

EASYPASS LOYALTY PROGRAM

BayCare Health System

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AGENDA

- 1 What is a membership program/loyalty?
- 2 How do we measure loyalty in healthcare?
- 3 Discovering the need for loyalty in your organization
- 4 Use Case Examples



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MEMBERSHIP PROGRAMS



SEPHORA



3



WHAT IS LOYALTY



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What Does Loyalty Look Like in HealthCare?

1:15PM breathing difficult

2:10PM heartburn

3:00PM de

3:50

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HOW DO WE MEASURE LOYALTY

<p>NPS</p>	<p>LTV</p>
<p>Sales Per Customer</p>	<p>Visit Frequency Spend Per Transaction</p>

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WHAT IS NPS?



Customers rate their answers on a scale from 0 to 10

“How likely is it that you would recommend this company to a friend or colleague?”



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NPS AVERAGES



Health Care
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Airlines
37



Auto Dealers
35



Retailers
48



Amazon Prime
62

Tesla
96



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WHY LOYALTY?

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A HEALTH SYSTEM MEMBERSHIP PROGRAM?

Dr. Smith's Loyalty Program


Complete 9 Primary Care Visits and get a FREE Colonoscopy!

1 2 3 4 5 6 7 8


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A HEALTH SYSTEM MEMBERSHIP PROGRAM?




Remove Friction



Ease Navigation



Incentivize Consumers



Increase NPS + Brand Stickiness

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LOYAL CONSUMER OVERVIEW



Loyal Consumer
in Fee for
Value

=

Saves Money

Loyal Consumer
in Fee for
Service

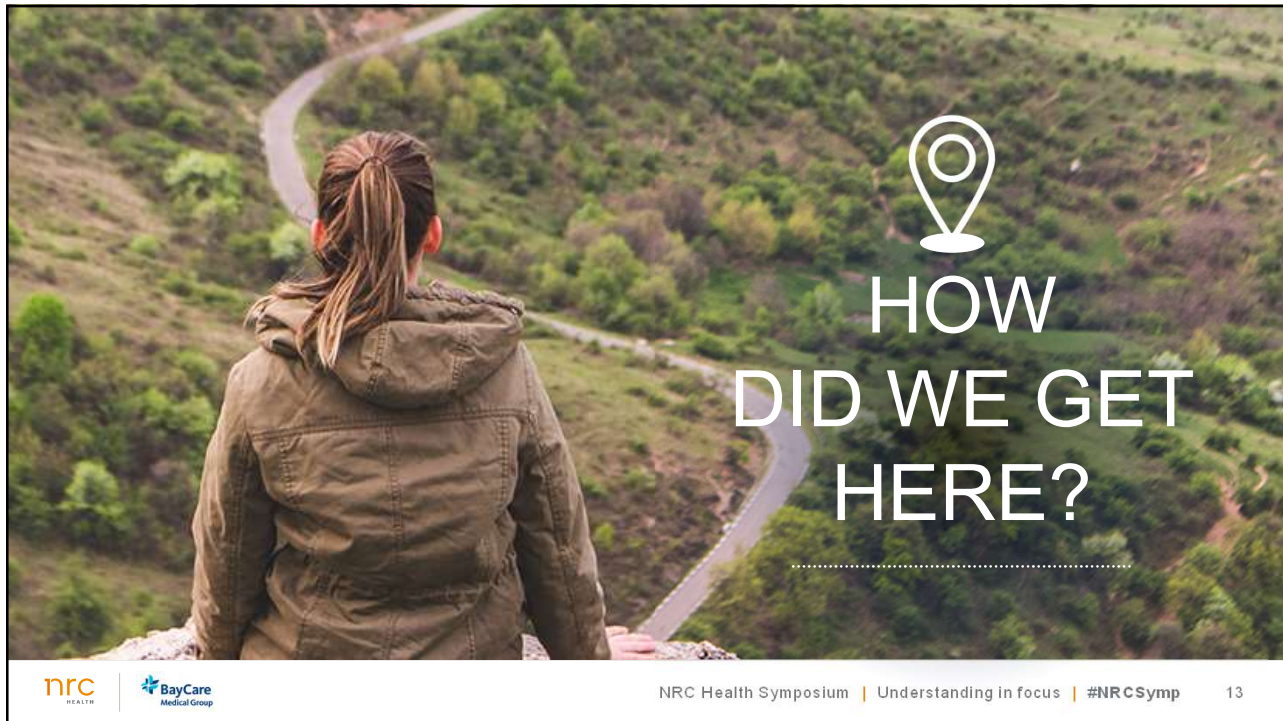
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More Revenue

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 | BayCare **EASYPASS** PROGRAM HISTORY

 PROGRAM CONCEPTUALIZED IN 2014

LOYALTY SERVICES PARTNER SELECTION

1 Year 1 **Discovery**

2 Year 2 **Use Case**

3 Year 3 **Use Case Scale**

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YEAR
1

DISCOVERY

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**“EXPERIENCING THE WORLD THROUGH ENDLESS
SECONDHAND INFORMATION ISN’T ENOUGH. IF WE
WANT AUTHENTICITY WE HAVE TO INITIATE IT.”**
- TRAVIS RICE

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YEAR 1 | **C-SUITE BUY IN**

- Involvement in proof of concept ✓
- Cross-Functional support from key stakeholders ✓
- Establish ownership from the top down ✓

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YEAR 1 | **DISCOVERY**
INTERNAL RESEARCH

Interview of Key Stakeholders

Internal Focus Groups

Identify Friction Areas


Pilot Group Groundwork

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YEAR 1 | *DISCOVERY*
EXTERNAL RESEARCH



