



Engaged  
Consumers are  
Loyal Patients



Will Cantrell  
Director of Product Solutions  
InteliChart



# About IntelliChart

We give patients the tools they want so, as consumers, they can engage and take an active role in their own healthcare.



# The importance of earning loyalty

**\$1.4 Million**

is one patient's lifetime  
healthcare value

*\$4.2 Million per family*

**\$ 25% ↑**

estimated increase in profitability  
by boosting loyalty **5%**

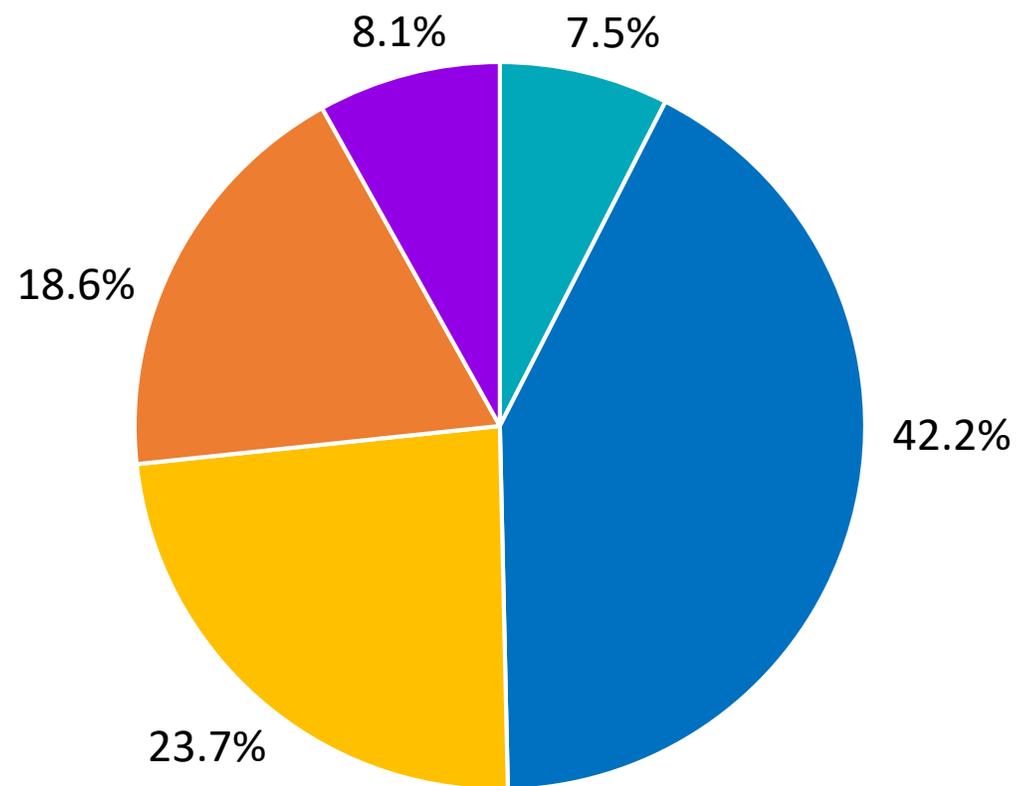
# What is loyalty?

Gallup defines patient loyalty as a “patient's likelihood to return to a healthcare facility - a straightforward concept, but one that's seen differently by different people.”

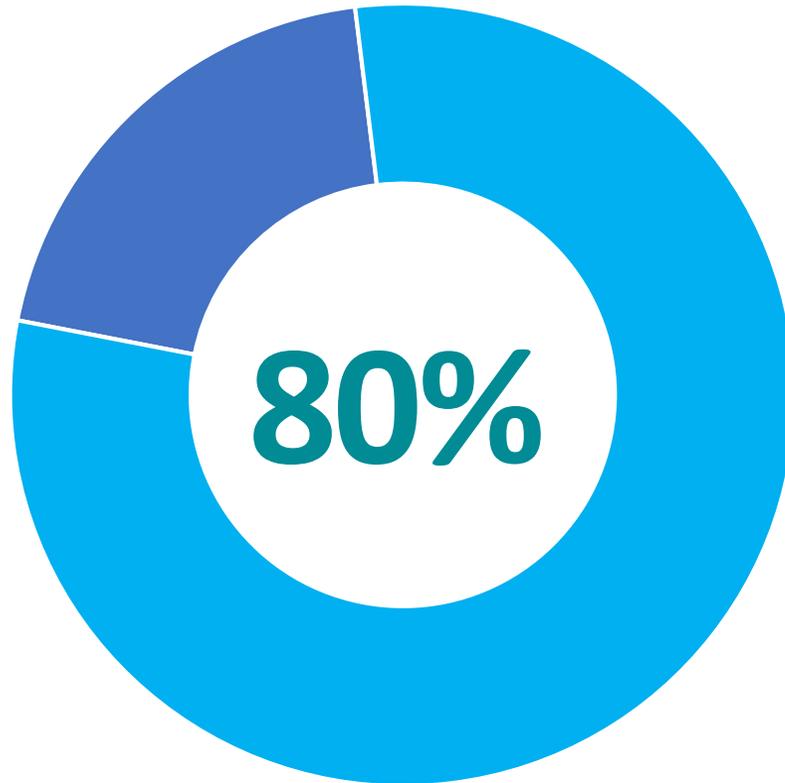
How loyal are your patients?



If changing from your doctor to another doctor could save you money on your health plan premium costs, how much would you have to save annually to make the switch?



-  I would not change my doctor
-  I do not have a regular doctor
-  I would have to save \$500-\$1000
-  I would have to save \$1000-\$2000
-  I would have to save \$3000 or more



**80% of patients** reported that they'd switch providers for **“convenience factors”** alone

# What's behind this erosion in patient loyalty?

Retail disruption

Unmet consumer expectations

Ineffective engagement



# Retail Disruption

Consumer options divide loyalty. Patients seek transparency and easier care experience, fueling retail clinic growth.

Source: NRC Health



500%

retail clinic growth since 2006



30%

of patients have come to rely on retail clinics for primary care



68%

of patients are exasperated by healthcare billing processes



20%

of patients report that they will switch providers if forced to wait too long



1,500 HealthHUBs by end of 2021



care

## The best of both virtual and in-person care



No more waiting for  
high-quality virtual care



In person visits at your  
home or office

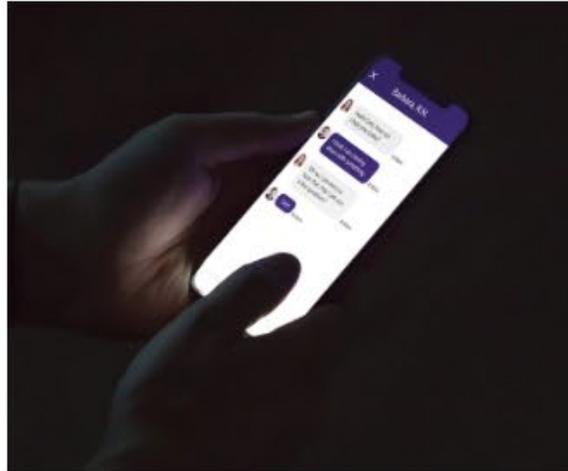


Prescriptions delivered  
to your door



## Care Options

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### CARE CHAT

Our in-app text chat connects you with a nurse in minutes for advice and answers on any health topic.



