opportunities away from your organization.
- If your organization doesn't provide virtual care options, you have the potential to lose primary care visits to competitors.
- Fewer calls.

❑ Impacts relevance of the health system.

An Example of the Potential Impact

Consumers Choose Convenience and Access

80% Prefer Providers with Online Scheduling

- 67% choose online scheduling over location
- 33% say online scheduling will increase their likelihood of making an appointment



Ready to make an appointment with Dr. Ellis?

AUGUST 2016							MORNING		AFTERNOON	
SU	MO	TU	WE	TH	FR	SA	8:20AM	9:10AM	12:20PM	1:10PM
31	1	2	3	4	5	6				
7	8	9	10	11	12	13				
14	15	16	17	18	19	20				
21	22	23	24	25	26	27				
28	29	30	31	1	2	3				
	5	6	7	8	9	10				

10:00AM	10:50AM	2:00PM	2:50PM
11:30AM		3:30PM	4:20PM

DID YOU KNOW



6.9b

Annual searches for a doctor results in [Healthgrades](#) being in the top organic search result



Consumers make
one billion
physician appointments
each year¹

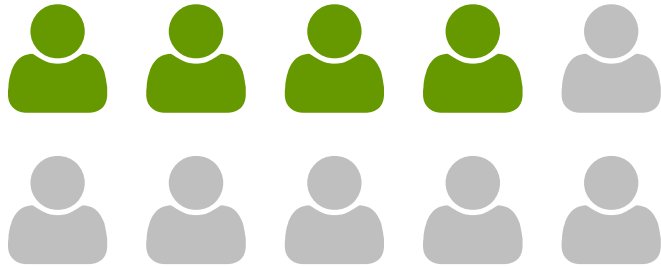
30%

use Healthgrades to choose
and connect

276 million
appointments on Healthgrades²

Sources:

1. National Ambulatory Medical Care Survey: 2012 Summary Tables, tables 1, 11, 16
2. Adobe Omniture



40%

Of online appointments are scheduled outside of business hours (i.e., 24/7 is important) to match today's hectic lifestyles



25%

Reduction in no-shows with the use of email and text reminders

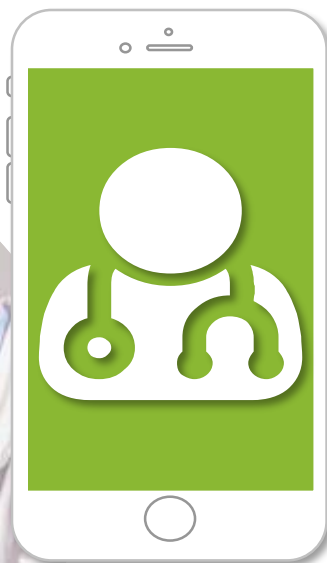
Staff Time Saved

For every self-scheduled
patient appointment



Find-A-Doctor

The Lifeblood of a Call Center and a Healthcare Organization



Find-A- Doctor

**Everyone is in the Find-A-Doctor
service business now.**

Not just call centers.

Not just hospital websites.

Vital to the Long-Term Success

- ❑ Gateway to physician appointments and downstream revenue.
- ❑ Your Find-A-Physician function must be competitive with external firms – all of which have more money and resources to develop the tools than you do.
- ❑ Trend is toward disintermediation of the health system-based call center for Find-A-Doctor function from competitors.



Find-A-Doctor Competitors and Partners

Competitors and Partners In At Least Three Categories

1

Access and Ratings

Healthgrades

Vitals

Amino

Kyruus

RateMDs

Etc.

2

Virtual Care

Doctors on

Demand

MD Live

American Well

Teladoc

HealthTap

Etc.

3

Insurance

MyCigna

Aetna's iTriage

Etc.

What Is The Impact on Healthcare Call Centers?

- ❑ **Impacts volume of calls – fewer calls.**
- ❑ **Those calls you do get may be more complex.**
- ❑ **More important than ever to integrate with online “find-a-doctor” tools.**
- ❑ **More important than ever to have a “killer” find-a-doctor tool so you can be competitive.**