External Vendor Partnership



Current and Future Patients Test against internal research

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YEAR 1 | *DISCOVERY*
BUILDING AN EFFECTIVE TEAM



C-Suite Support



Partner with IT



Find Outside Partner or Vendor

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YEAR 1 | *DISCOVERY*
WHAT CONSUMERS TOLD US

- 1 NAVIGATING HEALTHCARE IS **CONFUSING**
- 2 **ONLINE** SCHEDULING DESIRED
- 3 "I WANT A **PERSONALIZED** EXPERIENCE"

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YEAR 2
USE CASE

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YEAR
2

USE CASE



PILOT: Group of **Physician Practices**



MVP Website Constructed
Frictionless Environment



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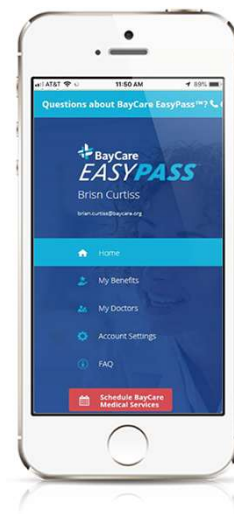


BayCare **EASYPASS** MEMBERSHIP SNAPSHOT

BayCare launched the BayCare EasyPass Membership Program with a MVP of 4 benefits in one physician practice in June 2017

There are two tiers in the EasyPass program - in order to become a Tier II All-Access member, all the patient has to do is provide a little more data and information

The objective of the program is to make it so easy and enjoyable for patients to access and use all BayCare services, that members will use them out of habit, thereby using more of our services on a per-capita basis, and creating more loyalty for BayCare.



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EXISTING BAYCARE PERSONA : Beverly



Persona Type: Retiree
Name: Beverly
Age: 65
Location: Largo (Moved here from Michigan)
Technical Comfort: Low
Hobbies/Interests: Social activities, family/grandkids, her dogs, likes to cook, swimming
Favorite Websites/Apps: Facebook, Amazon, Yahoo, YouTube, USAToday.com, Skype

Back Story—A bit about Beverly's life

- Lived in Michigan and she and her husband wanted to move somewhere warmer. Liked vacationing in Clearwater Beach, so she and her husband moved to Largo.
- She is a retired teacher. Her husband is an ex-Union auto worker.
- Has two kids and three grandkids, who she loves spending time with.
- Has Medicare
- She and her husband have a PCP and/or a specialist

Motivations—Beverly's concerns. Why does she need urgent care? How have she heard of us?

- Keeping active
- Her and her husband's health
- Health costs: She is living on a fixed income
- She wants a connection or a relationship with her health care provider.
- She can't get into to see her regular doctor quickly enough.
- She doesn't like to drive in traffic, so she wants to go somewhere that is close-by

Frustrations—What is stopping Beverly from choosing BayCare Urgent Care? What is annoying or frustrating?

- Unaware of it or where it is
- May not know what "urgent care" is
- Really loyal to her family doctor and doesn't want to stray
- It looks expensive
- Doesn't know that Medicare will pay for it

The Ideal Experience—Beverly's story, which includes features and content that will help her have a great experience.

- Someone that her doctor trusts and refers her to when they can't get her in quickly enough
- Patient doctor who explains things and spends the appropriate amount of time for her
- Covered by Medicare

"I would prefer to go to my family doctor, but if I or my husband needs something quick, we'll choose BayCare Urgent Care."

IMPLICATIONS FOR LOYALTY

Beverly has two kids and three grandkids, who love spending time with her. She recently moved to Florida and wants an affordable health care provider that she can trust. She also wants to bring her husband along, as she's worried about his health.

BAYCARE LOYALTY DRIVERS

HABIT ●●●●●●

She feels good when she doesn't have to spend much time away from her grandkids and kids. Convenience is important to her.

STATUS ●●●●●●

She likes to encourage her family to visit the same doctor she goes too.

RECIPROCITY ●●●●●●

She enjoys doctors who answer her questions without making her feel undervalued.



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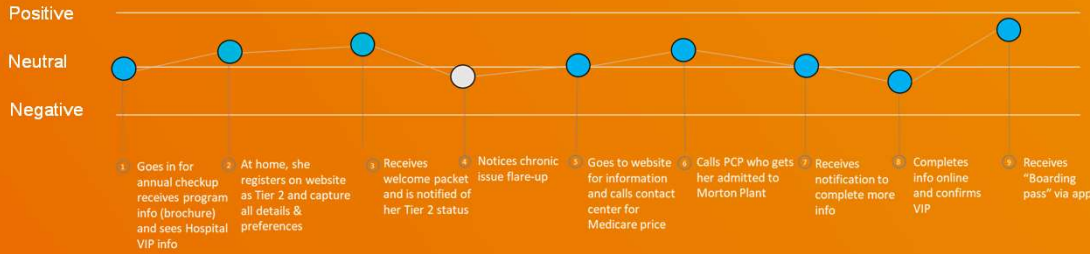
BEVERLY
 AGE 65
 HIGH TECH COMFORT
 NEW TO MORTON PLANT

LOYALTY DRIVERS

HABIT ●●●●●●
STATUS ●●●●●●
RECIPROCITY ●●●●●●

Beverly has an annual checkup and signs up to be apart of EasyPass. She notices a chronic issue flare-up and later gets admitted into Morton Plant. She wants a high touch experience and is tech savvy. She is likely to ask a lot of questions about Medicare and coverage.

