

Acquia

EXPERIENCE DIGITAL FREEDOM

PERSONALIZATION IN HEALTHCARE

Utilizing Acquia Personalization
to create patient-centered
digital experiences in a
regulated environment



INTRODUCTION

Nothing is more personal than our own health. Our individual well-being — how we feel in our own bodies and our ability to live the lives we want — is essential to who we are and how we move through the world.

Caring for ourselves and those we love is, perhaps, our most important responsibility and our top priority. It's a responsibility that's taken extremely seriously at Community Health Network (CHN), Central Indiana's leading provider of convenient access to exceptional healthcare services.

CHN recognized the unfortunate reality that, too often, the healthcare experience can be an impersonal one. During the process of accessing and receiving medical care, patients can often feel like they're no more than a number, or a set of test results, rather than a valued individual with unique concerns, preferences and needs.

Transforming that perception, and improving that experience, is a core mission of patient-focused healthcare organizations everywhere. Personalization, specifically in the digital experiences a healthcare organization offers, is key to that transformation. From finding a provider to booking an appointment to determining insurance coverage, a relevant and productive experience can help a patient feel recognized, comfortable and empowered.

Providing those experiences is a challenge that's uniquely suited to Acquia Personalization, the no-code personalization tool that enables marketers to quickly and easily optimize customer experiences.

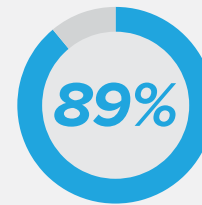
Simply put, a personalized experience is a satisfying experience. In industry after industry, tailored interactions are increasing customer satisfaction, building loyalty and — ultimately — boosting conversions and revenue. According to DemandGen Report, **“Organizations see a 20% increase in sales opportunities when leads are nurtured with personalized content.”** And McKinsey estimates that personalization can deliver **“5 to 8 times the ROI on marketing spend, and lift sales 10% or more.”**

Creating personalized experiences begins with developing a deep understanding of a patient's needs, behaviors, goals and concerns. Delivering dynamic, informative and relevant content at the right time is an effective way for a healthcare organization to prove it truly knows and values a patient.

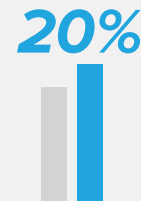
Creating positive, personalized healthcare experiences in the digital world requires a focus on understanding and empathy, rather than on conditions and treatments. An emphasis on prevention, wellness and ensuring the patient will find the information and tools that can help them reach their health goals can go a long way toward making that patient feel heard, seen and cared for.

But is it even possible to create those personalized experiences in a highly regulated industry like healthcare, where privacy is not only paramount — it's strictly governed by law?

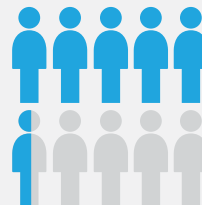
Ask the team at CHN, and the answer you'll receive is, emphatically, "Absolutely."



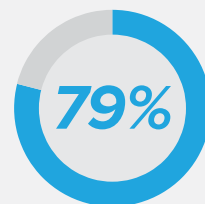
89% of digital business are investing in personalization —Acquia CX Report



20% increase in sales opportunities when leads are nurtured with personalized content —DemandGen Report



56% of marketers use a CMS for personalization —Gartner



79% of consumers say they are only likely to engage with an offer if it has been personalized —Marketo

THE CHALLENGES

Some of the obstacles to developing a personalized digital experience in the healthcare industry are laid out in the Health Insurance Portability and Accountability Act of 1996, commonly referred to as HIPAA. While the legislation consists of five sections, two are most relevant to healthcare organizations seeking to improve their digital offerings.

Privacy Rule

The HIPAA Privacy Rule establishes national standards to protect individuals' medical records and other personal health information. The Rule applies to health plans, healthcare clearinghouses and those healthcare providers that conduct certain healthcare transactions electronically. The Rule requires appropriate safeguards to protect the privacy of personal health information and sets limits and conditions on the uses and disclosures that may be made of such information without patient authorization. The Rule also gives patients rights over their health information, including the rights to examine and obtain a copy of their health records and to request corrections.

A major goal of the Privacy Rule is to ensure individuals' health information is properly protected while allowing the flow of health information needed to provide and promote high quality healthcare and to protect the public's health and well-being.

Security Rule

The HIPAA Security Rule establishes national standards to protect individuals' electronic personal health information that is created, received, used or maintained by a covered entity. The Security Rule requires appropriate administrative, physical and technical safeguards to ensure the confidentiality, integrity and security of electronic protected health information (e-PHI).

The Security Rule operationalizes the protections contained in the Privacy Rule by addressing the technical and non-technical safeguards that covered entities must put in place to secure individuals' e-PHI.