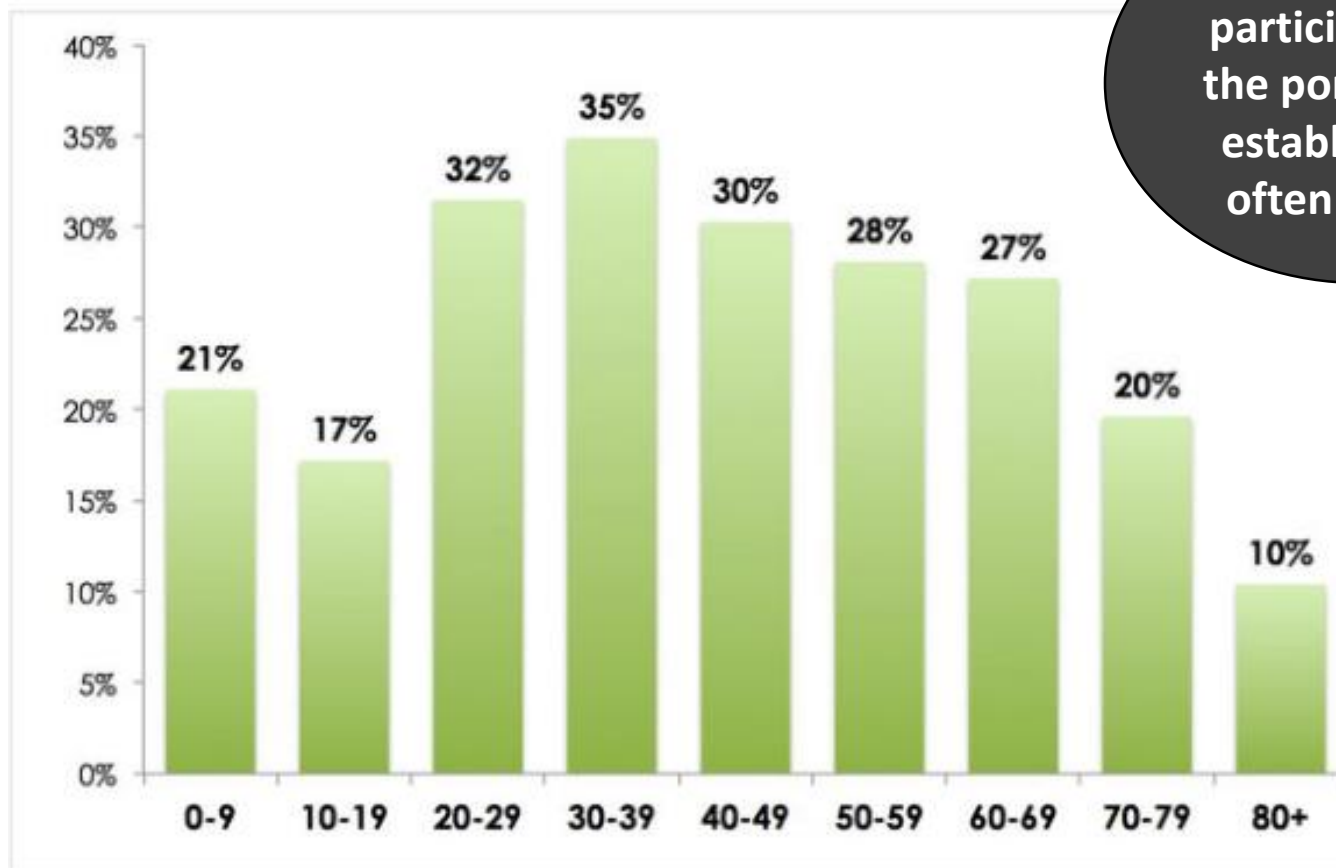


Patient Portals

An Increasingly Important Communication Link

Patient Portal Adoption Is Still Low

Age Not a Major Driver of Portal Adoption
Average Portal Adoption Rate
n = 973,000 patients



Active participation in the portal, once established, is often low too

What Impact Do Patient Portals Have on Call Centers?

- ❑ Less impactful than other online functions as patient portals primarily facilitate **clinical** communication with existing patients, which often is not the key purview of the call center (i.e., test results, prescription refills, etc.)

- ❑ Depending on call center functionality, it could lower the number of calls if scheduling calls are being handled via the portal rather than through a call center.

- ❑ **Alternatively, workload could increase if the call center plays a role in:**
 - Portal inquiry response
 - Portal activation
 - Portal tech support.



Leveraging DIY

What Can You Do Today?

Help Bring Self-Scheduling to the Health System

- ❑ Encourage it!
- ❑ Play a role in its management and maintenance so it integrates seamlessly with your organizational website and call center.
- ❑ Make sure your self-scheduling module is mobile optimized and search optimized.
- ❑ Offer scheduling assistance via the call center – either in total or for the self-scheduling module.



Ensure Find-A-Doctor Integration

- ❑ **Make sure website is fully integrated and seamless with the call center.**
- ❑ **Become an expert in the available external Find-a-Doctor functions so the call center director can become a trusted advisor to senior leadership as they seek to improve the existing functions and compete head-on with the external forces.**
- ❑ **Make sure your Find-a-Doctor module is mobile optimized and search optimized.**



Play a Role in Virtual Care

- ❑ **Be the front-end for virtual care appointment process.**
- ❑ **Serve as a “triage” function for virtual care if your call center has nurses.**
- ❑ **Make sure your virtual care module is mobile optimized and search optimized.**



Support Patient Portals for Meaningful Use

- ❑ **Participate in portal activation.**
- ❑ **Play a role in portal service delivery, if appropriate.**
- ❑ **Provide portal tech support to participants that helps encourage repeat use of the portal and improves access.**

Identify Other Opportunities to Add Value

- ❑ **Identify ways to participate in remote care management.**
 - This may include becoming part of the health system's team of resources supporting its Internet of Things (IoT) endeavors.