### VIDEO CARE

Launch an in-app video visit with a doctor or nurse practitioner for advice, answers, diagnoses, treatment, or referrals.



### MOBILE CARE

A Mobile Care nurse can be dispatched to your home or office to conduct in-person exams, testing, or treatment.



### CARE COURIER

Your Care Courier can deliver prescribed medications to you at your home or office.



The first "Walmart Health" center opened September 13, 2019 in Dallas, Georgia.



# Welcome! What type of appointment would you like to schedule?

Location: 3615 CHARLES HARDY PKWY STE 100, Dallas, GA



**Medical**



**Immunizations**



**Dental**



**Optometry**



**Hearing**

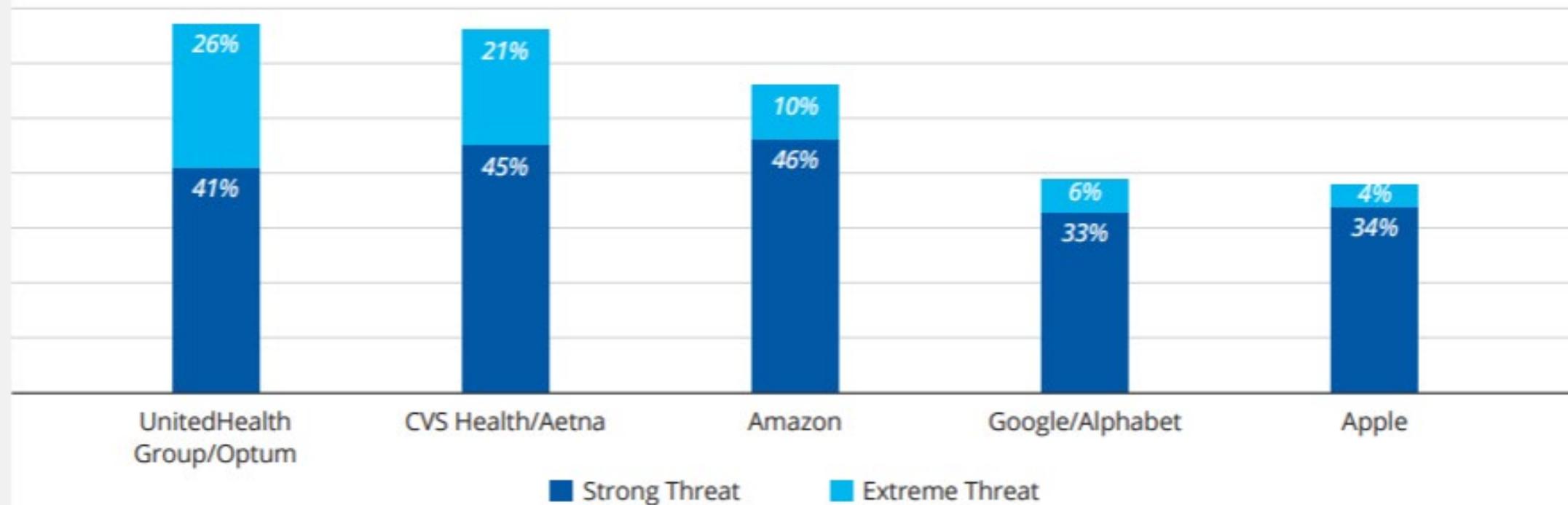


**Counseling**



**Figure 2. Perceptions of Potential Competitors**

Question: Over the next five years, what degree of competitive threat do the following companies pose to hospitals and health systems?



Source: Kaufman Hall 2019 Healthcare Consumerism Survey.



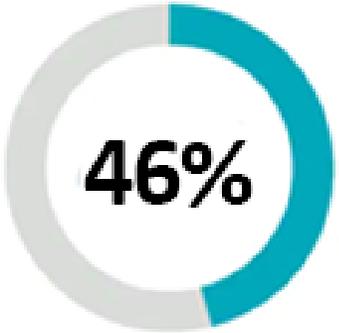
The Consumer Health Insight Survey identified six consumer segments with differing needs

- 22%** Healthy convenience seeker
- 21%** Disadvantaged disconnected user
- 18%** Busy convenience user
- 16%** Loyal informed consumer
- 13%** Engaged traditionalist
- 9%** Constrained chronic care consumer

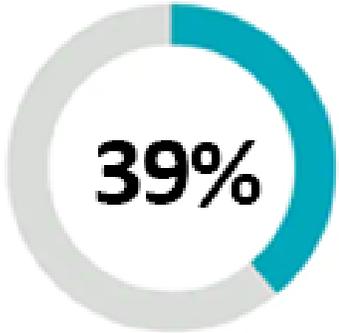
# When searching for a new medical professional, consumers are most concerned with:



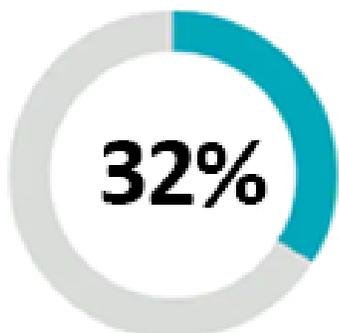
**In network  
for my health  
insurance**