BEFORE

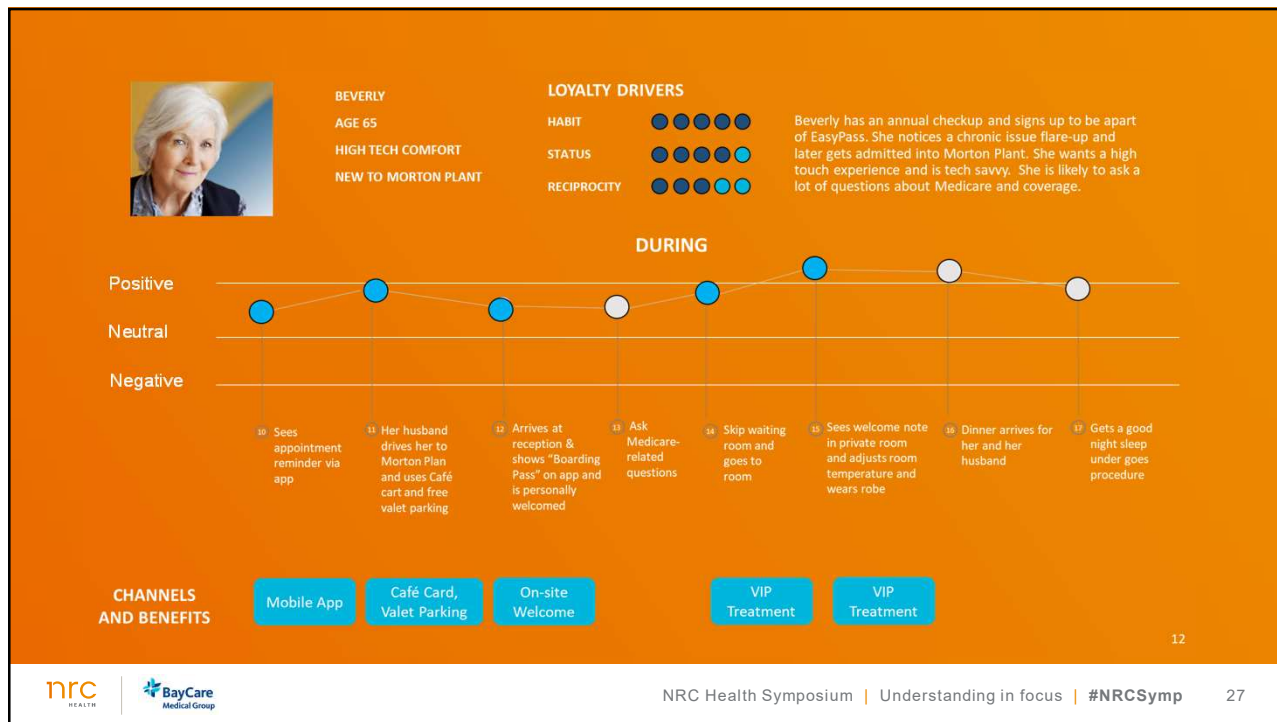


CHANNELS AND BENEFITS

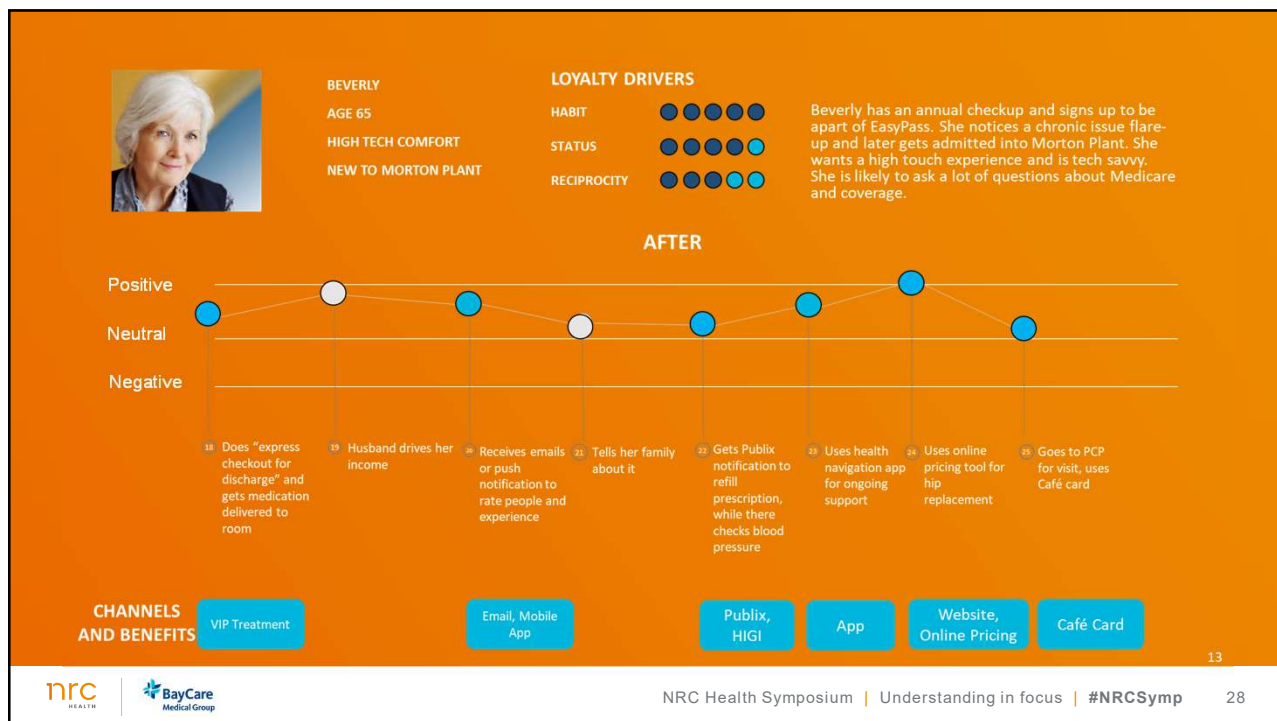
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- CRM, Website
- Email, Direct Mail
- Website, Call center
- PCP
- Email, Direct Mail
- Website
- App



