the Healthcare

Digital Experience

5 Ways to transform your digital strategy

Endeavor

1: BE INSPIRED BY OTHERS

As a first step, find out what others are doing to engage customers digitally. The growing wave of patients as consumers means they compare us not just against other hospitals, but also against top performers in other industries. Get inspiration from your competitors, but also from digital experience leaders across industries.

- What are their key messages?
- How does their site design and functionality perform?
- How do they engage users?
- What can you learn from them?

TECH SAVVY, CONSUMERISM-DRIVEN PATIENTS HAVE EVER-GROWING EXPECTATIONS OF THEIR DIGITAL EXPERIENCE.

Inventory what you find and what you have learned. At Gelb, the framework we use to assess digital tools includes 4 key components: Content, functionality, design, and navigation.

How does your organization stack up compared to what others are doing?

2: ALIGN AROUND PRIORITIES

The ever-changing world of digital can be overwhelming. It is impossible to focus effort and resources on each aspect of the website or every digital tool, so priorities need to be determined early on.

Institutional strategic objectives should play a critical role in determining objectives for digital experience improvement, including segments or audiences of focus. Although patients are the most obvious answer, don't forget about donors, physicians, and researchers (current and prospective).

GAIN INTERNAL ALIGNMENT ON DIGITAL PRIORITIES BEFORE BEGINNING TO MAKE IMPROVEMENTS.

LOOK TO RESOURCES SUCH AS:

- Insights learned from assessing what others are doing (see #1 for details)
- Input from key internal stakeholders (tip: gain buy-in early!)
- Input from front-line staff
- Digital analytics (website statistics, social media statistics)
- Patient experience insights

3: LISTEN TO CONSUMERS

Listen to what your customers want through direct research. One common method is user testing, in which website users perform a list of given tasks while a trained observer documents activities and feedback. Results are immediate, and observers see where difficulties arise.

Gelb uses a proprietary technique called **Blitz User Testing.** This is an interactive, in-depth approach that includes three stages: Focus-group style conversation around user needs, 1:1 user task facilitation, and debriefing to maximize learnings and implications.

DON'T RELY ON ASSUMPTIONS TO DETERMINE WHAT YOUR CUSTOMERS WANT. VOC INPUT IS THE GOLD STANDARD.

For some audiences, it is nearly impossible to bring a group together in person (such as referring physicians). In this situation, individual user-testing telephone interviews can be effective. For broad feedback from a large group or testing new digital concepts, consider quantitative surveys.

Click Here for a Blitz User Testing Case Study & Webinar
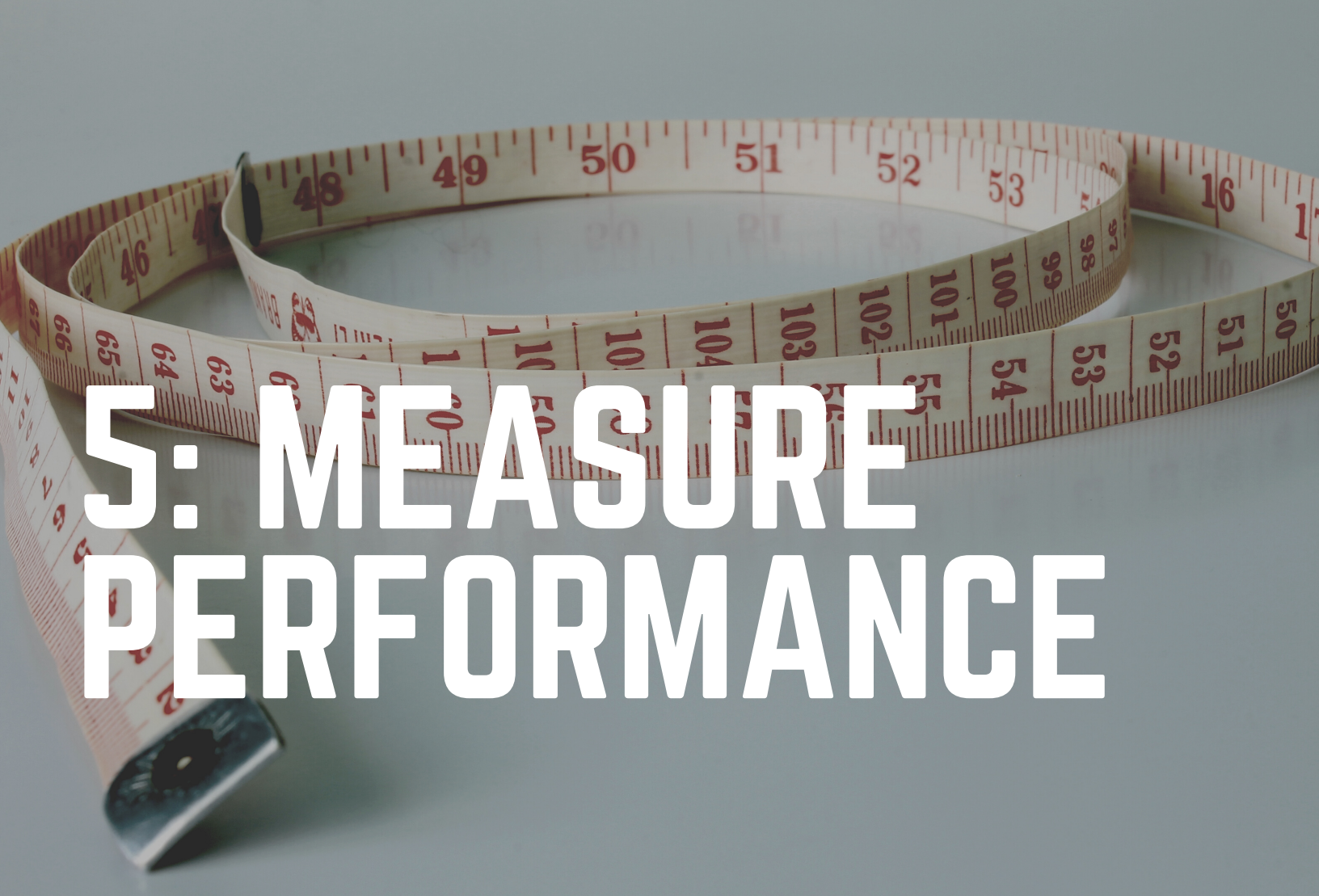
4: DEVELOP DIGITAL SEGMENTS

