

### Competing with the Amazon "Wow" Factor

Achieving digital excellence to enhance the healthcare journey















### Our flight plan



### **Objectives:**

- 1 Describe how micromoments impact the consumer experience and how to reduce the friction and pain in the healthcare journey
- 2 Identify the five brass rings of digital excellence and how digital can enhance the overall experience
- 3 Define the importance of the digital front door as the first experience





### The crew for our journey



**Grace Jones, MA**Consumer Branding Director
Dayton Children's

Kelly Kavanaugh, MBA
Chief Strategy Officer
Dayton Children's







### Digital journey



80%

of healthcare consumers are influenced by their digital journey.

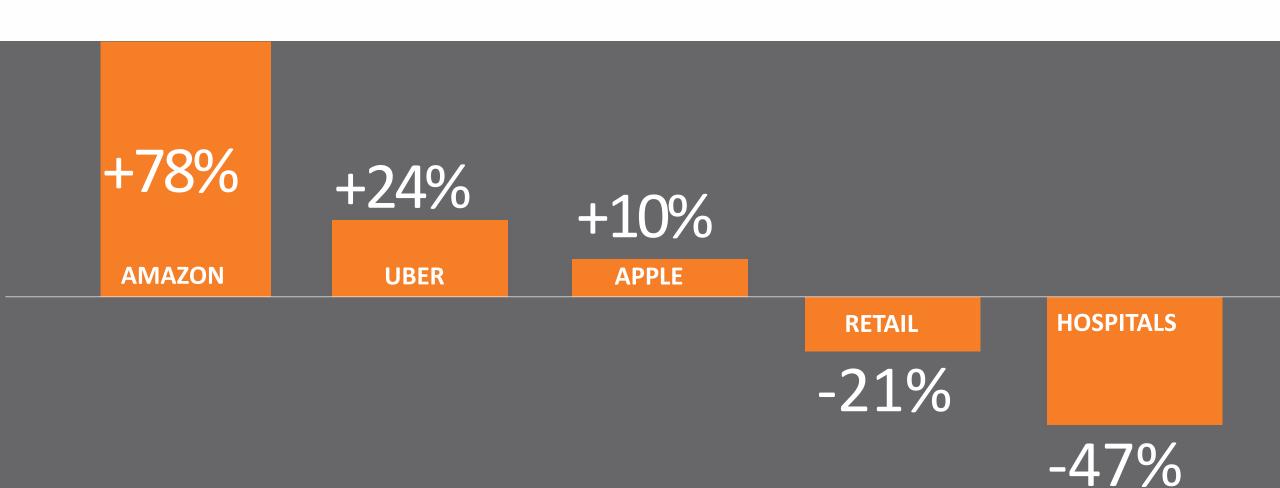
Their expectations for a successful experience is typically not shaped by healthcare competitors, it is shaped by the likes of Apple, Google, Amazon and others as standard-bearers of a frictionless digital journey.







### Net consumer sentiment



SOURCE: Upward Customer Experience Sentiment (5/17, n=200)

