



## Engaging Patients Through the Power of Your Digital Brand

**Nike spent \$3.58 Billion on advertising and promotion in 2018. They believed the investment would drive consumer engagement and loyalty, and they were right. Nike ranks #17 in the Interbrand 2018 Best Global Brands survey. This is largely due to their marketing and branding efforts. The Interbrand top 100 list is packed with well-known consumer brands like Apple, McDonald's, Disney, Amazon, and Coca-Cola. Each of these brands has a laser focus on building and maintaining a strong brand identity, both on and offline.**

Through trial-and-error these consumer brands have built an arsenal of best practices. As the world of healthcare and consumer brands begins to merge, traditional healthcare brands can learn from these leaders. With the launch of the workout-ready Apple Watch Series 4, Apple has successfully entered the fitness arena. The Internet of Medical Things (IoMT) is exploding with the development of devices that monitor patients remotely, on-the-body biosensors, and many more.

Digital branding efforts are quickly moving beyond commercial businesses and into hospitals, health systems, and other healthcare arenas. While the strategies employed may be slightly different, the desired outcome is the same: building a trusted brand designed to better engage customers, or in this case, patients.

In the case of large corporations, driving engagement leads to sales. In the healthcare sector, the core motivation is often to better engage, educate, and serve patients. To do so, healthcare providers must forge new relationships with their patients and meet the lofty expectations set by the private sector.

## Establishing Trust

The value of trust in the world of healthcare cannot be overstated. Every day patients put an enormous amount of trust in the practitioners that heal them, the facilities they enter, and the technologies used to address their concerns, whatever they may be. Today, patients do an extraordinary amount of research online prior to making a choice in health care providers. Trust is set in motion before patients even step foot in a healthcare facility, and it reaches far beyond their physical visit or stay.

Today, the first connection with a brand overwhelmingly starts online. Getting patients in the door hinges on deploying successful healthcare branding strategies that develop trust through compelling web experiences. When Rich Phillips, Chief Technology Officer at Tampa General Hospital, and the team went to redesign TGH.org, this was key to the digital strategy.

Consumer brands like Nike and Apple have perfected their approach and have become respected authorities in athletic apparel and consumer technology by establishing trust online. Following in their footsteps, Tampa General has done the same. Through a strong emphasis on user experience, Tampa General has gone above and beyond to establish themselves as a trusted authority. This trust proves invaluable to patients and family members during both an emergency situation and while entrenched in researching the best possible care for a specific condition.



***“Most healthcare websites are built like a grocery store, with content crowded into the shelves, ultimately requiring patients and their loved ones to hunt through the clutter to find relevant information. Our goal is to provide a more consumer-friendly experience, streamlining access to valuable content so time is applied to learning rather than searching”***

*Rich Phillips, Chief Technology Officer at Tampa General Hospital*

## Meet and Exceed Patient Expectations

The first generation of hospital websites tried to take on the world. They (rightly) realized that patients are clamoring for information, and turning to any source they can find. And throughout the years, hospitals have amassed a staggering amount of content on everything from a common ear infection to clinical trials. In the eagerness to meet the patient needs, hospitals posted anything and everything they could to their newest patient communication tool—their website.

Through trial-and-error, many quickly realized they were drowning their users in content and failing to provide them with a streamlined path to the specific content they were looking for. In doing so, healthcare organizations were also making it very difficult for their own content teams to manage, update and organize.

Beyond content, patients are now expecting more from a hospital's website. Consumers can shop, pay bills, and even conduct banking online, and now they're expecting to serve their healthcare needs in the same way. The most forward-thinking healthcare IT managers are finding ways to meet expectations set by those outside of healthcare, and then going above and beyond to serve patients. For example, Tampa General now has the ability to quickly and effectively engage with patients through their new website and mobile app.

“We have invested in capabilities to better serve patients and their families in their time of need. Our digital presence includes such conveniences as on-line scheduling, prescription refill, health-related class scheduling, and now recently hospital navigation (sometimes called Wayfinding) via a smart-phone”

## The Patient Experience

It's not enough to simply offer digital services that meet the needs of patients. These services must be readily accessible anytime, anywhere, and on any device. 62 percent of smartphone users have used their phone to get information about a health condition. And, according to a 2017 survey by the Employee Benefit Research Institute, 51 percent of millennials have researched healthcare choices online, including viewing website ratings of a hospital or provider.

Like consumer brands, healthcare organizations need to offer up a variety of communication mediums across device types. Forward thinking healthcare organizations are developing and growing a social media presence, deploying

mobile apps and launching websites backed by new content management platforms that are both flexible and responsive.

Recently, Tampa General relaunched tgh.org using the open source Drupal platform. In doing so, they are ensuring both efficiencies today and the ability to grow tomorrow. The new web site and mobile app are able to reach new patients and engage existing ones like never before.



***“Tampa General already enjoys a very strong brand in the market due to our exceptional care and clinical expertise. Our mission was to extend the brand strength and experience into all interactions – digital and in-person – as a means of increasing accessibility and building on the trust in our care.”***

*Rich Phillips, Chief Technology Officer at Tampa General Hospital*

## Digital Foundation

Organizations like Tampa General are paving the way toward innovation, but they aren't getting there alone. They've invested in open source and cloud-based technology that's flexible, agile, secure and cost effective. This allows individual departments to create and distribute content by themselves rather than relying on the IT department or an army of web developers to load the content on to the various channels. This self-service model has allowed departments to communicate quickly and frequently with citizens, while the technology department focuses on new applications and services.

“Open source platforms have reached a tipping point compared to traditional software models. The capability/price ratio is unparalleled. Just as importantly, platforms such as Drupal offer an unmatched innovation trajectory given the worldwide community of developers accelerating their reach.”

A website is only the beginning. Once healthcare organizations have the digital foundation built, they can work internally to establish trust with patients, exceed their expectations, and provide experiences that surpass those offered in the private sector.



***“Striving to meet the needs and expectations of the modern consumer, our new web presence extends our ability to share valuable information with our patients, whether they prefer a traditional computer, tablet or mobile phone. Drupal provides us the powerful capabilities we need at a value price we can afford. We are also thrilled with the early response to our mobile app—TGH GO—which transforms the patient interaction model leveraging our Drupal platform.”***

*Rich Phillips, Chief Technology Officer at Tampa General Hospital*

## How They Did It

To build and deploy their new website, the team at Tampa General leveraged key partners including Socius Marketing and Healthgrades to deploy tgh.org and TGH GO on Drupal, an open source content management framework. Drupal gives Tampa General the power and flexibility to grow and innovate with digital strategies that will engage their patients, staff, and the community. Tampa General and Healthgrades chose to partner with Acquia, the enterprise support behind Drupal, to take advantage of Acquia’s developer platform, Drupal expertise, 24x7 support and cloud hosting platform.

To learn more about how Acquia can help transform your own organization’s customer experience, visit [acquia.com/solutions/healthcare](https://acquia.com/solutions/healthcare).

## 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 has been recognized as a leader among industry analysts and is the only digital experience platform on the Forbes Cloud 100.