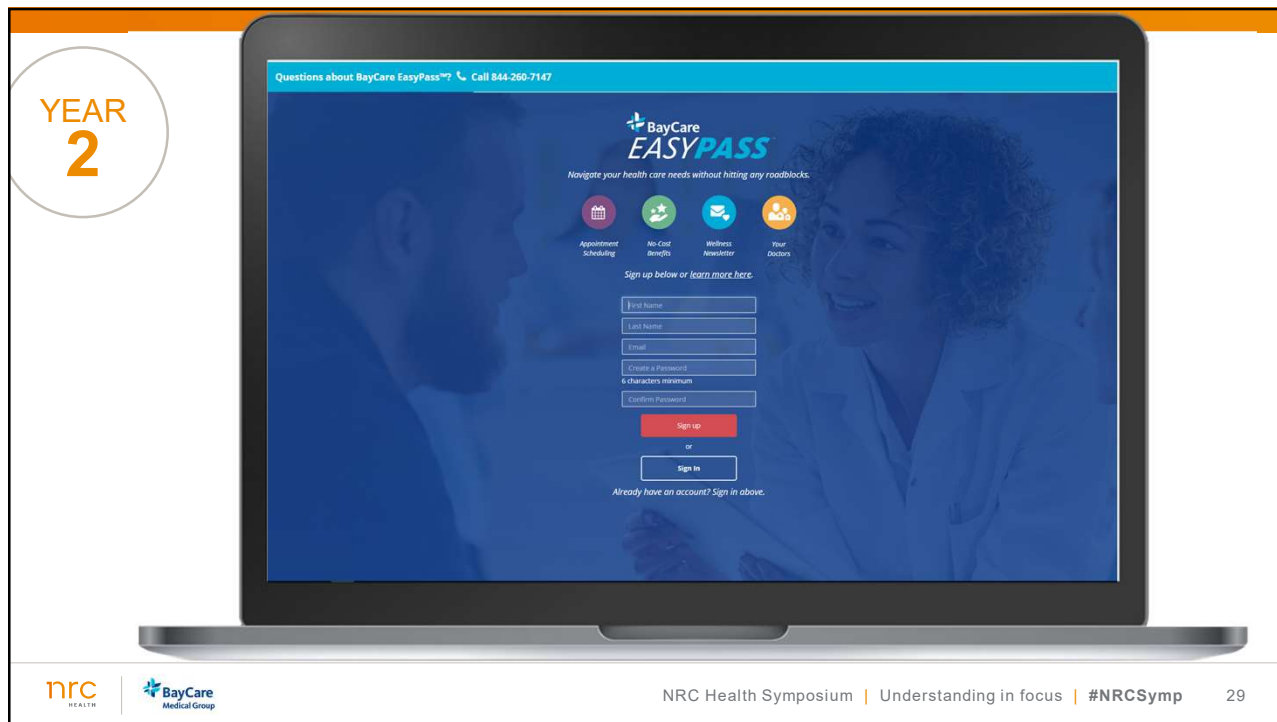
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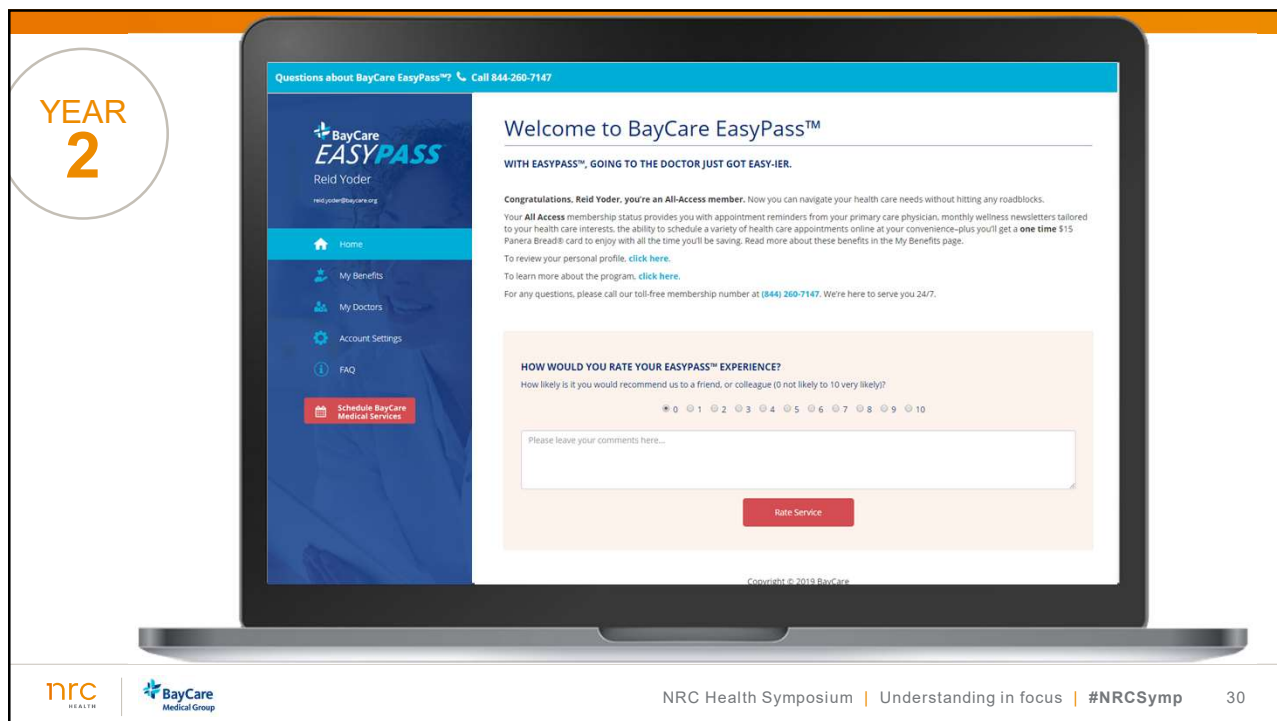
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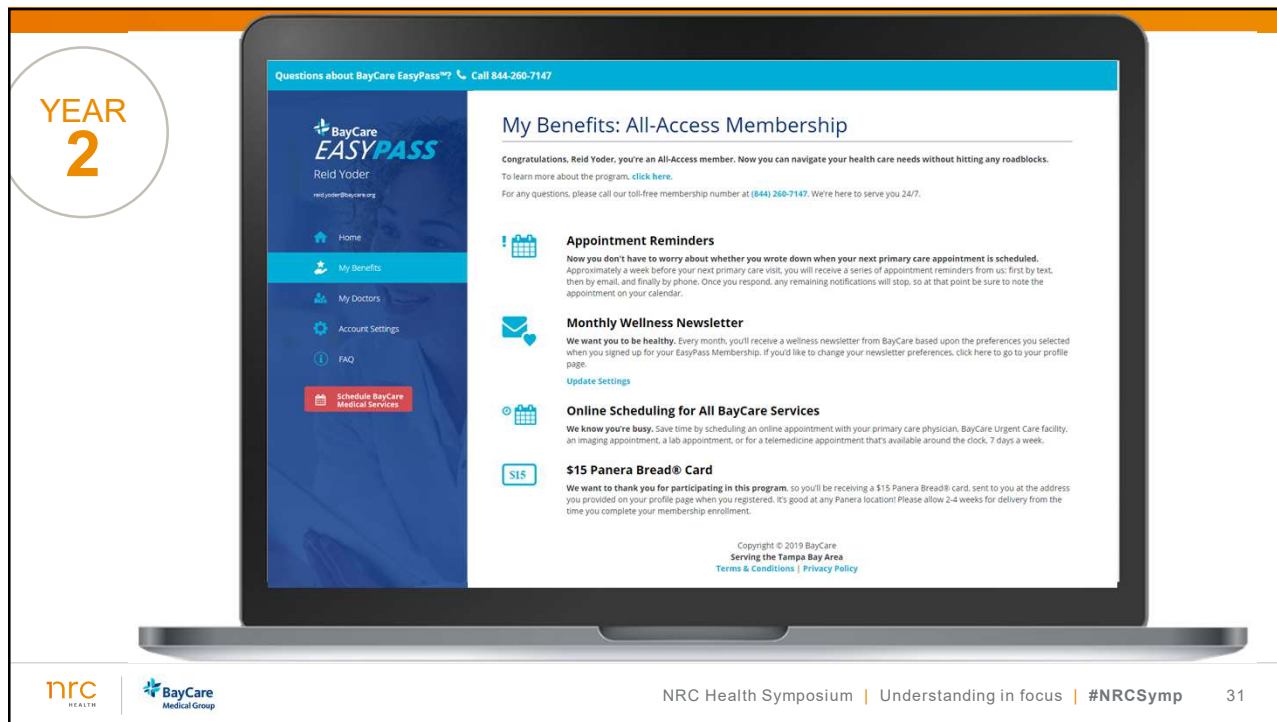