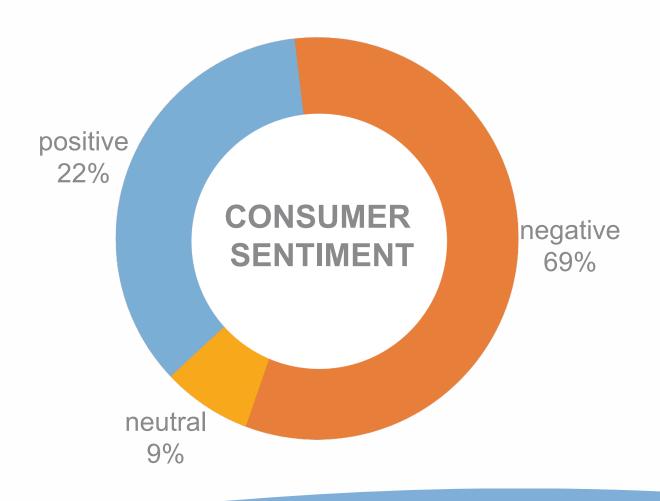






### Hospital consumer experience







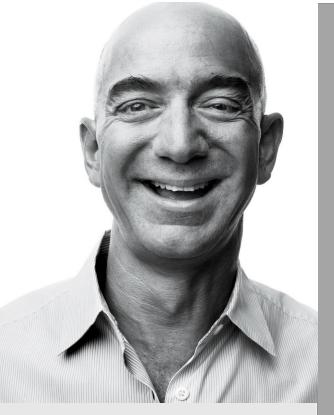


### Why Amazon wins

# Why Amazon Ranks Number One in Customer Experience

THE FORESEE BLOG | DECEMBER 16, 2013 | COMMENTS | 🧠 S

"The company that provides the best relationship with the customer will win — not through product, but through the best experience." – Tesco chairman Sir Richard Broadbent



"I would define Amazon by our big ideas, which are customer centric putting the customer at the center of everything we do – [and] invention."

Jeff Bezos
Amazon
Founder and CEO

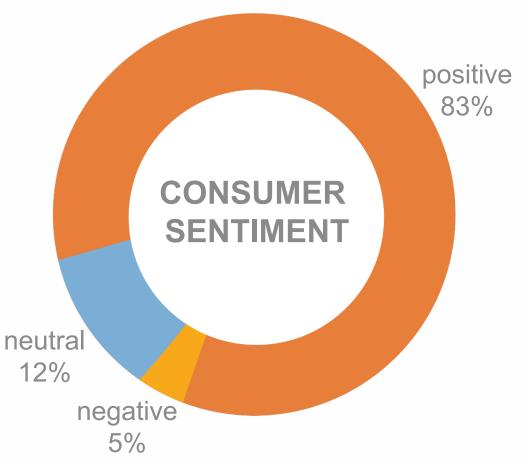






### Amazon consumer experience











### Amazon consumer experience









"People will forget what you said, people will forget what you did, but people will never forget how you made them feel."

Maya Angelou



### The best customer service



We're no longer competing with the best experience in our respective categories.

We are competing with the best experience a consumer has ever had.





### 5 brass rings of digital excellence



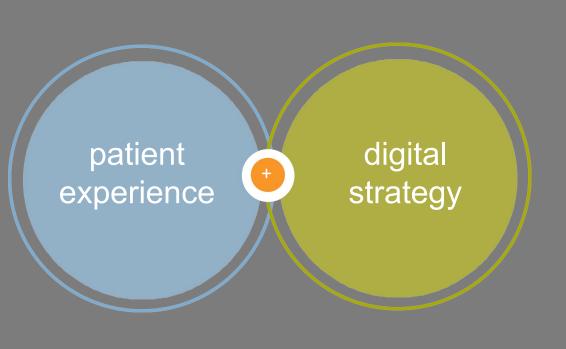






### Consumer-centricity at the core of strategy











"Healthcare will be less frustrating when the power shifts from sellers to buyers, and when the patients are more in charge."

"...The essence of the new era of medicine...
is powered by digitization, with the smartphone as the hub...
the common thread is the power of information
and individualization."

From "The Patient Will See YouNow"







### The healthcare journey



MILLENNIAL MOMS

MILLENNIAL MOM **DEMOGRAPHICS** 

Age range 18-34 (1985-2004)

#### THE CHO (Chief Health Officer)

When it comes to health and wellness, Jessica sees herself as the family's Chief Health Officer. She does a lot of research before she chooses her healthcare providers, but once they have gained her trust, she typically follows the doctor's orders. Convenience is important to her, so if one of the kids has an ear infection or a sore throat she opts for a quick visit to the guick care center at the local pharmacy rather than waiting to see the pediatrician. She has also used Doctor On Demand for symptoms that appear suddenly at 3am.



72% of millennial moms have submitted product reviews without being asked to do so!



50% of millennial moms frequently recommend products or services to their friends.

She spends an average of 8 hours per day consuming content across media with the majority coming from her smartphone and TV.











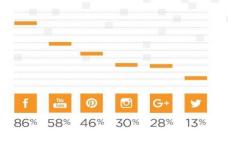








#### WHERE DOES SHE HANG OUT ONLINE?





They're more likely to own a smartphone than a laptop or PC.