**Convenient  
location**



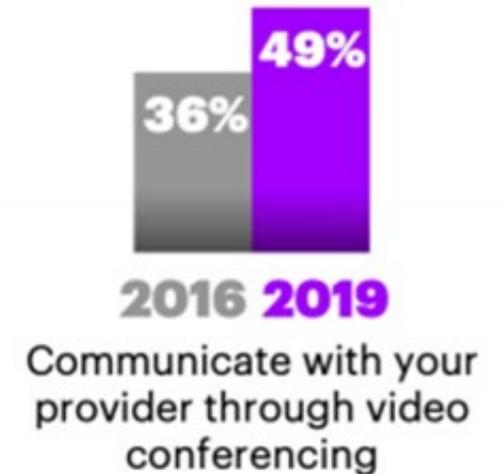
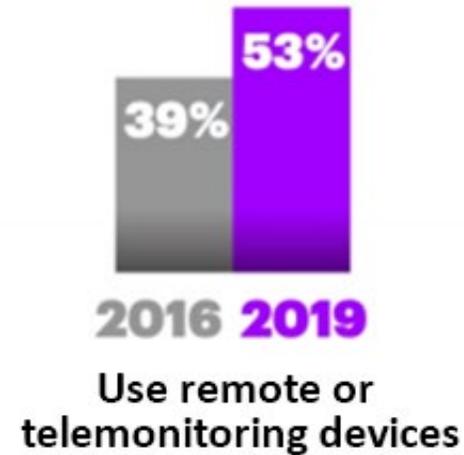
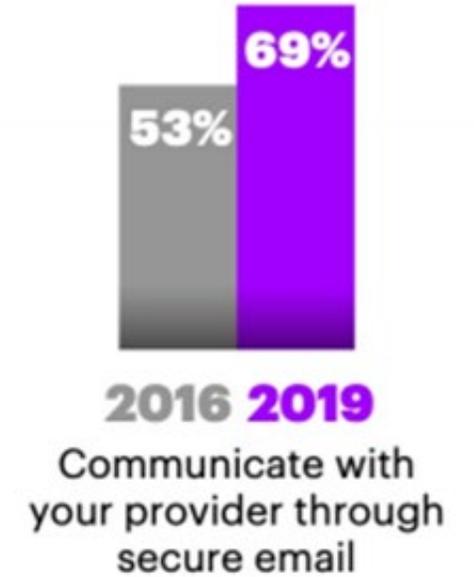
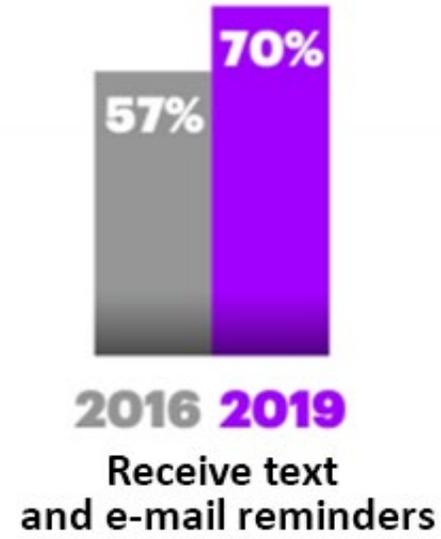
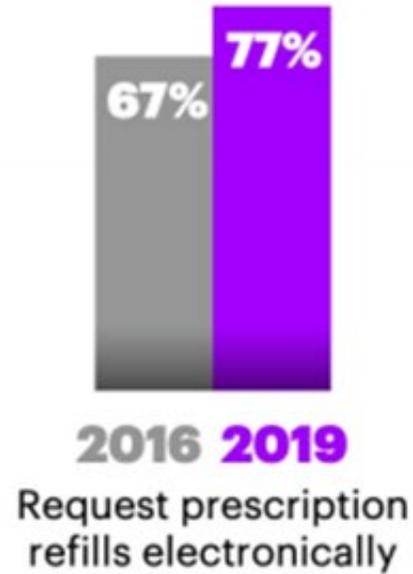
**Reputation**



**Convenient  
hours and  
accessibility**

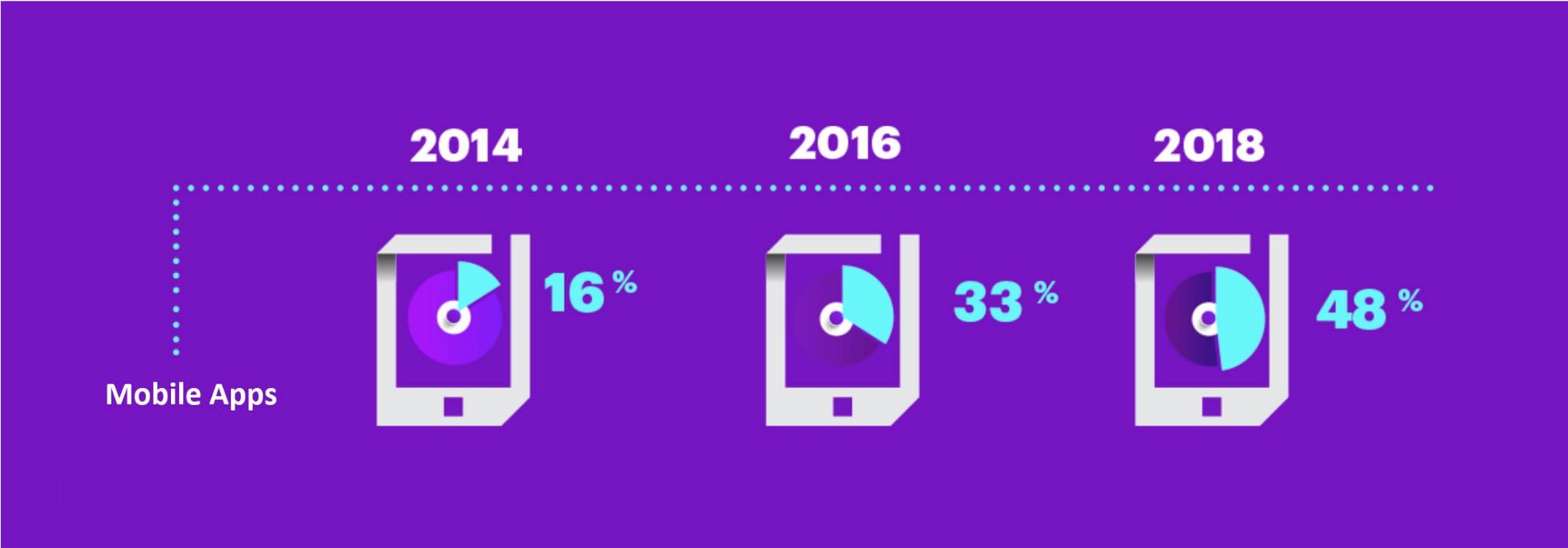
Source: Deloitte 2018 Survey of US Healthcare Consumers

Consumers increasingly choose medical providers who offer digital capabilities.