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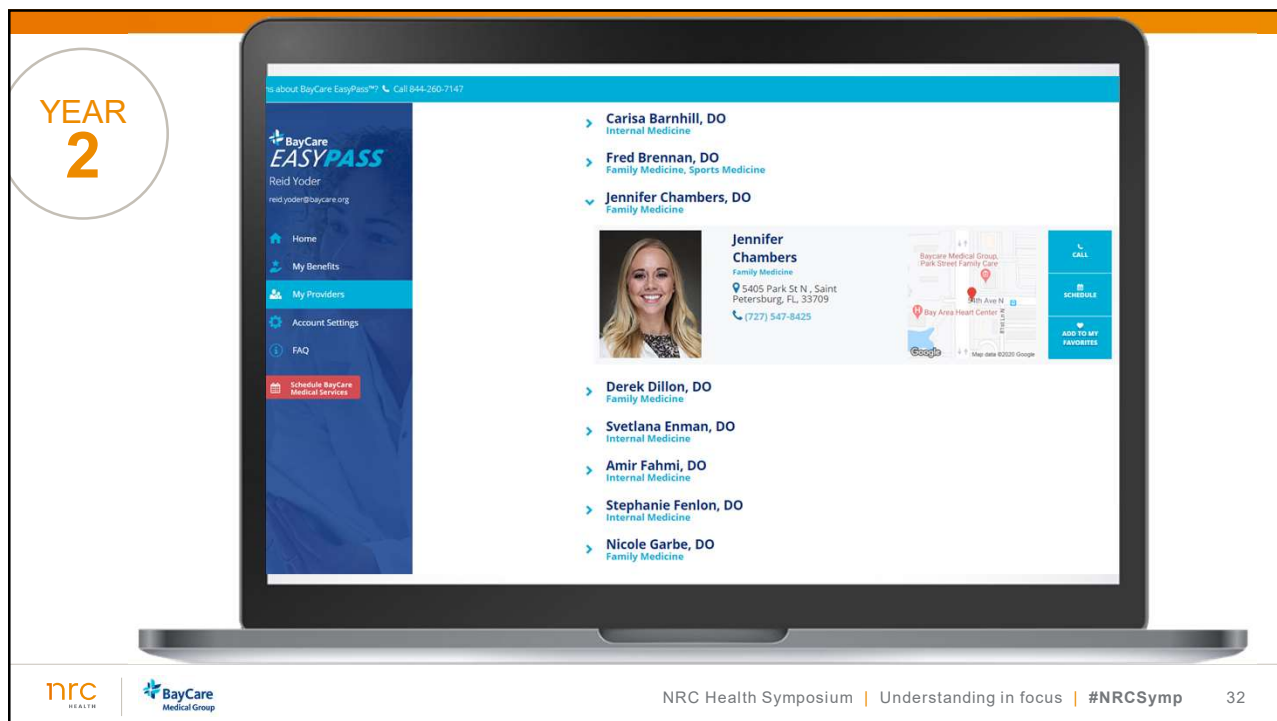
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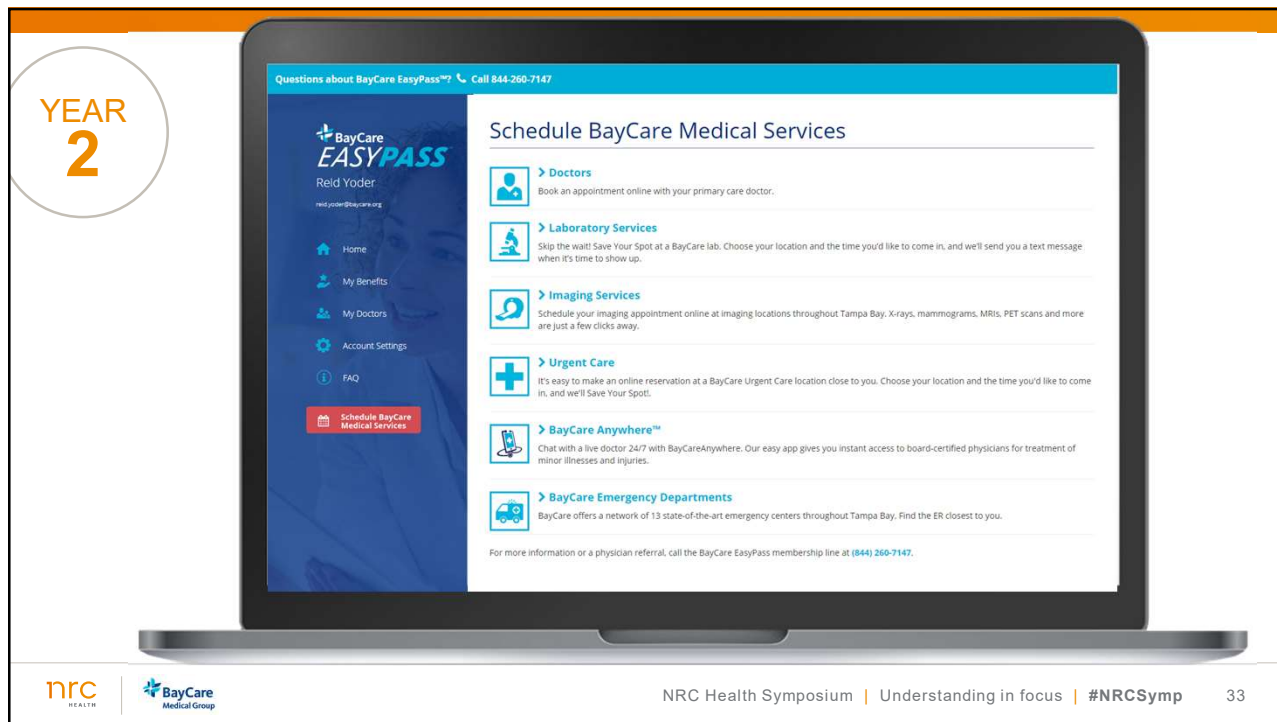
