



Why Healthcare Needs to Invest in Consumer Journeys

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 **MedTouch**

IN PARTNERSHIP WITH

ACQUIA[®]

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Every day, healthcare consumers look for help. Help to diagnose a condition. Help to book an appointment. Help to find the best treatment option. Half the time, they need help themselves; the other half, a loved one is in need.

Make no mistake – these people are not shopping as one does for clothes or books or games. They are struggling to piece together what to do now and what to do next. They are often thrust into a series of decisions that stretch their understanding, finances, and patience.

Healthcare organizations no longer have the luxury to delay improvements to their consumer experience. They have a moral obligation to patients and the business reality demands they embrace these changes.

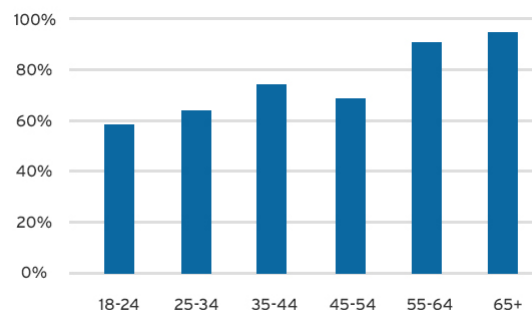
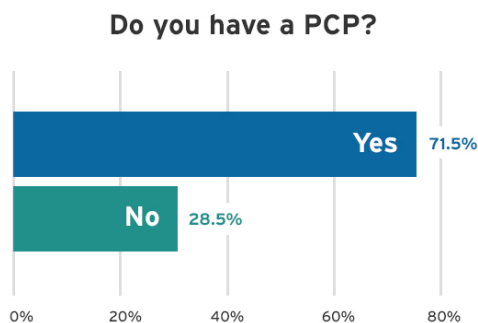
MAPPING THE HEALTHCARE JOURNEY

For healthcare organizations to improve their consumer experience, they need to emphatically understand their experience from start to finish. A proven way to do that is by mapping the consumer journey. As healthcare requires sensitivity, it's critical to know how and when consumers need to engage with you, to anticipate what they need, and guide them along the most relevant path.

JOURNEYS ARE NOT JUST FOR NET NEW

A tremendous amount of healthcare marketing energy is targeted to patient acquisition – net new patients signal growth of systems or service lines that often are necessary for the stability and economic viability of a healthcare delivery organization.

However, with the growth of expanded care delivery options, such as urgent care facilities, patients are increasingly unaffiliated with the organizations providing care. New research from MedTouch shows that 30% of patients do not have primary care physicians and instead seek care from system resources without a “home” doctor.



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These “unattached” patients are just as worthy of your attention as new patients. Moreover, a healthcare system whose business model is dependent on downstream revenue from PCPs is threatened by the movement of patients towards these new models of care and the economic incentive of insurers who design plans for younger consumers. Our research suggests up to 40% of healthcare consumers between 25 and 35 opt out of selecting a primary care physician. And once patients discover that those alternatives can satisfy their needs, they don’t come back.

EVERY JOURNEY MATTERS

The opportunity is clear – new and existing patients need to be nurtured and supported on their journey. But why are so few hospitals putting the necessary effort into user journey investments?

- **It’s difficult.** Building a relationship with your audience through every stage of the customer journey requires a clear strategy, operational alignment, and technical expertise.
- **Programs need to be run at scale.** There’s not a single consumer in healthcare. For example, a woman 35 to 50 may be the primary healthcare decision maker for herself, as well as her husband, children, and elderly parents. This single consumer’s need crosses numerous service lines, appointments, and locations.
- **Journeys require a change in mindset.** As a marketer, it’s no longer paramount to control the message. Consumers indicate the experience they need by their engagement – and they increasingly expect each and every digital interaction to be relevant and personalized for those indicated needs.

This last shift away from programmatic marketing and towards real-time customization necessitates nuance and finesse that healthcare marketers often display in brand communications. However, such a shift requires a commitment to engage stakeholders in difficult conversations about service, designing programs at scale, and acknowledging that every communication need to be elevated in importance and focus.