A Unique Responsibility

In addition to the HIPAA regulations, healthcare organizations are tasked with honoring the trust placed in them by consumers, who share with them the most private and sensitive types of information. Today's consumer is accustomed to being targeted online by businesses of all kinds. But unlike a retailer who advertises to a consumer from site to site, a healthcare organization must respect the distinct role they play in a consumer's life. The difference between a personalized experience and an invasive one that intimidates or unnerves the consumer may seem like a matter of degrees. But striking that balance is vital.

Acquia Personalization helps CHN to strike that balance by providing content based on a patient's past behaviors, so patients can find the information they need intuitively, with fewer clicks. Acquia Personalization enables CHN to provide more productive digital interactions, without collecting personally identifiable information.



THE COMPANY

Community Health Network (CHN) provides Indiana's communities with quality healthcare services where and when patients need them, whether in hospitals, doctor's offices, workplaces, schools or homes. With more than 200 sites across Central Indiana, CHN's mission is to improve the health and well-being of people in the community.

CHN was founded in 1956, when a group of neighbors set out to fund and build a community hospital. That initial focus on the community remains today and the organization is deeply committed to the communities it serves.

Today, CHN lives its mission through its promise of Exceptional care. Simply delivered. **They strive to deliver the best possible care while making healthcare easier to navigate.** CHN provides the full continuum of care, including physician network, specialty and acute care hospitals, surgery centers and convenience care. It is also the state's largest provider of behavioral health services.

At a time when many healthcare organizations are scaling back, CHN is growing, with plans to enhance existing facilities and create new access points. CHN firmly believes that the future of healthcare lies in increasing access, and the organization is focused on building its virtual care offerings to serve even more members of the community.



A Need for Transformation

CHN was an early proponent of an important change in the healthcare industry: **the shift from viewing people as patients to regarding them as consumers, with choices and expectations.** CHN recognized that today's consumer is accustomed to streamlined, efficient digital experiences from retailers and other types of businesses, and increasingly expects a similar experience from their healthcare providers.

A modern healthcare organization like CHN often must manage thousands of pages across multiple websites. Acquia Personalization cuts through the complexity to surface an optimized experience based on a patient's browsing history. As a result, the desired content is easily accessible, with minimal clicking.

The CHN team set out to transform the digital experience offered, with a focus on ease of use, personalization and delivering the right content at the right time. The team laid out two clear goals:

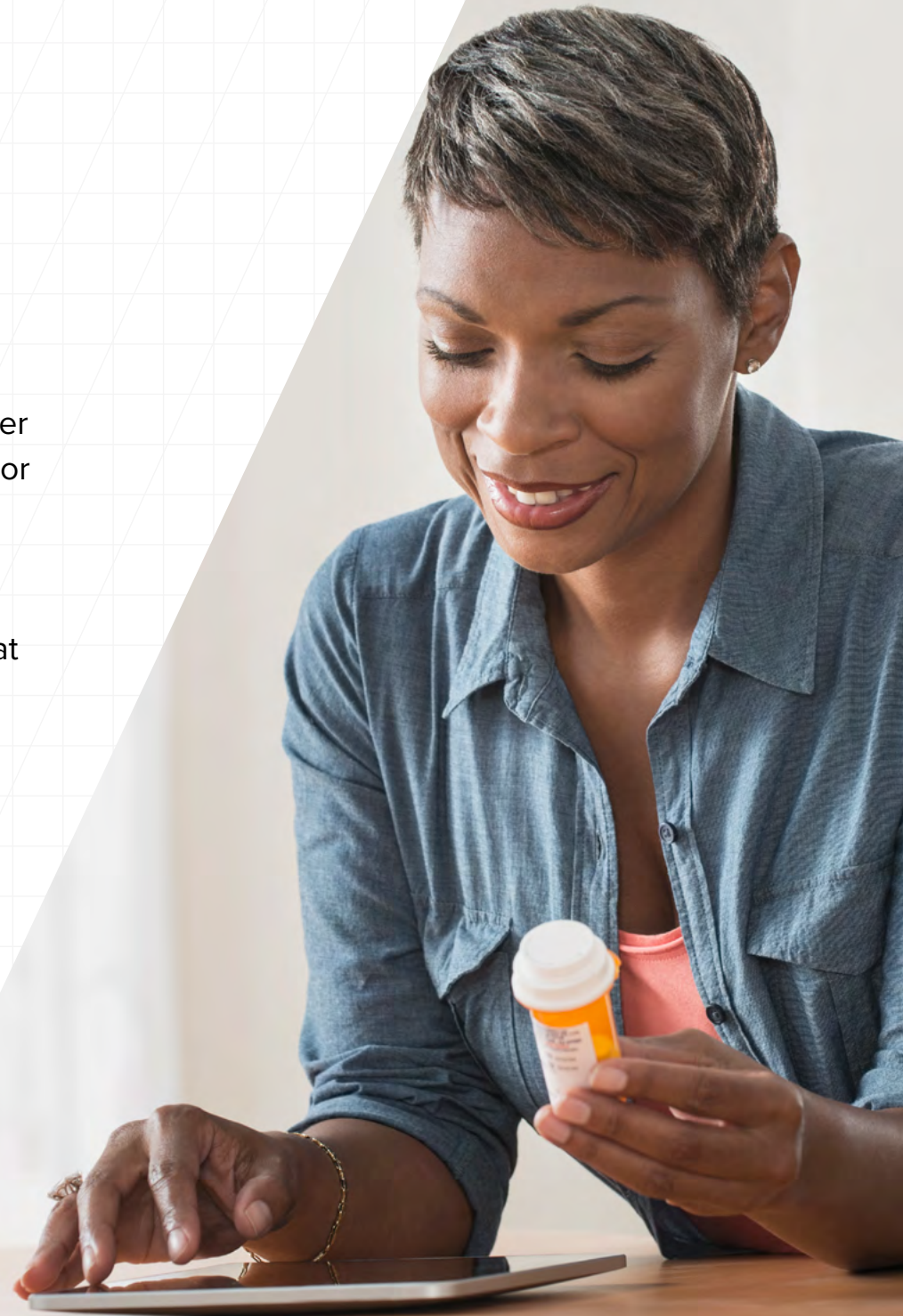
1. Streamline the User Experience

Efficiently guide users to what they're looking for, whether it's the answer to a question, an appointment scheduler or an informational video.

2. Increase Conversions

Provide an engaging experience and quality content that the consumer wants to spend time with, increasing the likelihood of a follow-up activity, such as scheduling an appointment.

CHN was saddled with an old CMS that presented significant maintenance and management requirements, and didn't offer the robust personalization capabilities needed to achieve the organization's goals. CHN determined it was time for a completely different solution and sought out the right partner to deliver it.



THE CHOICE

For CHN, personalization was a key to delivering what consumers want and need. In Personalization, Acquia's Drupal-based personalization tool, CHN immediately recognized the robust solution that could do the job. Other options, such as Sitecore, simply couldn't deliver at the same level. Acquia's positive Gartner Magic Quadrant reviews gave more support to CHN's choice.

Due to CHN's commitment to ensuring patient confidentiality and the need to comply with HIPAA regulations, security was as important as personalization. The superior security Drupal offered, as well as an appealing cost structure that would enable CHN to build and grow as its needs changed, helped finalize the decision.

“Our digital properties have to be equally focused on our patients and their needs. Acquia Personalization helps us better understand our site visitors and put more relevant and specific information and services in front of them, increasing the opportunities that help them live healthier while also providing the information that’s important for their care.”

—Debbie Kenemer, Executive Director, Digital Marketing, CHN

A Phased Approach

While Personalization is an exceedingly powerful tool, CHN wanted to begin the transformation on a manageable scale. CHN conceptualized a variety of ways to use Personalization to display meaningful data to consumers. Initial personalization efforts included:

1. Knowing that each community CHN serves has a unique identity, CHN used Personalization's Experience Builder to display homepage content based on the user's IP address, incorporating services, features and stories that were relevant to each region.
2. By creating Profile Manager segments based on server time, CHN was able to display open/closed messages for urgent care facilities and virtual care options in real time.
3. Executing A/B/C testing capabilities within Personalization, CHN could determine what content resonated with visitors, from patients and caregivers to job seekers.

As their use of Personalization evolved, CHN simultaneously began to build digital personas to guide content development. The personas embodied specific consumer mindsets, such as:

“I'm ready to act.”

“I'm searching for information.”

“I'm seeking to understand what the experience will be like.”

“I want everything to be as easy as possible.”

Acquia Personalization has enabled CHN to expand its work with personas to create a true omnichannel experience. The team is able to tailor headlines, copy, imagery, CTAs and content to visitors who arrive at the CHN website from other digital assets, such as a Facebook ad or a landing page.

THE RESULTS

Following the Personalization implementation, CHN created a cohesive patient experience that has met or exceeded a number of network and product-line goals by incorporating Personalization capabilities into campaigns.

PHASE 1/GOAL: Connecting with communities and individuals

- Create an authentic relationship with the unique communities we serve through customized content for five market regions.
- Showcase services and events tailored to the health needs of the community.
- Nurture relationships (rather than measure ROI).