#### MOBILE NEEDS TO BE CENTRAL TO A BRAND'S STRATEGY



52% more likely to pay attention to digital add than Cark to digital ads than GenX



7% more likely to skip TV ads than GenX



76% of moms notice ads with family images



#### PROBABLE HIGH USAGE

Pediatrics | Primary Care | ER

#### POSSIBLE LOW-MEDIUM USAGE

Obstetrics + Gynecology | Children's Hospital

#### SERVICE INFLUENCER

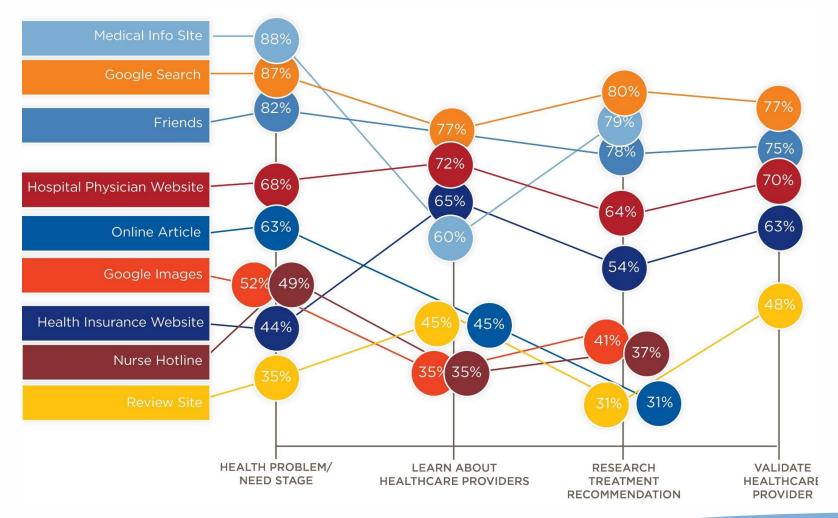
Parents' Health | Husbands' Health Friends' Health







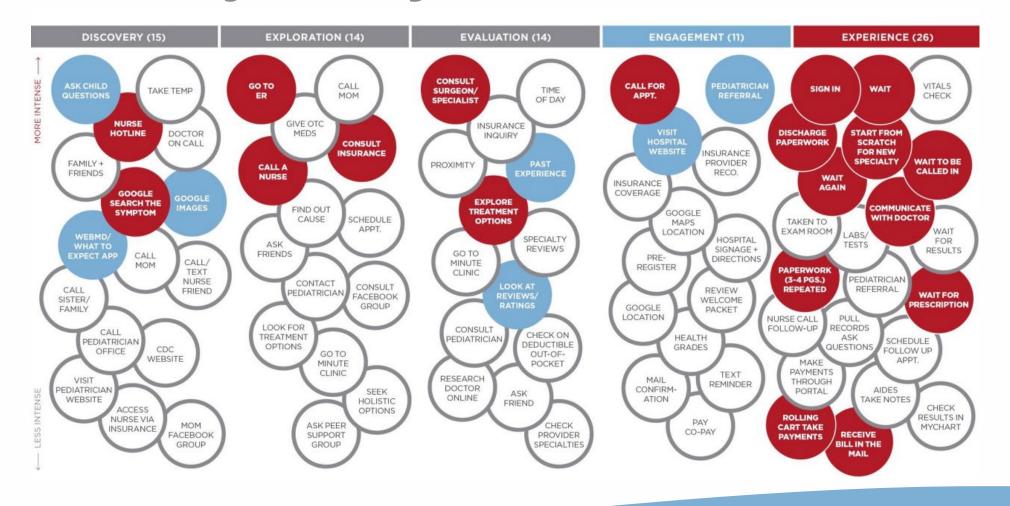
### Health care digital journey







# Consumer journey: 80 micromoments









## Pain points



Waiting



Inefficient/repetitive administrative requests



Navigating the system



Proactive updating and communication



Cost transparency











**Expectations** 

87% of healthcare consumers consult search engines at their time of need — Google is the answer to every question.

**89%** of millennials are active smartphone users.

67% of those polled read review and ratings from consumers like you.



