



Conversations Everywhere.
Are You Listening?

Gelb
An Endeavor Management Company



Housekeeping

Ask a Question

Participate in a Poll



About Gelb

We work with nationally-recognized Institutions:

- 5 “Honor Roll” institutions
- 5 out of the top 10 cancer programs
- 3 out of the top 4 pediatric hospitals
- 3 out of the top 10 cardiovascular programs

National Benchmarking Studies:

- Patient experience management
- Marketing practices
- Physician relations programs
- International programs

Ranked as one of top 35 Healthcare Consulting firms by Modern Healthcare



Presented By

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Practice Lead, Digital Insights & Dashboards



Agenda

7 Innovative Tools

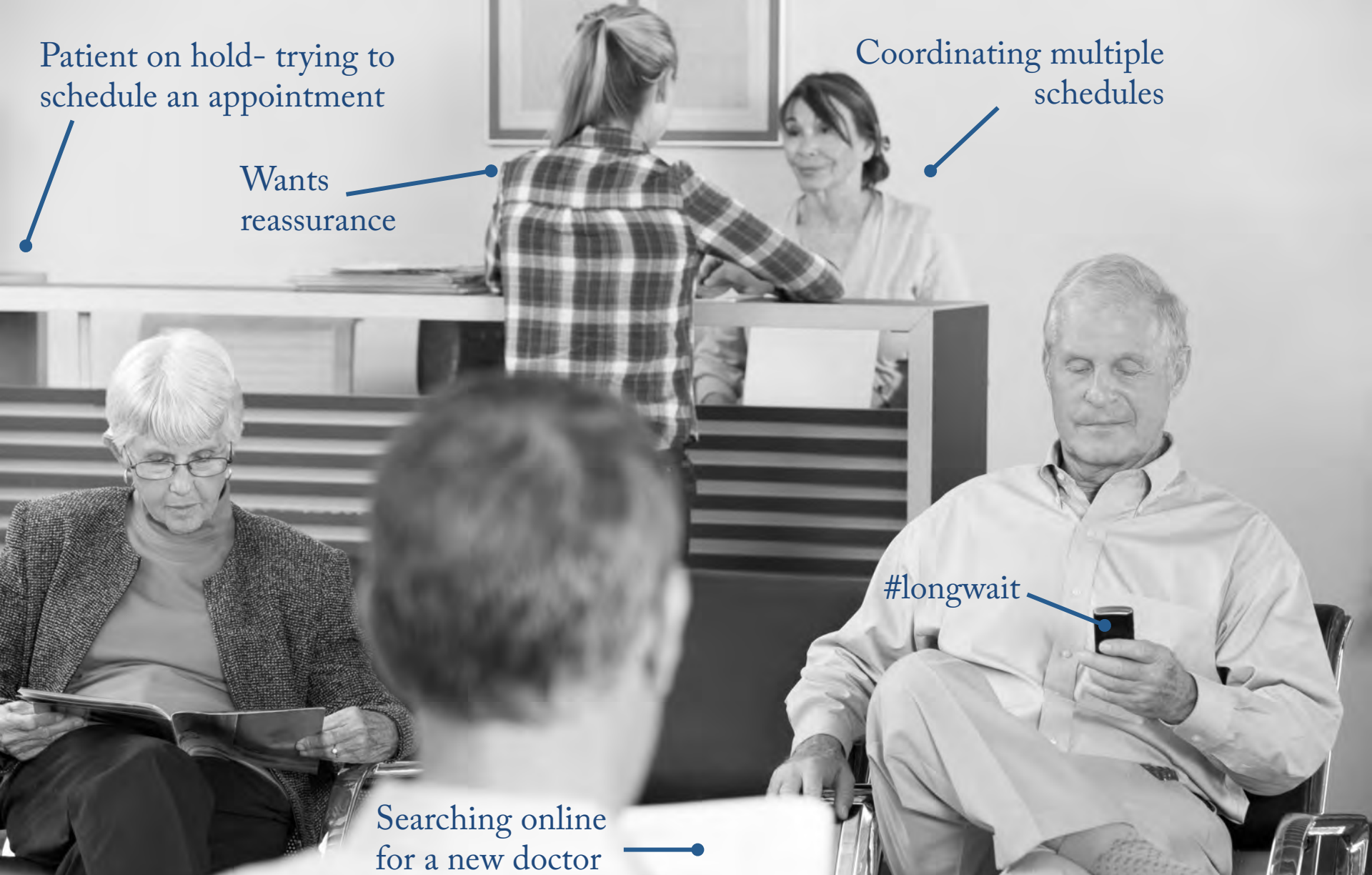
To Capture Insight & Engage Patients, Families & Physicians for Designing the Exceptional Experience