RESULTS

From 2017-2019, region-based content items were displayed over **4.1 MILLION** times and received **2,729 CLICKTHROUGHS**. With Personalization analytics, we can gauge engagement by regional area and for specific pieces of content.

PHASE 2/GOAL: Real-time content delivery

- Content should help consumers in the moment.
- Reinforce 24/7 availability of care with our new offering, Connect to Care.
- Serve up content that shows what type of care is available now and open/closed status of locations.
- Helping users find care quickly fulfills the *Simply delivered* part of our brand promise.

PHASE 3/GOAL: Integrating personas

- Used personalized user journeys for mammography campaign.
- Wanted to increase mammogram screening conversion rate.

Since implementing Personalization, CHN is now able to provide the customized, productive digital experiences today's consumer expects, while ensuring they feel recognized, understood and secure. CHN's digital transformation is just one more way the organization is able to meet the needs of the communities it serves.

RESULTS

50,000+ CLICKS on MedCheck "Save a Spot" appointment request button since inception.

RESULTS

3.9% INCREASE in screening mammograms over previous year; largest increase in September (12.6%).

TRIPLED OUR CTR in both paid social and search.

AD RECALL 19.6% (benchmark 9%) at the time, the highest ad recall we had of any digital campaign.

DROVE 499 breast health risk assessment completions.

ABOUT ACQUIA PERSONALIZATION

Personalization, Acquia's personalization tool built for Drupal, is tailor-made for marketers seeking to implement or increase their digital personalization capabilities. With Personalization, it's simple to bring continuity to the digital experience and consistently deliver the right content to the right person at the right time, improving the customer experience, increasing engagement and boosting conversion.

Acquia Personalization is the simplest, most intuitive and most effective solution available today. Unlike other personalization tools, it's designed to be used by marketers, not IT pros or developers. Anyone, regardless of technical acumen, can create and launch personalization on their website simply by pointing, clicking and personalizing. No code required.

The Five Key Components of Acquia Personalization

Component 1: Dashboard

The Dashboard serves as Personalizations's homepage and provides a comprehensive overview of all ongoing campaigns, segments and key metrics.

Component 2: Campaigns

The Campaign section is the hub for creating, managing and archiving personalization campaigns. Users can create a personalization campaign in just three steps:

1. Define campaign details.
2. Configure personalization.
3. Preview and publish.

When creating campaigns, users can select the personalized content and the exact location on a given page, then preview the result exactly as the target visitor would experience it.



SCHEDULING CAPABILITY - Once a campaign is set up, Personalization enables the user to specify a start and end date or simply let the campaign run indefinitely. Campaigns can be aligned with a particular event or promotion and scheduled to run for days, weeks, months or even just a few minutes.

CAMPAIGN MANAGEMENT - This section includes a list of all campaigns running, along with their status and scheduled duration. Users can easily make edits, updates and changes, as needed.

CALENDAR VIEW - Users can check on all active campaigns, view the longevity of each personalization and click on individual personalizations for analytics at a glance.

Component 3: Segments

The Segments page enables users to identify and organize website visitors based on specific attributes, such as a persona, preferred content or past actions. The page provides a quick view of all segments and allows users to manage, edit or update them as needed.

Component 4: People

Data collected in real time enables users to accurately segment visitors as they interact with content. Records in this section serve as the basis for visitor profiles. Acquia Personalization's ability to build and update user profiles in real time, collect profile data across sessions and devices, and merge known and anonymous profiles provides a single view of the customer, empowering further personalization and targeting.

Component 5: Goals

Setting goals allows users to monitor and evaluate campaign performance, and understand the performance and effectiveness of content variations. A goal is defined as an action that takes place due to personalization, such as a download resulting from a content recommendation. On the goals page, users can create and customize goals, then attribute different values to each goal, essentially ranking their importance.

CREATE A PERSONALIZATION CAMPAIGN IN JUST 3 STEPS:

Step 1: Campaign Details

- Enter a name and description, and select the website the campaign will run on.
- Select goals for the campaign.
- Schedule the campaign.

Step 2: Configure Personalization

- Choose a segment to identify the visitors who will see the personalized experience.
- Select specific content to appear in new or existing slots.

Step 3: Preview and Publish

- Review campaign details.
- Preview campaign.
- Click "Publish" to launch.

ABOUT ACQUIA

Acquia is the open source digital experience company. We provide the world's most ambitious brands with technology that allows them to embrace innovation and create customer moments that matter. At Acquia, we believe in the power of community — giving our customers the freedom to build tomorrow on their terms.



[acquia.com](https://www.acquia.com)

To learn about how Acquia can help you deliver a customer-first experience, please contact us at sales@acquia.com.

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