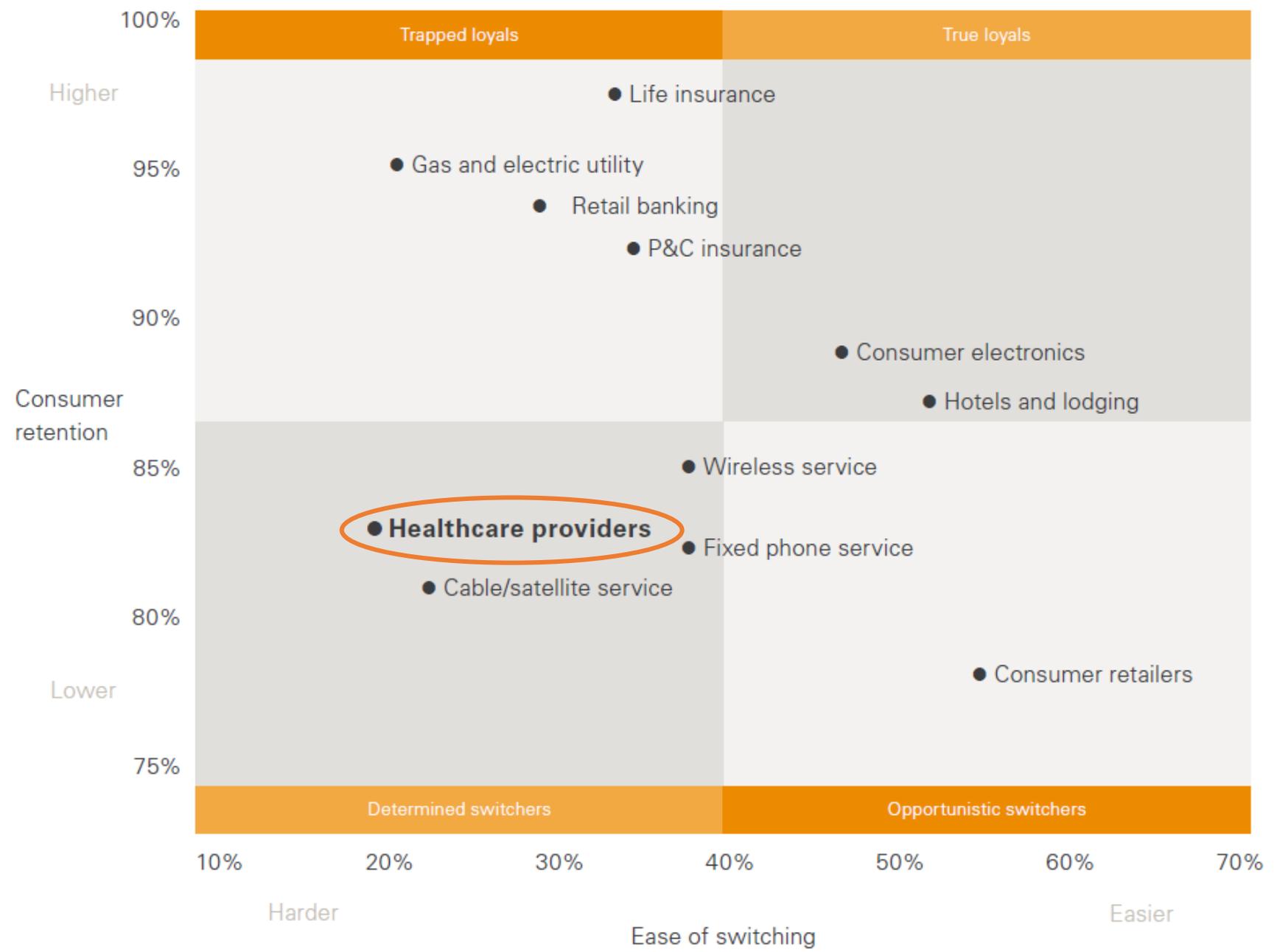
# Mobile App Usage Growth



Source: Accenture 2018



Across industries, consumer loyalty is a function of how easy or difficult it is for consumers to switch.







# Consumer Experience: Best Practices

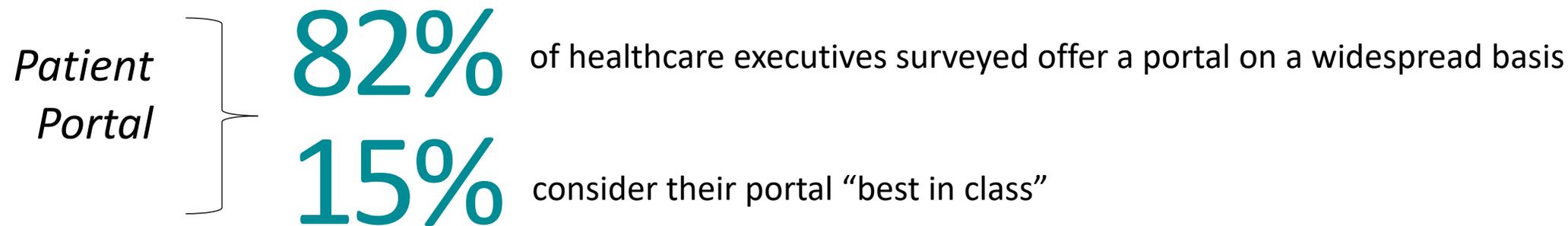
- Adopt a hospitality mindset
- Develop a service culture, patient-centered workflows, and enabling tools and technology
- Address the most important pain points across the entire care journey



“It’s not just about one interaction  
or one moment in time, it’s about  
building customer engagement  
and loyalty.”



