



# Making Customer Engagement in Healthcare Not Suck

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BELIEVE IN WE™  OhioHealth

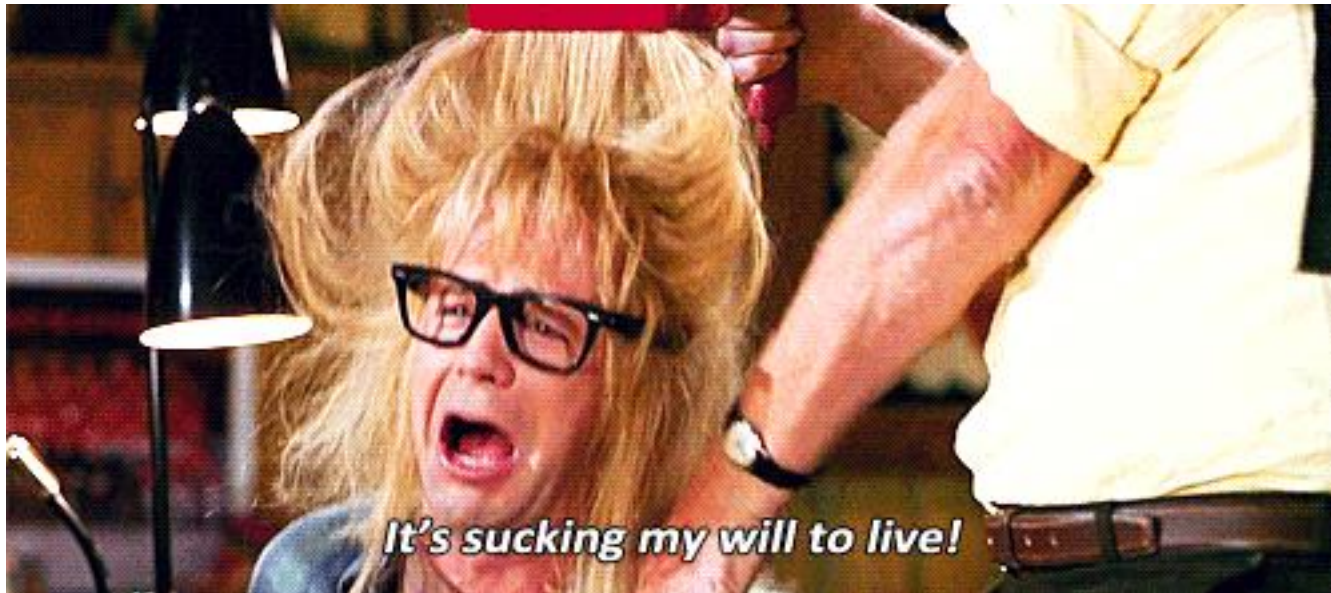
**HiMSS**

CENTRAL & SOUTHERN OHIO *Chapter*

# Agenda

- Tough feedback
- A get well plan
- Our initial wins
- A look to the future

# Unfortunately, it can SUCK to engage with healthcare...



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*It's easy to schedule a haircut, why is it so hard with a doctor?*