- ❑ **Identify ways to add value and support your organization's initiative in population health management.**
 - Again, this may include becoming part of the health system's team of resources supporting its IoT initiatives.

- ❑ **Ensure the call center is fully integrated with the CRM system.**

- ❑ **Insist that the call center and its services have a highly functional web presence, and one that is mobile and search optimized.**

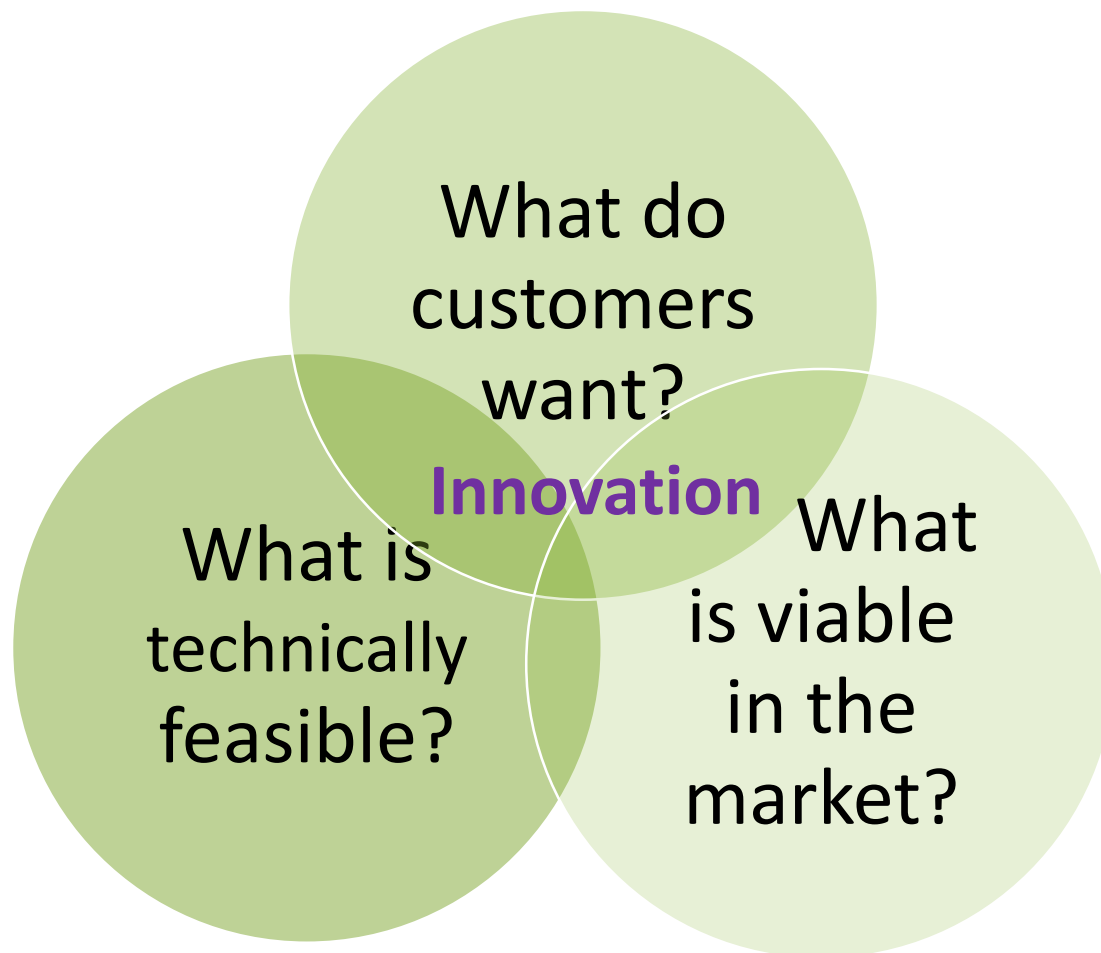
- ❑ **Educate yourself on the principles of SEO and SEM and ensure that all functions and any online information on the call center itself, are performing well (in both organic and paid) search engine results.**



Final Thoughts

- *Self service won't necessarily mean lower call volume, but it could and the incoming calls may be more complicated*
- *This will be a time for new volume*
- *This a golden opportunity to innovate, be creative and to grow the depth and importance of the call center*

What Drives Innovation?



Always Remember ...

Innovation is the ability to
see change as an
opportunity – not a threat.

Steve Jobs

quotechan

Don't Miss Your Opportunity



"It's always about **timing**. If it's too soon, no one understands. If it's too late, everyone's forgotten."

*≈Anna Wintour,
Editor-in-Chief, Vogue*



Thank You! & Questions and Answers



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