# Prevalence of digital tools to engage consumers



## Text messages double the likelihood of adherence



**51%** of patients would communicate with their doctors if they could do so via email or text

**46%** of patients would feel more comfortable asking questions over those various media forms



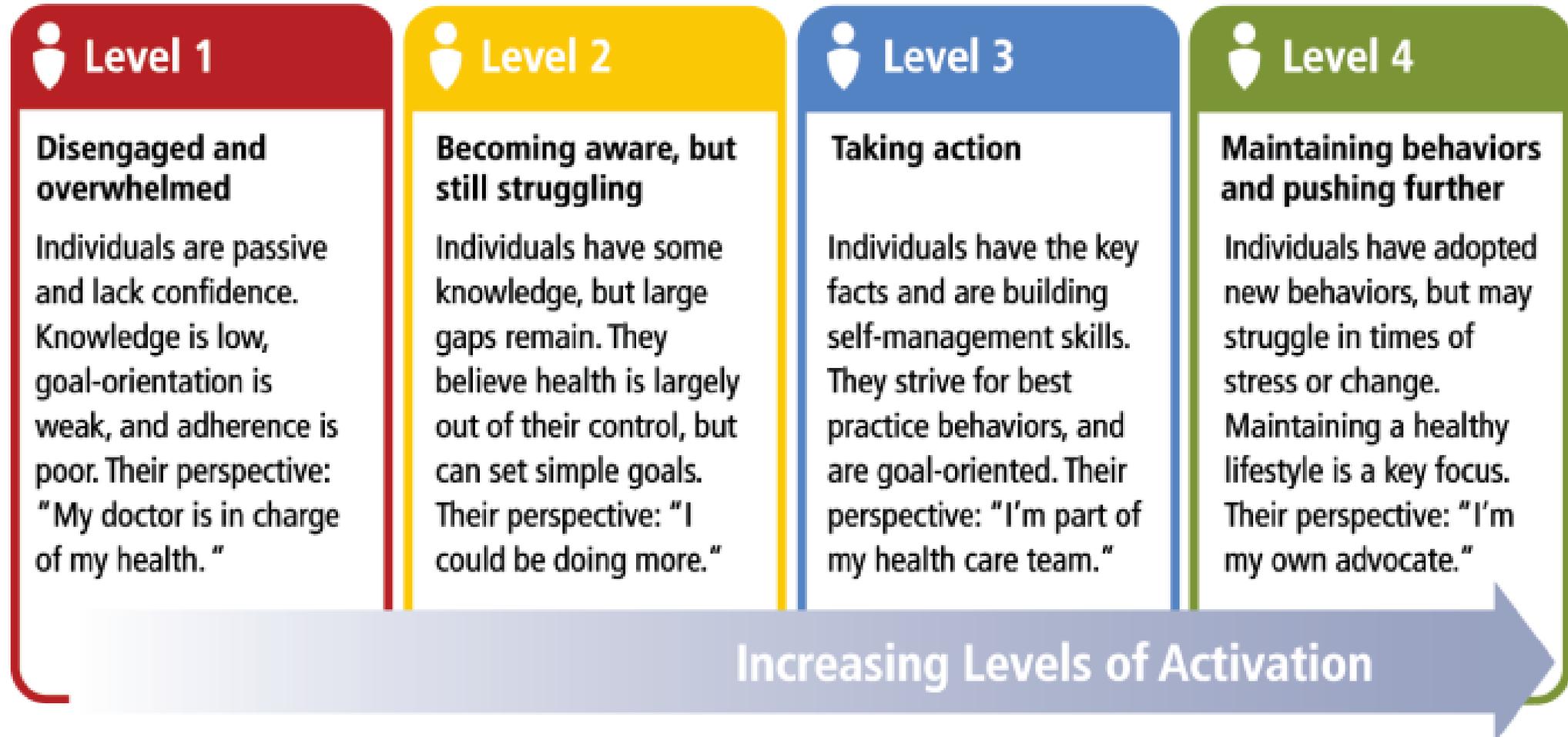
**77%** of patients desire appointment change flexibility



# Patient activation...

emphasizes patients' willingness and ability to take independent actions to manage their health and care.

# The Patient Activation Measure® (PAM®)





# The Activated patient

The activated patient has the knowledge, skills, and confidence for managing their health and health care.

Patients who are activated often have:

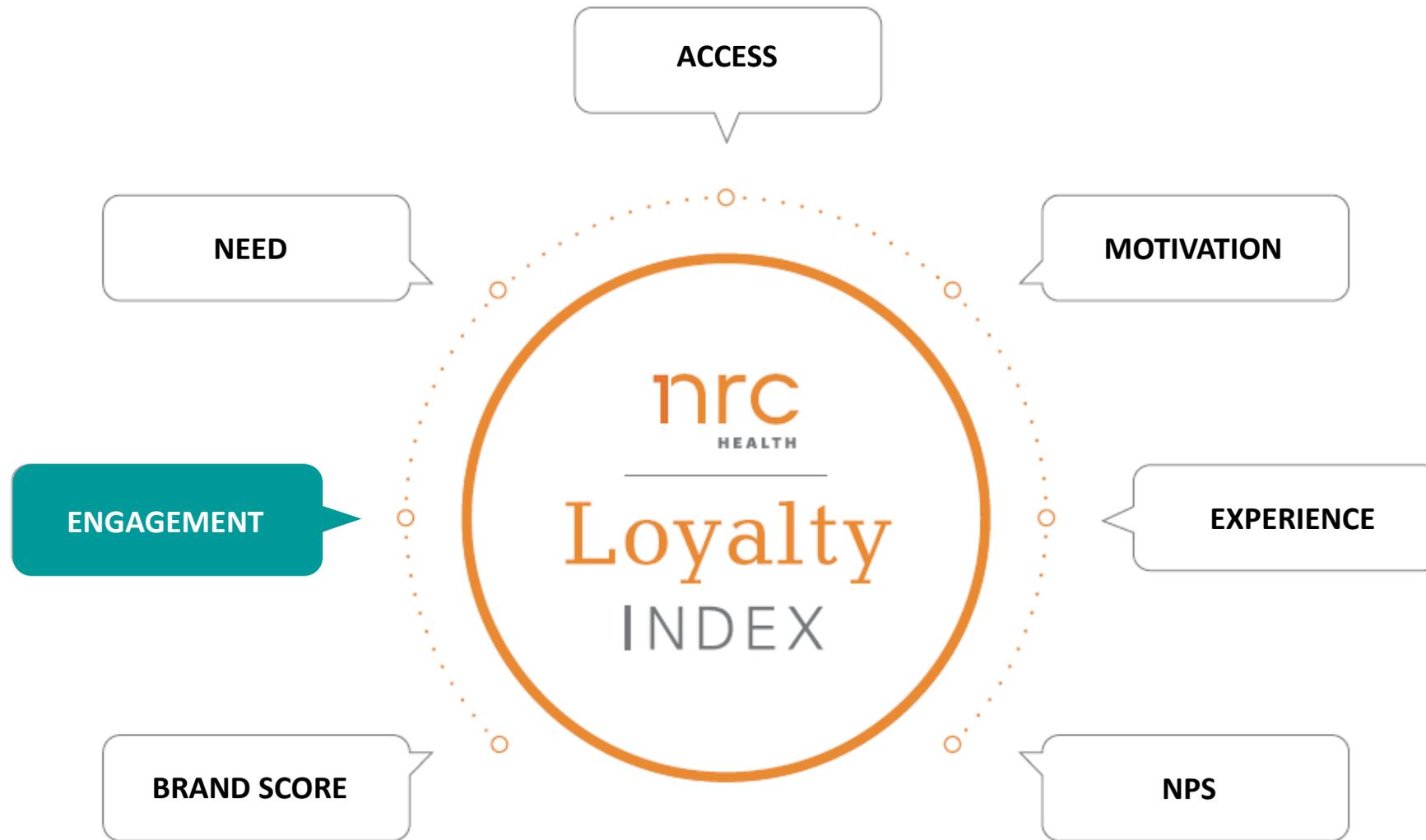
- better experiences with their healthcare provider
- better outcomes
- lower costs



# Patient engagement is...

“the quantity and quality of the off-site interactions a patient has with a provider brand.”