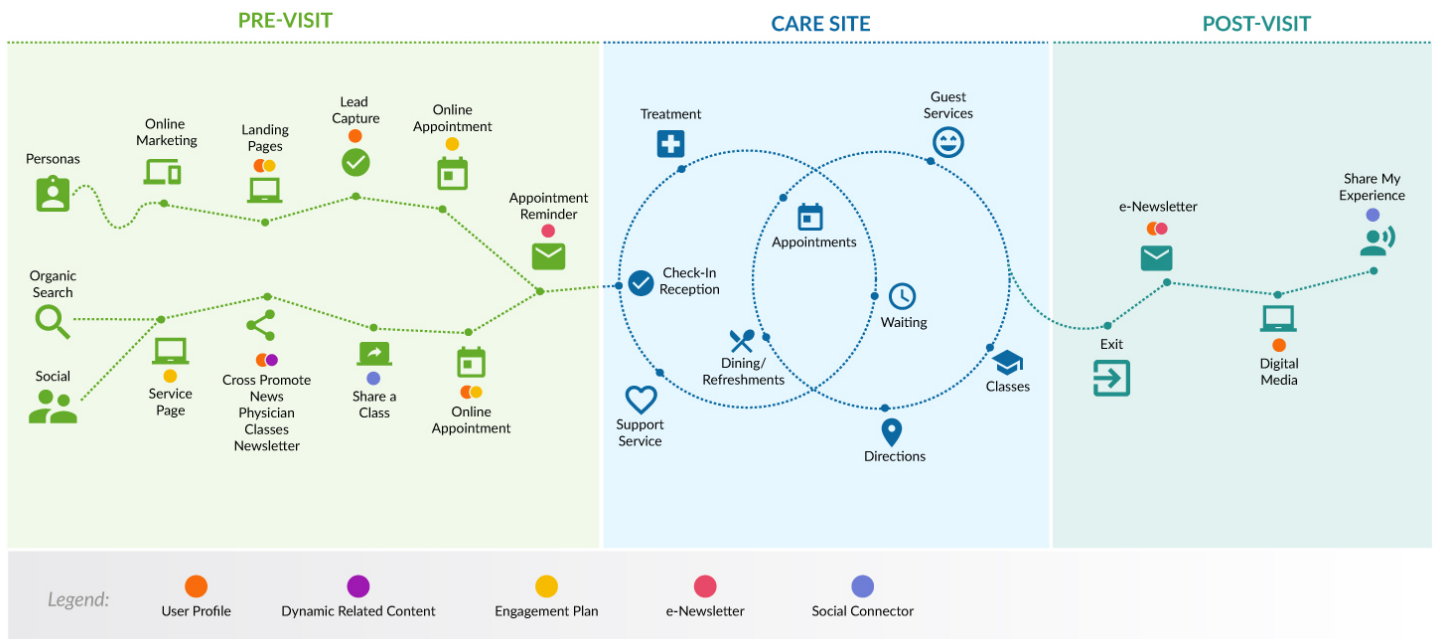
MedTouch research suggests that consumers are willing and eager to see these changes take hold, and the first healthcare systems who deploy effective, relevant solutions will reap the benefits. Even better, today’s marketers can access cost-effective tools that were previously unavailable to measure success in ways that matter.

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THE JOURNEY MAP

Healthcare organizations often contain more knowledge about their consumer than they display in practice. It often takes an external partner to identify and catalyze that knowledge into a clear, cohesive strategy.

MedTouch client organizations have found that creating a Journey Map is a concise, effective way to create and visualize that strategy:



Journey Maps should be clear, simple, and crafted for human beings. The final product should:

- Distill the consumer experience into a visual journey
- Identify simple pathways to transactions that are valuable for consumers and the organization
- Create a platform for storytelling
- Leverage consumer-focused, researched engagement strategies.

The Journey Map then becomes a touchstone for decision making: Does a proposed action align with your larger goals? Are you speaking in a way that consumers will understand? Have you achieved organizational alignment to deliver on this promise?

Journey Maps are a significant catalyst to necessary conversations that honestly assess how an organization enables its brand promises in action. The mapping process highlights transactional touchpoints that can be enabled, measured, and refined. And, because of breakthroughs in technology, they can be realized as never before.

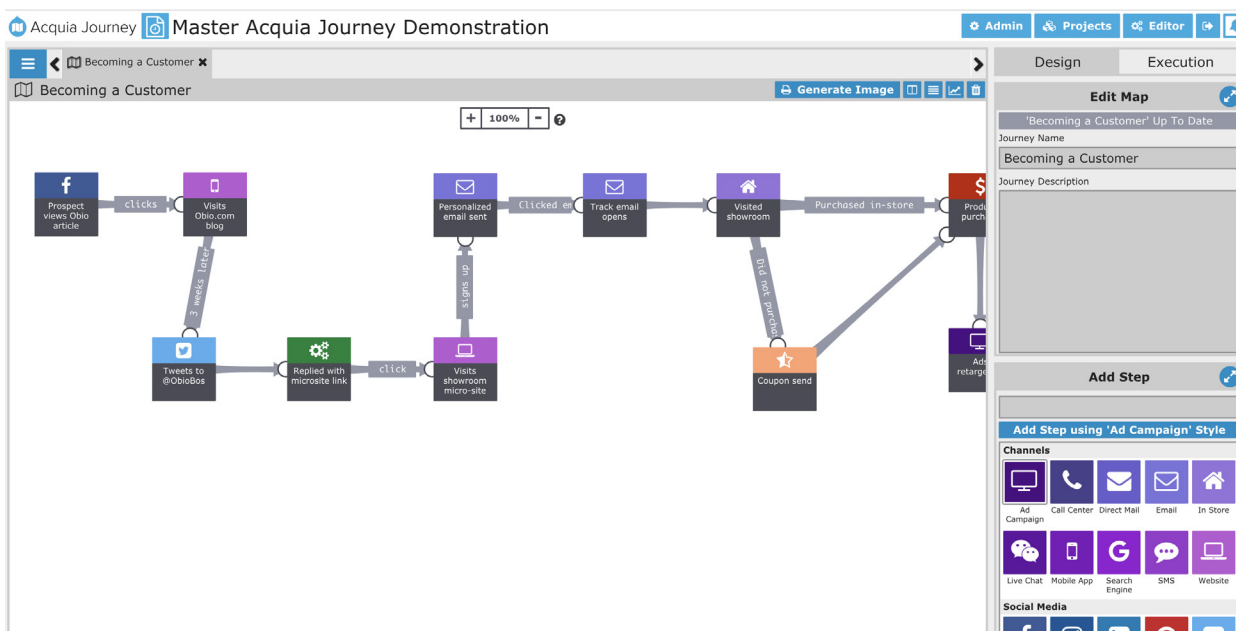
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ENABLE THE JOURNEY