1. Patient experience benchmarking results
2. Using multiple channels to gather input
3. Using staff as proxies for patients
4. Experience maps for insights and action
5. Using multimedia to build empathy
6. Listening posts at high impact touchpoints
7. Experience monitoring in real time

Getting started

Q&A

Resources



Patient on hold- trying to
schedule an appointment


Wants
reassurance

Coordinating multiple
schedules

#longwait

Searching online
for a new doctor

From Conversations to Experience Management

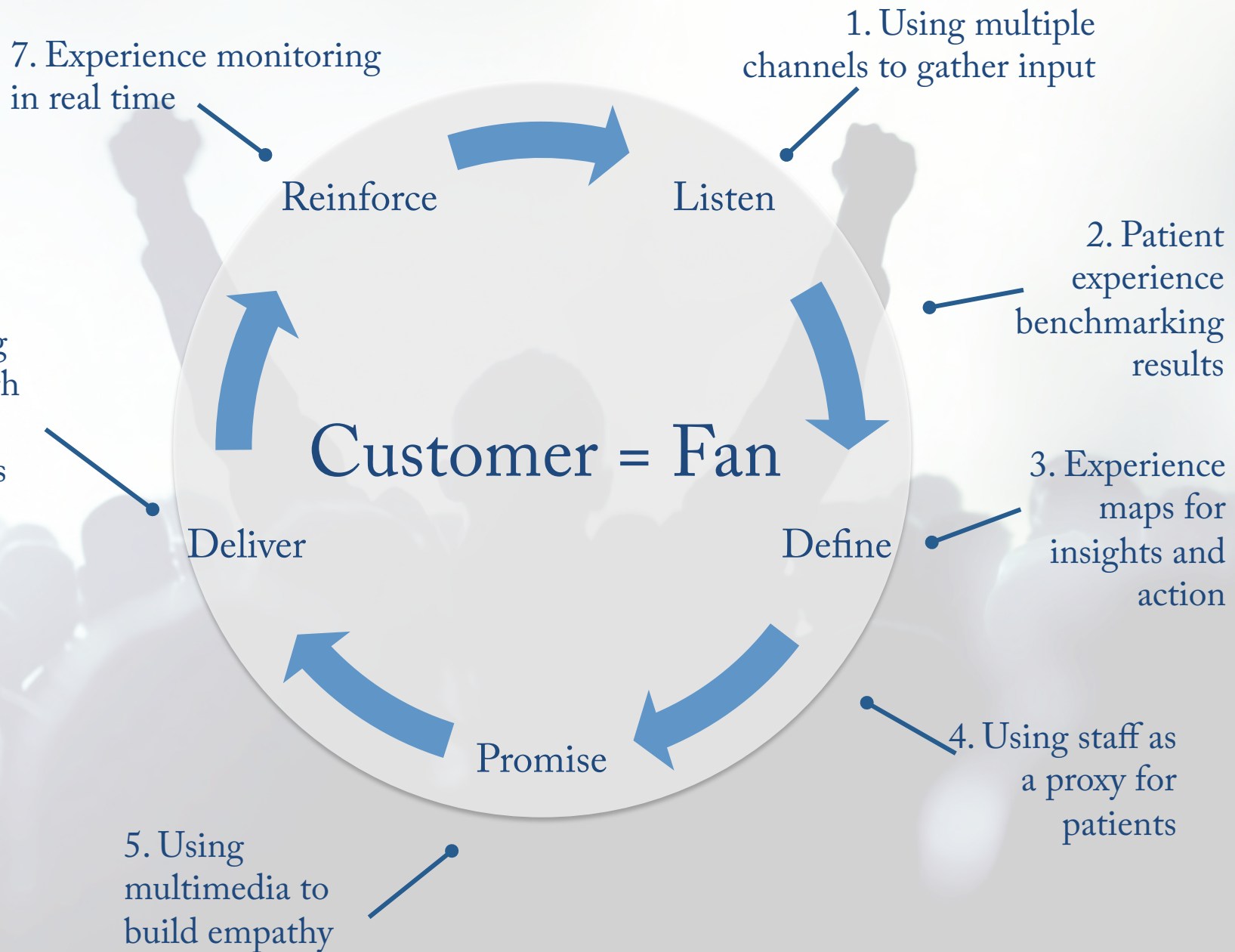
A silhouette of a crowd of people, with the central figure's arms raised in a 'V' shape, set against a bright, hazy background. The image conveys a sense of collective energy and enthusiasm.