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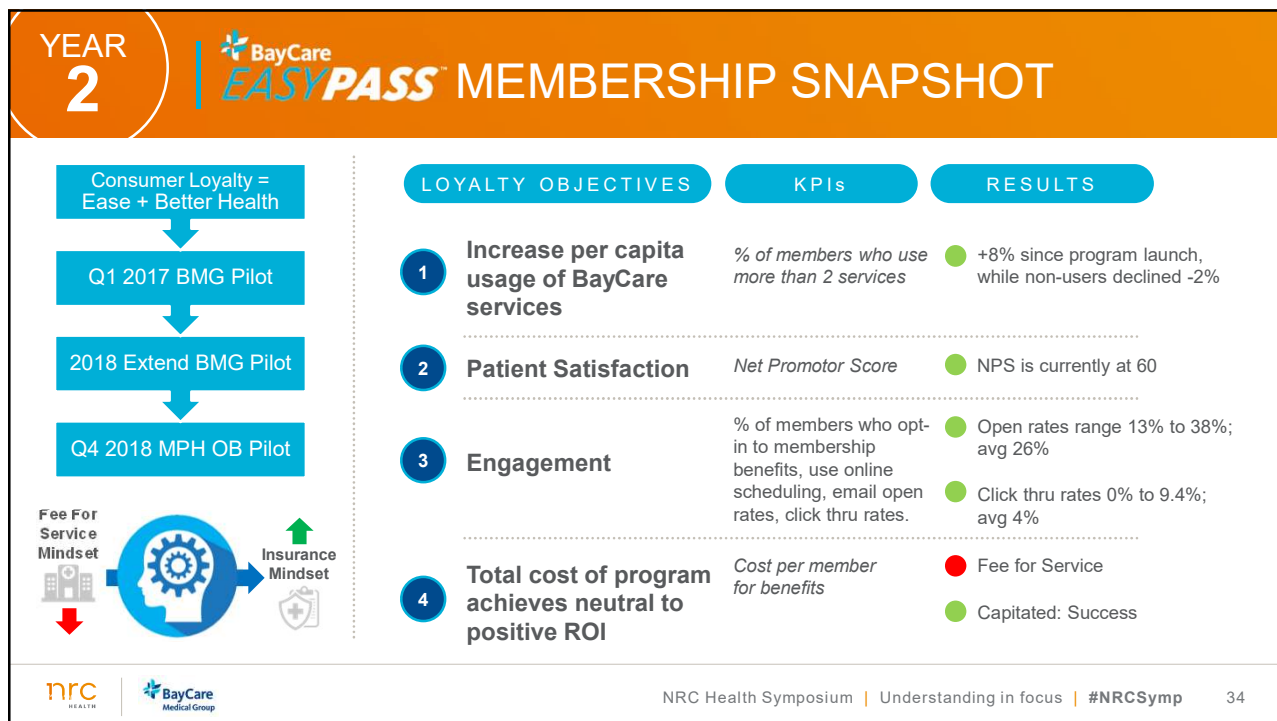
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YEAR 2 | **WHAT IS A FRICTIONLESS ENVIRONMENT?**