Marketers have always faced the challenge of how to measure multiple touchpoints. Most healthcare systems have an enterprise website, a blog, several campaign sites, a careers microsite, social media channels, and even mobile applications. The coordination of this complex journey across a single platform has seemed difficult enough, never mind the actual landscape of typical system's digital presence.

Until now, the only available solution was to direct every touch point to a single platform and track it with a single method, forcing the journey to fit the confines of the technology. These solutions were expensive and risky. Add in the challenge of scale discussed previously and one can see a new kind of solution is required.

Enter Acquia Journey, a fully-integrated solution that eliminates these barriers. Acquia Journey is technology agnostic. It connects all sites, campaigns, and customer touch points. Through the system, you can align your main website, campaigns sites, and other channels without the time and expense to rebuild and re-platform every touch point.



REAL-TIME ENGAGEMENT THROUGH ACQUIA JOURNEY

Marketers can deliver contextual, individualized campaigns, offers and communications to visitors based on user actions right now across any channel. We can build loyalty in new and existing patients by ensuring they receive “best-next” contextual offers, triggered at the right step in their journey.

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Acquia Journey combines a flowchart-style map with unified customer profiles and an automated decision engine to deliver these best-next actions for engaging customers. This innovation allows us to build journeys in three dimensions: a visual layer using a flowchart tool, a data layer of a combining intent across multiple sites, and a decision engine underneath to orchestrate all the customer touchpoints and trigger actions, offers and other content.

Many products today hand off users between campaigns, channels, and sites, which unintentionally throws away their intent and forces them to start over or disengage. Acquia Journey safely can connect the experience across channels without compromising a user's privacy.

Acquia Journey optimizes successful outcomes while its decision engine simultaneously selects the next piece of content based on what's already working for any patient segment. This drives engagement, conversion, and loyalty while providing insight into why certain tactics succeed or fail. Ultimately, by gathering intent across your digital properties, you can create a better experience.

<p>“We need to drive actionable, measurable leads.”</p> <p>Traditional marketing efforts don't provide targeted multi-step touchpoints.</p>  <p>Journeys</p>	<p>“We need a streamlined, system experience.”</p> <p>System complexity creates extra content efforts across locations and regions.</p>  <p>Geolocated Content</p>	<p>“We need to better connect with our audiences.”</p> <p>Heavy market competition makes it critical to build relationships and foster loyalty.</p>  <p>Persona and Segmentation-based</p>
<p>THIS WILL HELP YOU...</p> <ul style="list-style-type: none">→ Bring qualified leads to you by charting complex conversion paths.→ Reduce marketing costs with less expensive, more impactful tactics.→ A/B test your efforts and measure your results.	<p>THIS WILL HELP YOU...</p> <ul style="list-style-type: none">→ Unify consumer brand experience across your locations and regions.→ Connect consumers to geographically relevant information faster.→ Consolidate content, reducing your team's effort and maintenance.	<p>THIS WILL HELP YOU...</p> <ul style="list-style-type: none">→ Maximize attention span with tailored, actionable content.→ Provide contextually empathic information and tasks.→ Promote key service lines to high-priority audiences.

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JOURNEYS ARE MEANT TO TAKE PEOPLE PLACES

Journey Maps are not meant to be printed out and hung on a wall to gather dust. Rather, they're meant to be actualized, measured, and improved upon. For healthcare systems, there's a credible business need to craft, deliver, and refine digital consumer experiences.

Journey Maps can embody the strategy throughout the planning process and become the scorecard for future marketing success. If you're ready to take that next step, there's nothing that can hold you back.

ABOUT MEDTOUCH

MedTouch works with hospitals and health plans to achieve digital transformation, including complex consumer journeys. Learn more at www.medtouch.com/enterprise-cms/acquia.

ABOUT ACQUIA

Acquia provides a cloud platform and data-driven journey technology to build, manage and activate ambitious digital experiences at scale. Thousands of organizations around the globe rely on Acquia's platform to power customer experiences via every channel and connecting at any touchpoint. Acquia liberates its customers by giving them the freedom to build tomorrow on their terms.



**Ready to enhance your Patient Experience?
Chat with an Acquia representative!**

Acquia Bot will appear at the bottom right of your screen on www.acquia.com.