Advocate
Enthusiast
Follower
Devotee
Supporter

Does your experience create
Customers or Fans?



Experience Management

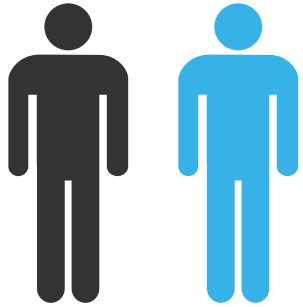


A person wearing a white lab coat is holding a smartphone in their right hand, positioned over a laptop keyboard. A red circle highlights the smartphone. The background is a plain, light-colored wall.

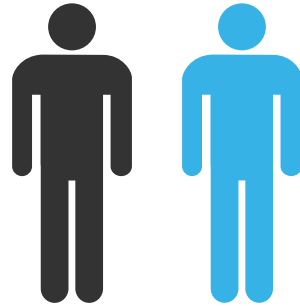
Call Center
Digital- Web & Mobile
Referring Physicians
Care Centers

#1 Multiple Channels to Gather Input

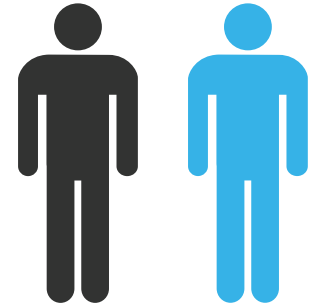
One out of Two



Somewhat Dissatisfied or
Dissatisfied After
Submitting an Online
Request for An
Appointment



Did Not Receive a
Call Back After
Submitting an Online
Request for An
Appointment



Have Not Scheduled
An Appointment
Within 7 Days of
Calling the
Call Center to
Schedule an
Appointment



#3 Experience Maps for Insights and Action

Awareness

- Symptoms
- Diagnosis
- Evaluation of healthcare providers
- Information gathering
- Research

Access

- Choosing healthcare provider
- Financial paperwork
- Medical paperwork
- Scheduling first visit