81% visit websites from their mobile phones.

43% of millennials choose texting as their preference, higher than any other form of direct communication.

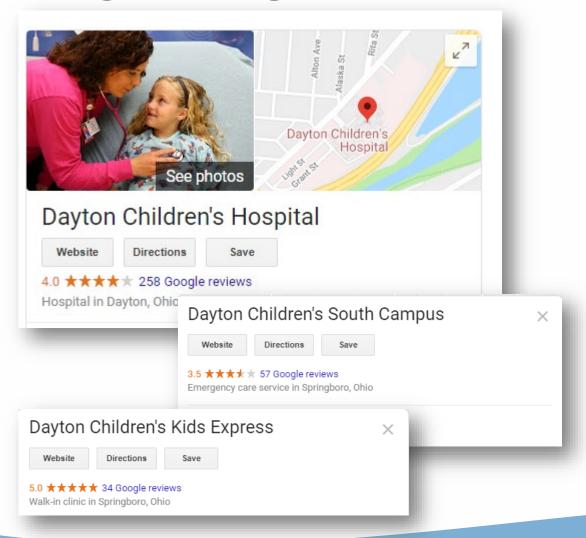
Over 50% of consumers no longer have home phones.

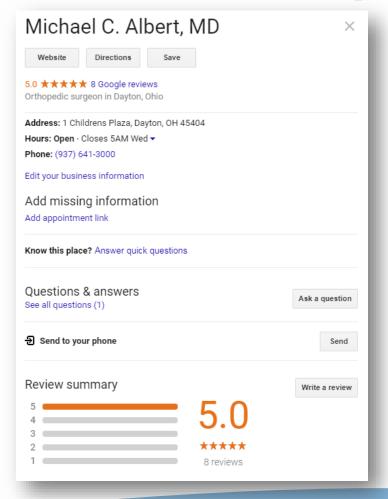
Digitally-based convenience is expected by millennials





# their journey doesn't start inside the hospital



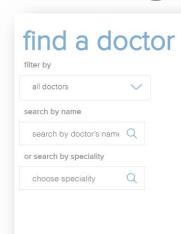


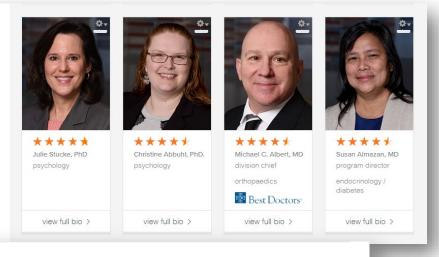






### Ratings and reviews







https://www.childrensdayton.org/doctors/michael-albert •

\*\*\* Rating: 4.7 - 438 votes

Michael Albert is chief, division of pediatric orthopaedics at Dayton Children's Hospital. Dr. Albeit was born and raised in Canton, Ohio. He attended Miami .

#### Dr. Michael Albert, MD - Book an Appointment - Dayton, OH

https://www.healthgrades.com/physician/dr-michael-albert-24kns •

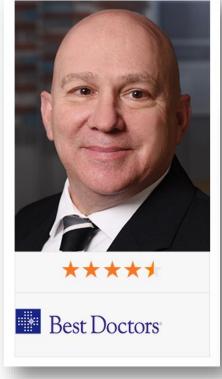
\*\*\* Rating: 4.2 - 10 reviews

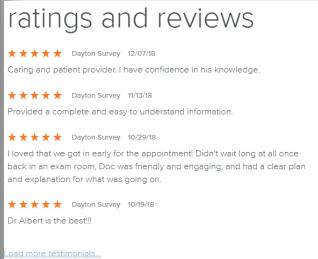
Dr. Michael Albert, MD is an orthopedic surgery specialist in Dayton, OH and has been practicing for 36 years. He specializes in orthopedic surgery and spinal ...

#### Dr. Michael Albert, Orthopedic Surgeon in Dayton, OH | US News ...

https://health.usnews.com > Health > Doctors ▼

Dr. Michael Albert is an orthopedic surgeon in Dayton, Ohio and is affiliated with multiple hospitals in the area, including Dayton Children's Hospital and Miami ...