<p>IN RETAIL</p> <p> vs. Driving to the Store</p> <hr/> <p> vs. Writing a Check</p>	<p>IN HEALTHCARE</p> <p>14K vs. TEN Web Pages Web Pages</p> <hr/> <p> Removing the barriers of navigation</p>
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YEAR 2 | **PSYCHOLOGY OF GAMIFICATION AND LOYALTY**

<p></p> <p>Motivation is one of the most powerful psychological factors in a loyalty program</p>	<p></p> <p>Playfulness and attitude toward the program serves as meditating mechanisms underlying the impact of gamification</p>	<p></p> <p>Loyalty programs within healthcare specifically drive behavioral intentions</p>
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YEAR 2 | **PSYCHOLOGY OF GAMIFICATION AND LOYALTY**





Empathetic Messaging

“BayCare gets me, they really know what I need”
“I love BayCare”



Increased emotional attachment drives greater perception of value for the consumer with each interaction

 
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YEAR 3

USE CASE SCALE

 
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SARA
AGE 33
TECH SAVVY
HAS AN OBGYN

LOYALTY DRIVERS

HABIT: ●●●●●

STATUS: ●●●●●

RECIPROCITY: ●●●●●

LABOR & DELIVERY

Sara is a millennial mom with a 12 year old daughter, who's having another baby and preparing for her labor/delivery experience by visiting her OBGYN. She's taking classes, attending appointments, while working fulltime and moments away from delivery. She wants convenience and feels good when she can use technology to make her life easier. She's becomes an EasyPass Member, and enjoys using BayCare's app.