Visit

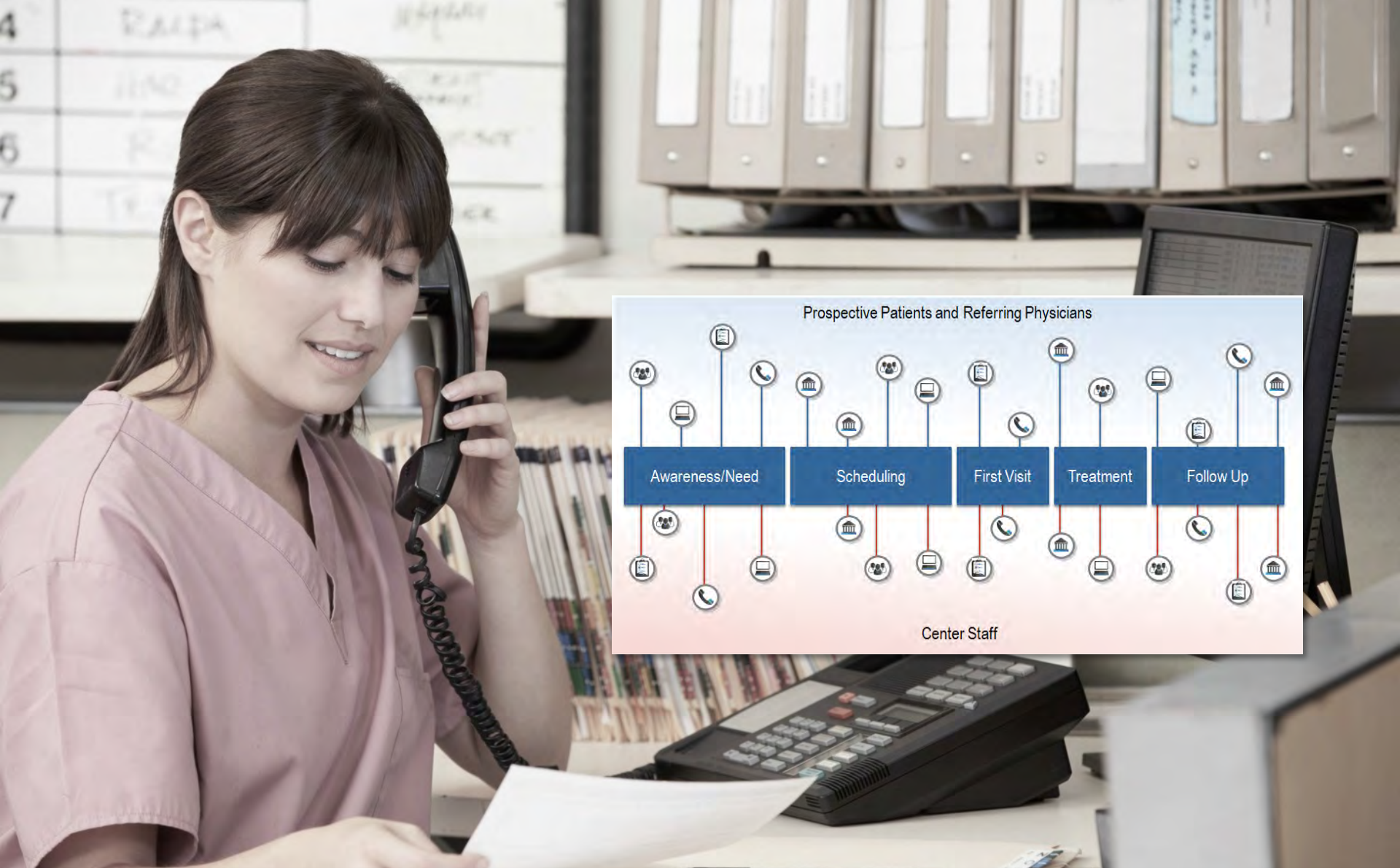
- Parking
- Getting to center
- Checking-in/waiting area
- Initial treatment plan
- Additional lab and diagnostic testing

Treatment

- Scheduling and intake
- Surgery
- Treatment rooms
- Treatment
- Nursing care

Transition

- Communication with referring physician
- Follow-up visits
- Call-backs for assistance
- Support groups/wellness services
- Advocacy



#4 Staff as a Proxy for Patients

Sharing Patient Stories



#5 Using Multimedia to Build Empathy



#6 Listening Posts at High Impact Touchpoints

Voice of the Market



Understand market expectations, perceptions, opinions and trends to inform strategic growth plans and customer acquisition strategy by integrating:

Behavioral Data

- Digital Analytics
- Information Requests
- Campaign Effectiveness
- Ad Impressions

Claimed Data

- Market Sensing Surveys
- Insights Community
- Brand Tracker

Voice of the Customer



Assess the customer experience across digital and physical touchpoints to identify strengths and barriers to providing the ideal experience by integrating:

Behavioral Data

- Digital Analytics
- Call Center
- Customer
- Support Cases
- Campaign Effectiveness
- Ad Impressions

Claimed Data

- Customer Satisfaction
- Press Ganey, HCAHPS
- Experience Mapping
- Customer Sensing
- Insights Community
- Touchpoint Tracker