***Brand satisfaction is the single most important predictor of patient loyalty.***



# A Tale of Two Patients

## DISENGAGED PATIENT

Schedules  
doctor's visit



Does not answer manual  
phone call reminder

## ENGAGED PATIENT

Schedules  
doctor's visit



Receives automated  
text reminder

# A Tale of Two Patients

## DISENGAGED PATIENT

No-show for  
appointment



Sits on hold trying  
to reschedule

## ENGAGED PATIENT

Notifies scheduling  
conflict in advance



Easily reschedules in  
online portal

# A Tale of Two Patients

## DISENGAGED PATIENT

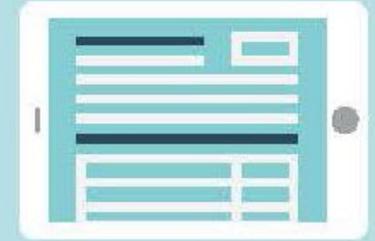
Must arrive early to fill out paperwork



Doesn't complete the recommended medication plan

## ENGAGED PATIENT

Leverages quick digital check-in process



Takes medication as prescribed thanks to reminders

# A Tale of Two Patients

## DISENGAGED PATIENT

Forgets to pay,  
sent to collections



NEVER RETURNS TO PRACTICE

## ENGAGED PATIENT

Receives notification and  
pays bill online, on time



REFERS FRIENDS AND FAMILY TO PRACTICE

# The Takeaways

Appeal to the Consumer

Activate the Patient

Improve the Outcome



# Stay connected outside the visit

The average patient spends *one hour* per year with their doctor.

**What about the other 8,764 hours?**

*Craig Deao, MHA  
Author of The E-Factor*

To create your own loyalty, ask yourself:

What can be done to make  
the care experience *easier*?



Do you have  
solutions  
from different  
vendors for:

- Bill pay
- Survey
- Reminders
- Portal
- Forms/intake
- Appointment scheduling
- Population health



# Healthy Outcomes<sup>®</sup>

Platform for Patient Engagement

# HealthyOutcomes delivers:

- online patient scheduling
- remote check-in/registration
- automated delivery for electronic forms
- remote and in-office electronic form completion
- reputation management and increased NPS ratings
- quarterly product updates with release notes 30 days prior
- remote visits
- financial flexibility
- loyalty rewards



# Your Brand

Your engagement portal is your digital front door.

Does it meet the high standards you've  
established for your brand?



# Patient Portal Meets... Consumer Portal

- ☰
- 🏠
- 📅
- ✉️
- 🧪
- 📄
- 💰
- 👛
- ❤️
- 📖
- ⋮

# Good morning, Anne

Here's what is new and needs your attention

- 📅 Confirm Alan's appointment on Thu, Oct 10 with Jerome Black, MD
- ✉️ Read 3 new messages
- 🧪 View your 4 new test results
- 📄 Complete forms for Alan's upcoming appointment

Viewing Everyone's information

## Your upcoming appointments

[GO TO MY APPOINTMENTS](#)

2 unconfirmed, 2 confirmed

<p><b>Fri, Sept 20</b> 10:50 am</p> <p>📅 Office Visit</p>	<p><b>Mon, Sept 23</b> 10:00 am</p> <p>📅 Vaccinations</p>	<p><b>Thu, Oct 10</b> 9:30 am</p> <p>📅 Well Child Check</p>
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[Save time, fill out forms](#)





Confirm Alan's upcoming appointment



Read 3 new messages



View your 4 new test results



Fill out forms for Alan's appointment



## Your upcoming appointments

[GO TO MY APPOINTMENTS](#)

2 unconfirmed, 2 confirmed

**Fri, Sept 20**  
10:50 am

**Office Visit**  
Priscilla Mckinney, MD  
Novant Health South Charlotte Endocrinology  
704-316-2930

**Appointment Confirmed**

[Reschedule or Cancel](#)

 [APPOINTMENT DETAILS](#)

**Mon, Sept 23**  
10:00 am

**Vaccinations**  
Jerome Black, MD  
Novant Health Pediatrics Ardrey Kell  
704-542-5540

**Appointment Confirmed**

[Reschedule or Cancel](#)

 [APPOINTMENT DETAILS](#)

**Thu, Oct 10**  
9:30 am [Save time, fill out forms](#)

**Well Child Check**  
Jerome Black, MD  
Novant Health Pediatrics Ardrey Kell  
704-542-5540

[CONFIRM APPOINTMENT](#)

[Reschedule or Cancel](#)

 [APPOINTMENT DETAILS](#)

[SCHEDULE AN APPOINTMENT](#)

## Messages from your Care Team

[GO TO MY MESSAGES](#)

Mon, Sep 2 11:11 am  
Novant Health South Charlotte Endocrinology

Mon, Sept 1, 2019 2:34 pm  
Novant Health Pediatrics Ardrey Kell

Tue, Aug 27 11:07 am  
Novant Health South Charlotte Endocrinology



Viewing Everyone's information

## Your upcoming appointments

2 unconfirmed, 2 confirmed

### Fri, Sept 20

10:50 am

#### Office Visit

Priscilla Mckinney, MD  
Novant Health South Charlotte Endocrinology  
704-316-2930

Appointment Confirmed

Reschedule or Cancel



APPOINTMENT DETAILS

SCHEDULE AN APPOINTMENT



### Office Visit with Priscilla Mckinney, MD

Friday, September 20, 2019 at 10:50 am



#### Novant Health South Charlotte Endocrinology

15825 Ballantyne Medical Pl Suite 220  
Charlotte, NC 28277  
704-316-2930

Appointment Confirmed

Reschedule or Cancel

Add to Calendar



#### Visit Instructions

Please arrive 15 minutes before your appointment time.