BEFORE

Positive

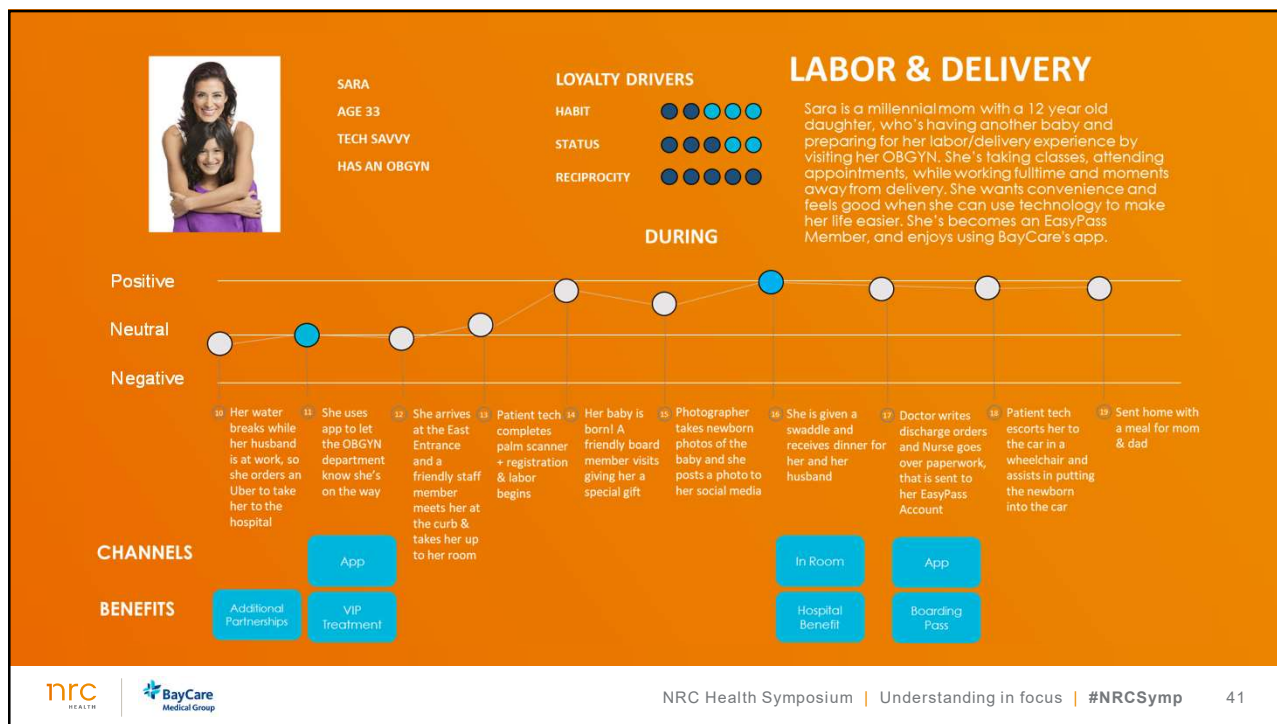
Neutral

Negative

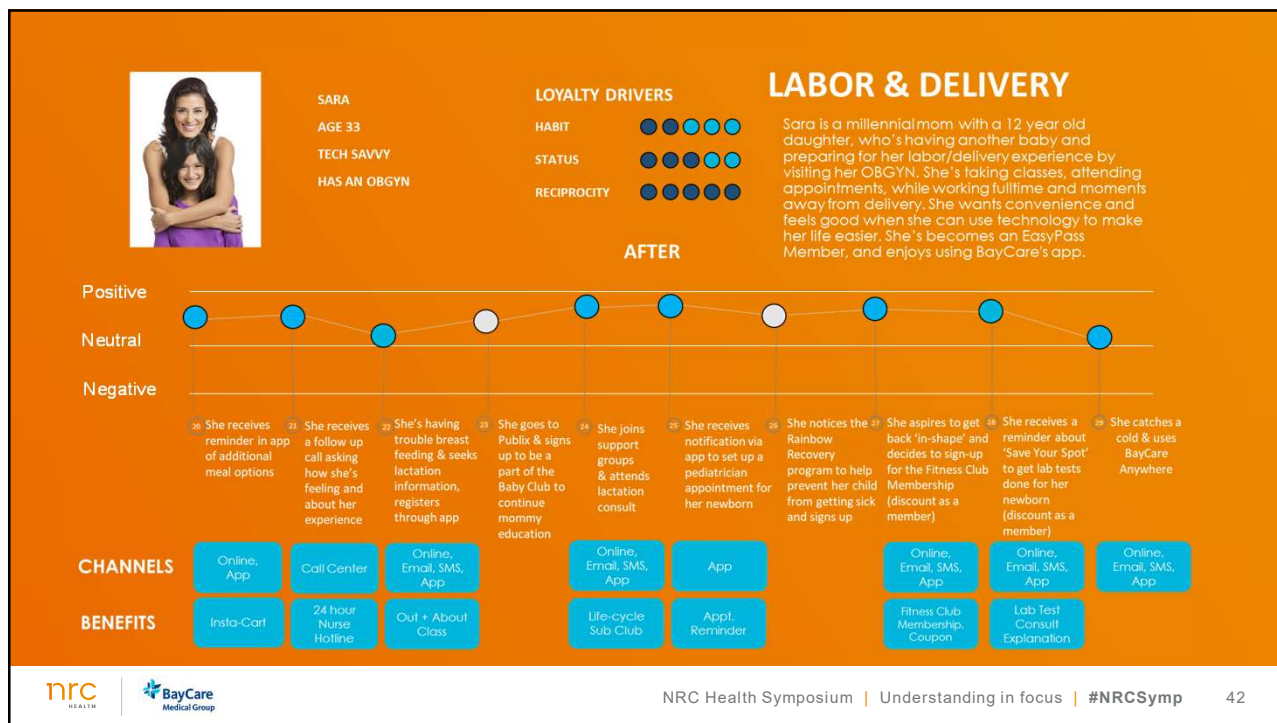
- 1 Her OBGYN suggests she chooses a hospital for delivery & is introduced to Easy Pass
- 2 She receives a notification for exclusive tour of facility (free) & registers for the tour using her app
- 3 She takes the hospital tour
- 4 Receives an invitation listing all educational classes & registers (new born photography)
- 5 Call center rep reach's out to her to confirm all registration info has been received
- 6 She receives a 2nd notification reminding her to attend the educational classes
- 7 She attends the classes & receives a digital survey
- 8 Has family admissions appt. to review birth plan (pre-fills insurance, birth certificate & financial paperwork)
- 9 Receives push notification to select preferences in app for room benefits

CHANNELS	Email, SMS, App	Email, SMS	Call Center	App	In Office	App
BENEFITS	Tour	Classes, Newborn photos	Appt. Reminder	Classes	My Estimator, Boarding Pass	Lactation Consult, Meals Pref. & room benefits

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Questions about BayCare EasyPass™? Call 844-260-7147

BayCare EASYPASS

Navigate your labor and delivery journey without hitting any roadblocks.

Maternity Unit Tour | Pre Registration | Pregnancy Class | Birth-Plan Appointment | Wellness Newsletter | Target Value Card | Resource Center

Sign up below or learn more here.

First Name
Last Name
Email
Create a Password
6 characters minimum
Confirm Password

Sign up

EasyPassForMoms.org

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YEAR 3 | **BayCare EASYPASS FOR MOMS**
WHAT WE HAVE LEARNED

NPS 69

Members 620+

Feedback From Staff

“It has helped me focus more on patient care and less on providing direction related to classes, facility tours, etc.”

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YEAR
3

BayCare
EASYPASS FOR MOMS

WHAT WE HAVE LEARNED

78% of Members upgraded to Tier 2 Membership

48% of users utilize the site multiple times

38% of members have completed the journey and delivered at a BayCare Hospital

Increased email open rate of 3X for Members vs Non-Members

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YEAR
3

NEXT STEPS

Program Expansion

Continued Feature Build-Out

Increase two-way communication/dialogue with members

Growth in Personalization

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Slide 47 features a white circle on an orange background. Inside the circle is an icon of two hands holding a heart with radiating lines above it. Below the icon, the text "WHAT IS MARKETING?" is written in orange, uppercase letters. A blue dotted line is positioned below the text. The footer contains the NRC Health and BayCare Medical Group logos on the left, and the text "NRC Health Symposium | Understanding in focus | #NRCSymp 47" on the right.

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Slide 48 features a white circle on an orange background. Inside the circle is a large orange question mark. The footer contains the NRC Health and BayCare Medical Group logos on the left, and the text "NRC Health Symposium | Understanding in focus | #NRCSymp 48" on the right.

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