Other Sources

OPERATIONAL DATA

- Access/Call Center
- Referral Volume
- New Patient Registrations

SHARED

- Social
- Media Mentions
- Competitor Insight

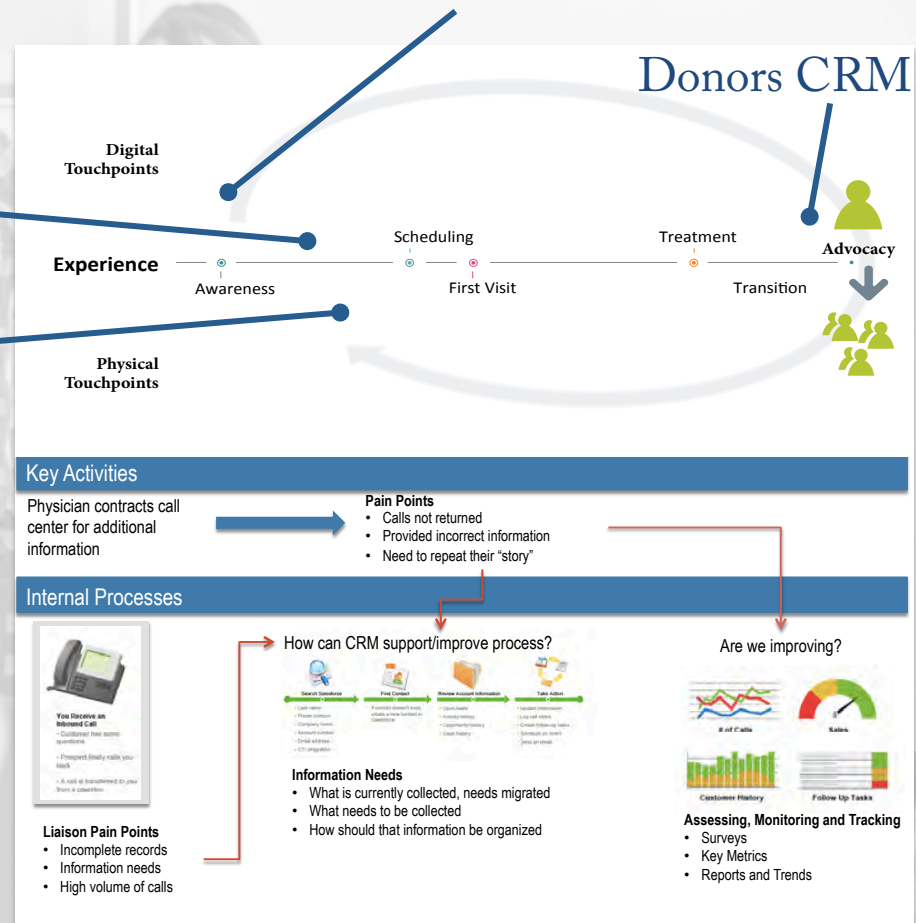
#6 Listening Posts at High Impact Touchpoints