CLOSE

### Thu, Oct 10

9:30 am

Save time, fill out forms

#### Well Child Check

Jerome Black, MD  
Novant Health Pediatrics Ardrey Kell  
704-542-5540

CONFIRM APPOINTMENT

Reschedule or Cancel



APPOINTMENT DETAILS

APPOINTMENT DETAILS





Anne



Confirm Alan's upcoming appointment



Read 3 new messages



View your 4 new test results



Fill out forms for Alan's appointment

## Your results are in

[GO TO MY LABS](#)

4 new labs

Wed, Sept 11



POCT RANDOM GLUCOSE, FS

Reference: 80 - 120 mg/dL

259

uIU/mL



[RESULT DETAILS](#)

Wed, Aug 14



TSH

Reference: 0.450 - 4.500 uIU/mL

2.150

uIU/mL



[RESULT DETAILS](#)

Wed, Aug 14



Lipid Panel With LDL/HDL Ratio

This panel contains multiple components



[VIEW RESULTS](#)

## Requested by your provider

2 requests

Novant Health Pediatrics Ardrey Kell

Please complete by Mon, Dec 1

Save time in the waiting room and fill out your forms early

Office Visit Forms

For your appointment on Mon, Sep 23 at 10:00 AM

1 of 5 completed

Novant Health South Charlotte Endocrinology

Please complete by Mon, Dec 1

Medication Refill Form

Required for your prescription refill of Humalog



Novant Health South Charlotte Endocrinology

Novant Health Pediatrics Ardrey Kell

Novant Health South Charlotte Endocrinology

Appointment Reminder

Flu Shot Clinic

RE: Non-Urgent Medical Question



READ MESSAGE



READ MESSAGE



READ MESSAGE

SEND A SECURE MESSAGE

Your results are in

4 new labs

Wed, Sept 11

POCT RANDOM GLUCOSE

Reference: 80 - 120 mg/dL



Lipid Panel With LDL/HDL Ratio

Questions about this result? X

Component	Result	Reference Range
Cholesterol, Total	144 mg/dL	100 - 169 mg/dL
Triglycerides	236 mg/dL (High)	0 - 89 mg/dL
HDL	47 mg/dL	>39 mg/dL
VLDL Cholesterol Cal	47 mg/dL (High)	5 - 40 mg/dL
LDL	50 mg/dL	0 - 109 mg/dL
LDL/HDL Ratio	1.1 ratio	0.0 - 3.6 ratio

Collected on 8/14/2019 5:03 PM (Blood)

Ordered by Pricilla McKinney, MD



CLOSE

Requested by your provider

2 requests

Novant Health Pediatrics Ardrey Kell

Please complete by Mon, Dec 1

Novant Health South Charlotte Endocrinology

Please complete by Mon, Dec 1



Delete Selected

New ▾

Search

View by:  Reminders  On Demand

<input type="checkbox"/> EVENT NAME	LAST UPDATED BY	
<input type="checkbox"/> <b>Surgery Specific Reminder (3 day)</b> Starts 6/1/2019 and Never Ends	Will Cantrell	<input checked="" type="checkbox"/>
<input type="checkbox"/> <b>Dr. Hamilton Specific (3 day)</b> Starts 6/1/2019 and Never Ends	Will Cantrell	<input checked="" type="checkbox"/>
<input type="checkbox"/> <b>Dr. Hamilton Specific (1 day)</b> Starts 6/1/2019 and Never Ends	Will Cantrell	<input checked="" type="checkbox"/>
<input type="checkbox"/> <b>Ballantyne Location w/detour directions</b> Starts 6/1/2019 through 7/1/2019	Will Cantrell	<input checked="" type="checkbox"/>
<input type="checkbox"/> <b>3 Day Appointment Reminders</b> Starts 11/7/2018 and Never Ends	Veni Kolluru	<input checked="" type="checkbox"/>
<input type="checkbox"/> <b>5 Day Appointment Reminders</b> Starts 5/10/2019 and Never Ends	Veni Kolluru	<input checked="" type="checkbox"/>
<input type="checkbox"/> <b>2 Hour Appointment Reminders</b> Starts 6/1/2019 and Never Ends	Veni Kolluru	<input checked="" type="checkbox"/>