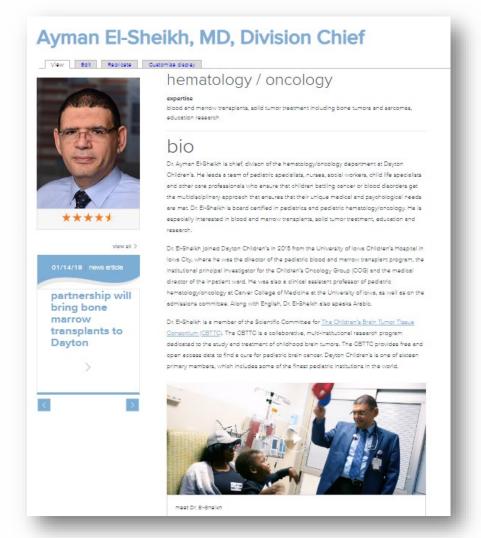


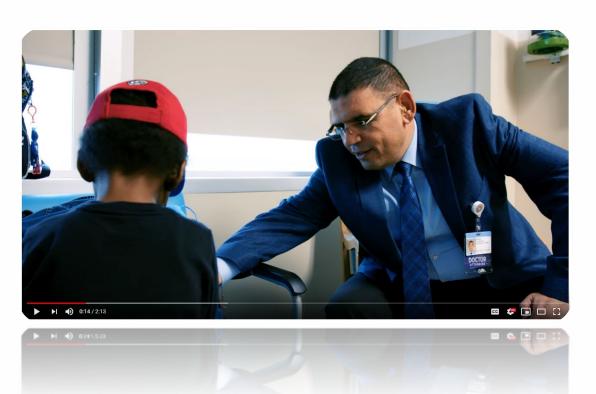






### Video-enhanced bios





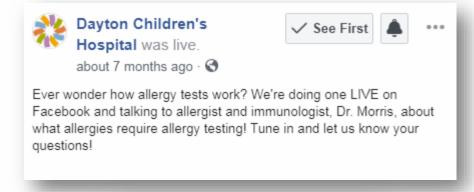






### Facebook LIVE gives access to our experts









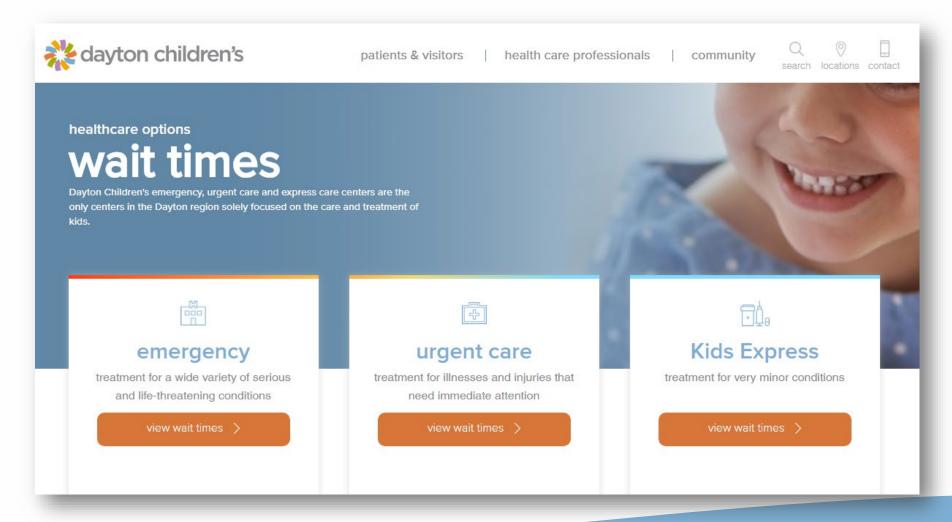
Dayton Children's Hospital · 0:02 Dr. Morris' answer - Infants typically do not develop nasal allergies. Usually, indoor allergies (cat, dog, dust mite) develop first. Outdoor allergens may take longer (think age 3). Generally we do not







### Reducing pain of wait









### Digital engagement

# RHEALTHYROSTER ON-DEMAND ATHLETIC TRAINING









## Thank you