Microsite/Campaign CRM

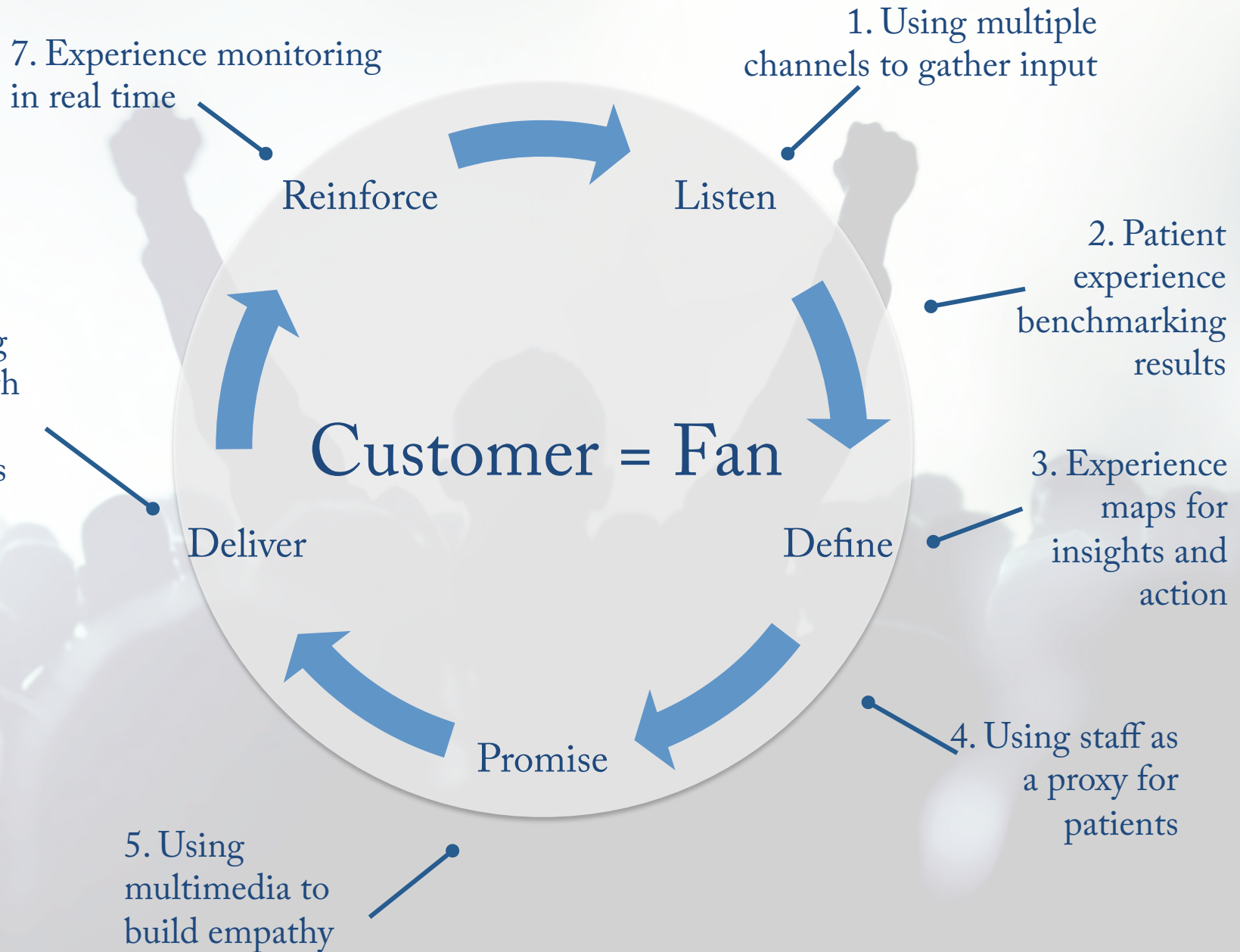
Online Appointment
Experience/Service Recovery

Call Center Experience/
Service Recovery

Donors CRM



#7 Experience Monitoring in Real Time



Current Trends in Experience Management

Establishing Accountability

72%

have an executive designated to be accountable

71%

utilize patient advisory boards

Leveraging Technology

68%

report using real-time patient feedback tools

71%

use systems for communicating with referring physicians

Operational Improvement

92%

have work teams focused on service improvement

Some Common Challenges Organizations Face

Defining Experience Mgmt

Only 54%

say senior executives and staff are aligned in their view of patient experience management

Coordination and Cooperation

Only 43%

of respondents report that their organization has a common set of expected behaviors to manage the patient experience across multiple functions

Meeting Emotional Needs

Only 20%

report having systems that are designed to enable each person who interacts with a patient to understand his/her preferences



In Summary

- Listening to conversations is essential for experience management strategies
- Capturing insights required sourcing data from multiple channels and touchpoints for a complete picture of the total experience
- An organization's ability to quickly assimilate voice of the customer data into their experience management strategy can help keep pace in the ever – evolving healthcare industry



Getting Started

- Create your experience map
- Identify digital and physical touchpoints
- Create an inventory of sources and data available at high priority touchpoints and interactions
- Identify any gaps (where you need data)
- Use your experience map to provide a visual of the current and ideal experience
- Identify opportunities to share insights with other stakeholders for impact

“The experience begins and ends outside the
institutional walls.

This is where expectations are set and
advocacy (word of mouth) often takes place.”

- Gelb Consulting Group

Questions?

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