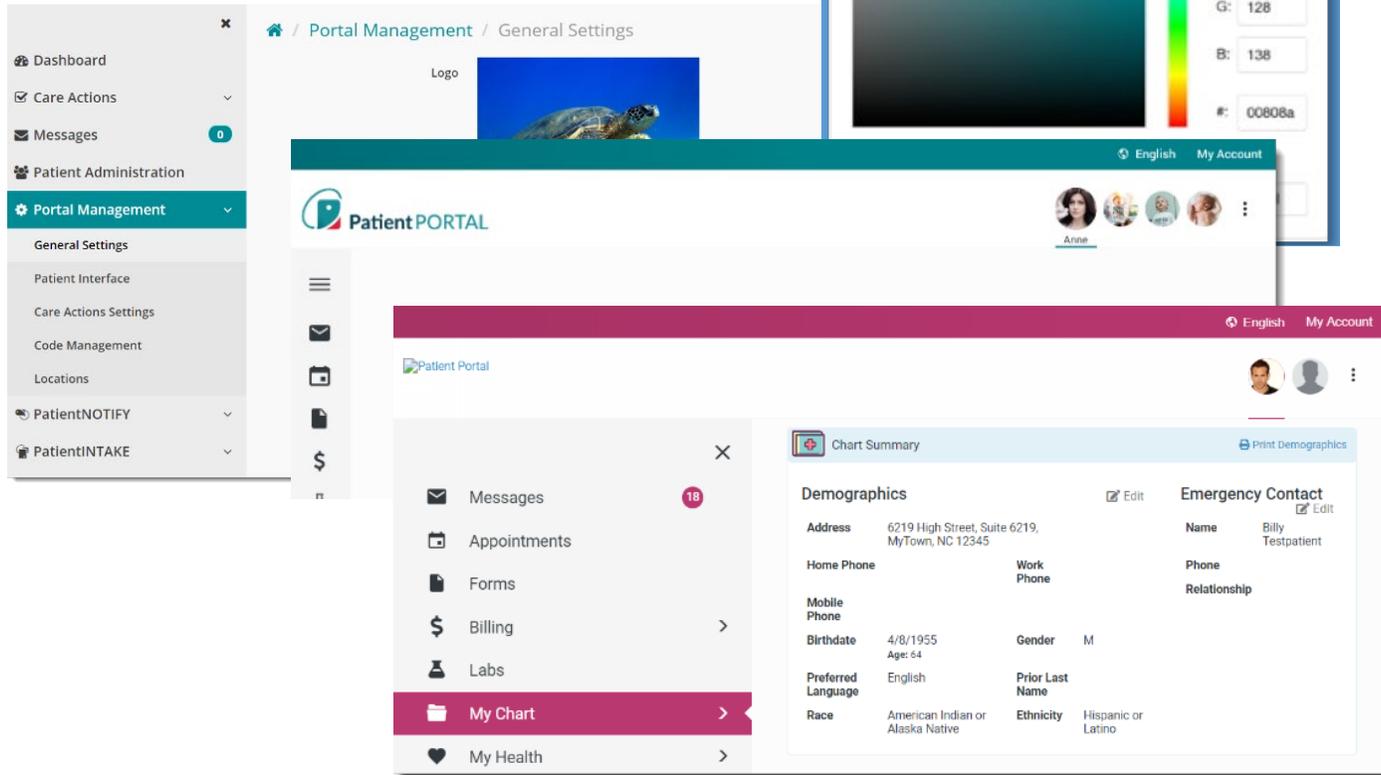
Delete Selected Create Campaign

Search

View by: Campaign Interventions

CAMPAIGN NAME	INTERVENTION TYPES	# DELIVERIES	TOTAL POPULATION	LAST UPDATED BY
<p>MIPS Support</p> <p><input type="checkbox"/> <b>MIPS 288: Dementia Caregiver Ed. &amp; Support</b> MIPS BH: Dementia Caregiver Support</p>	CourtesyCall Education	2	273	Will Cantrell
<p>MIPS Support</p> <p><input type="checkbox"/> <b>MIPS 370: Depression Readmission 12-Months</b> MIPS BH: Depression Readmission 12-months</p>	CaregiverContact	1	266	Will Cantrell
<p>MIPS Support</p> <p><input type="checkbox"/> <b>MIPS 382: Child/Adol. MDD: Suicide Risk</b> MIPS BH Peds: Major Depressive Disorder: Suicide Risk</p>	CourtesyCall Recall	2	270	Will Cantrell
<p>Discharge Support</p> <p><input type="checkbox"/> <b>Discharge Mgmt: Knee Bundled Payment CCJR</b> Ortho: Knee Bundled Payment CCJR</p>	CourtesyCall Education PROM Survey	4	272	Will Cantrell
<p>MIPS Support</p> <p><input type="checkbox"/> <b>MIPS 375: Functional Status Total Knee</b> MIPS Ortho: Functional Status Assessment Knee</p>	Education PROM Survey	3	0	Will Cantrell
<p>MIPS Support</p> <p><input type="checkbox"/> <b>MIPS 139: Osteoarthritis (OA) Pain Assessment</b> MIPS Ortho: Osteoarthritis Function and Pain Assessment</p>	CourtesyCall	1	223	Will Cantrell
<p>MIPS Support</p> <p><input type="checkbox"/> <b>MIPS 222: Functional Status Elbow, Wrist, Hand</b> MIPS Ortho: Functional Status Assessment for Impairments</p>	FollowUp MedAdherence Survey	3	272	Will Cantrell
<p>MIPS Support</p> <p><input type="checkbox"/> <b>MIPS 039: Screening Osteoporosis Women 65-85</b> MIPS Ortho: Osteoporosis Management in Women</p>	Announcement Education MedAdherence	3	13	Will Cantrell
Population Health				

# Brand visibility



Cleveland Clinic

MAYO  
CLINIC





# Orchestrated Engagement



# Loyalty Rewards and Incentives



# Financial Engagement



# Patient's Healthcare Hub



# Reputation and Provider Ratings

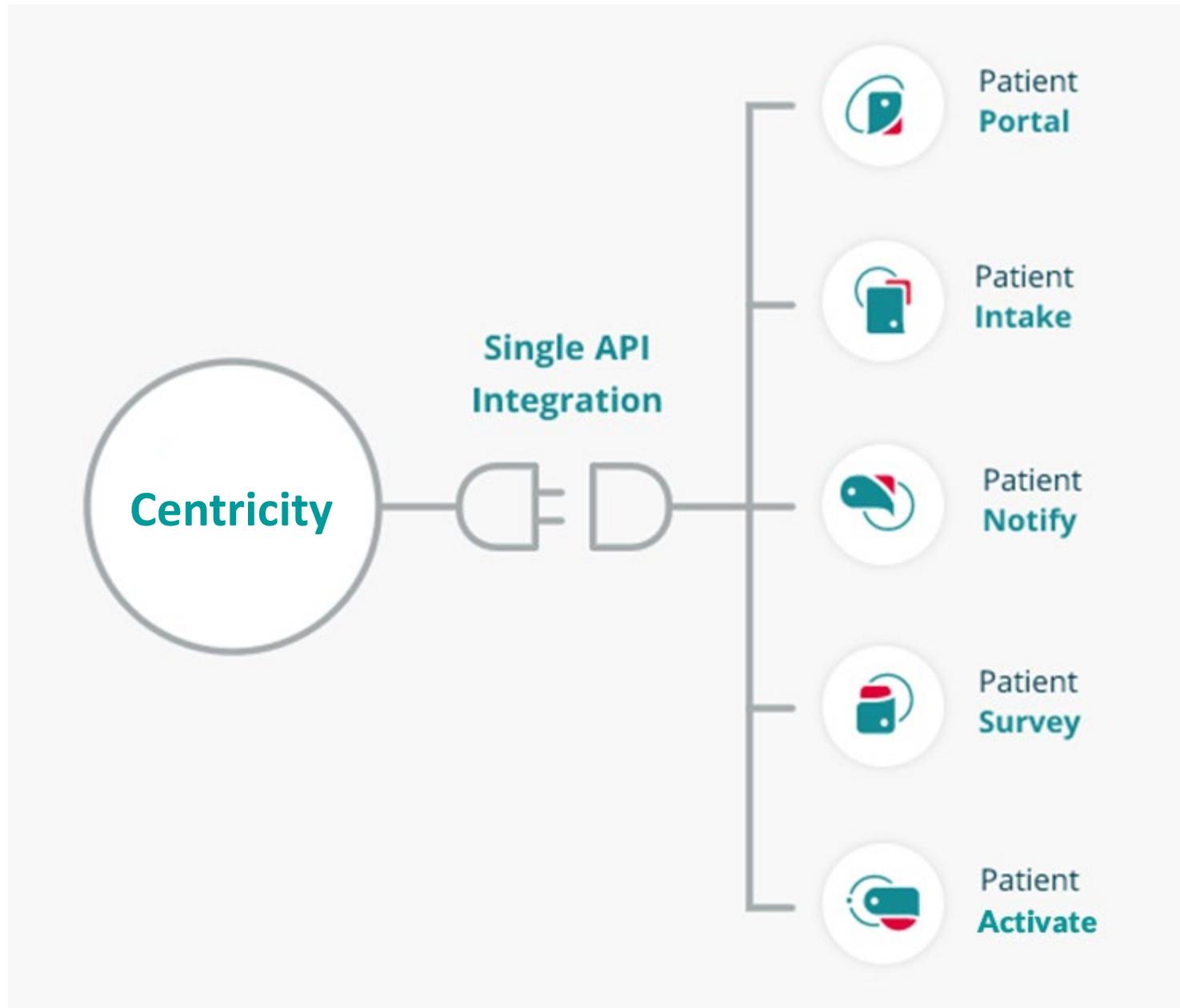


# Attract More Patients



# Healthy Outcomes

Platform for Patient Engagement





**Know** consumers and what drives their behaviors.

**Guide** consumers toward the information they need to make better decisions.

**Engage** consumers to help prepare them for and enable behavior change.

**Inspire** consumers to build loyalty.