Not all customers are alike, and this is particularly evident in usage and expectations of digital tools. Thus, there is a need to develop research-based segments to identify how to best allocate resources and create a digital strategy. Steps 1, 2, and 3 on previous pages will inform your segments.

Segments should be distinctive, large enough to make an economic impact, and accessible enough that they can be researched through marketing efforts.

DIGITAL EXPECTATIONS VARY BY SEGMENTS - BUT MILLENNIALS ARE CHANGING EVERYTHING.

Although each market is different, current trends are that digital expectations are highest among the young, highly educated, and urban demographic. Since many millennials are just beginning to develop loyalty to a healthcare provider, it is that much more important to meet their digital expectations.

Click here to learn about developing and bringing to life segments.

5: MEASURE PERFORMANCE

Measuring how your digital resources perform will allow you to meet performance goals and continue to make meaningful improvements. This is key for making sure digital experience is not just a one-time initiative.

Today, your patients and healthcare consumers in general are bench-marking digital experiences across strong, consumer-oriented technology firms. It is therefore important to closely monitor their experience before they share their disappointment with social networks.

AS EXPECTATIONS CONTINUE TO EVOLVE, WE MUST CONTINUALLY MONITOR AND IMPROVE.

We've engineered a suite of online tools to integrate disparate sources of information into a central source for decision-making and recovery.

Consider:

- Dashboards to monitor digital usage
- Real-time feedback surveys to assess satisfaction and enable service recovery
- Social media monitoring to listen to conversations...and respond
- Online reputation monitoring

Click here to watch a demo on how our dashboards work.

AND DON'T FORGET...

TO ACCOUNT FOR THE ENTIRE JOURNEY.

Regardless of how far along you are in improving digital experiences, patients interact with healthcare providers throughout each stage of their experience. Too often, digital focus is limited to generating awareness and promoting decision-making. However, digital experiences after becoming a patient often facilitate loyalty and advocacy in an increasingly tech-savvy population.

DIGITAL EXPERIENCES MUST BE MANAGED THROUGHOUT THE ENTIREY OF THE JOURNEY.

Consider, for example:

- Robust online scheduling systems
- Patient portals for record transparency
- Ability to electronically communicate with medical team post-discharge.
- Ability to estimate medical bills in advance of services

Awareness   Evaluation   Scheduling   Treatment   On-Going

Click here to learn more about holistic Experience Mapping.

WANT TO JUMP-START YOUR DIGITAL EXPERIENCE STRATEGY?

REACH OUT TO US TO LEARN MORE.

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