*I wait forever to be seen by my doctor*

*Why can't I see my results immediately?*



*It's so hard to pay my bill, I just don't*

*The information I need is unavailable*



*It's slow. I just gave up*

# We're on a mission to NOT SUCK



**We're on a mission to NOT SUCK**

**BEST OF DIGITAL**  
**not just best of healthcare.**

# Our core tenets of Digital

- **Be part of the whole**

*Digital doesn't live in a silo, because customers don't live in a silo*

- **Put the user 1st**

*If it doesn't work for the user, it doesn't work... period*

- **Innovate with focus**

*Always entertain new ideas, but don't get distracted by shiny objects*

- **Connect through content**

*Put great content in all the right places to reach and engage users*

- **Test and learn**

*Move forward by prototyping often, failing fast, improving continuously*

# We redefined our approach

**DESIGN  
THINKING**

*We always start with  
empathy for our users*

**AGILE**

*We are never more  
than 2 weeks wrong*

**AUTOMATED  
TESTING**

*We make sure it  
works...efficiently*

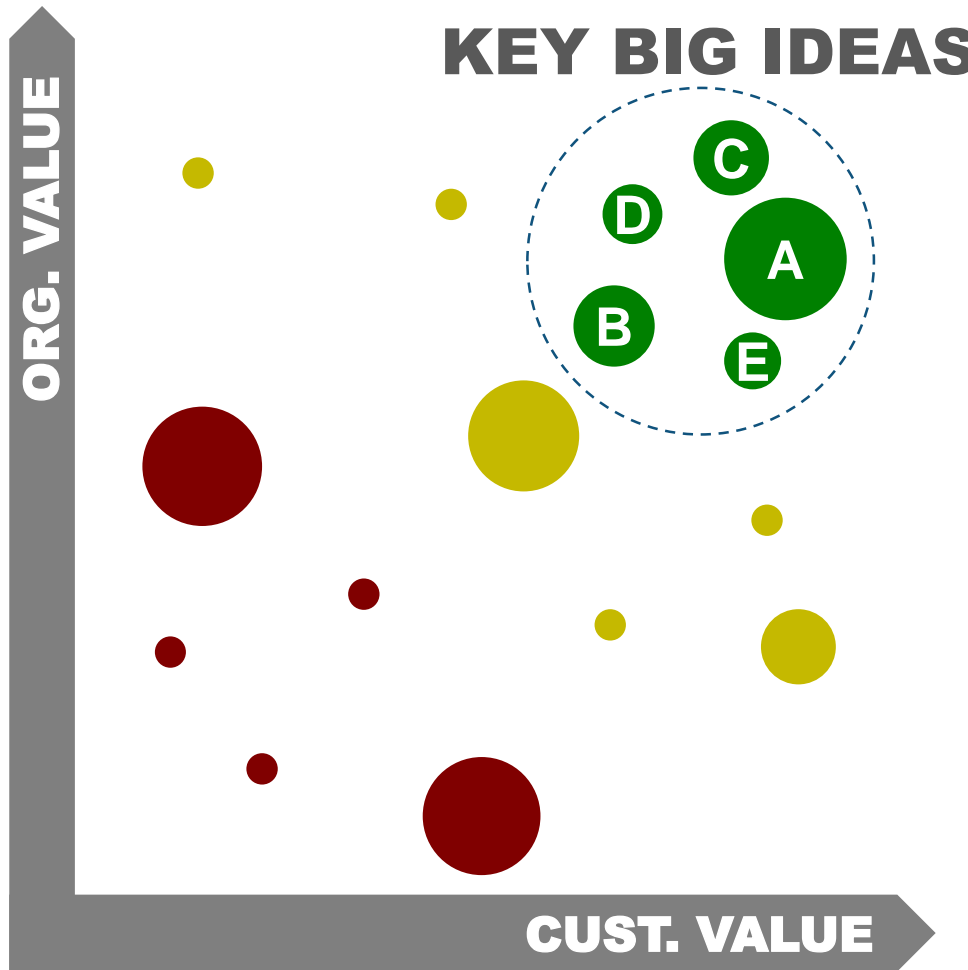


The background of the slide is a dense, continuous stream of green and yellow banknotes falling from the top, creating a sense of rapid movement and abundance. The notes are scattered across the entire frame, with a higher concentration at the top and bottom edges, leaving a clear white space for the text in the middle.

# **We BLEW UP capital funding**

- **Fund a team/process, not a deliverable**
- **Redefine ROI**
- **Funding at the speed of Digital**

# Our (evolving) approach to ROI



*First we assess the value of each Big Idea...*

*...then we assess the “return on investment” with an eye on risk.*

# Initial customer priorities

1. Simplify billing and costs
2. Questions and communication with physicians/care team
3. Wait times
4. Results / diagnosis
5. Simpler, faster scheduling

# Initial org priorities

1. **Acquire more new customers**
2. **Keep more current customers**
3. **Drive more interactions per customer**
4. **Reduce cost/time of bill collection**
5. **Right care, right place, right time  
(impacting quality and cost)**
6. **Support meaningful use goals**

# Paper prototype A

## SUPER-EASY-TO-USE SCHEDULING

SCHED  
BY  
DOC

March 2016							April 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5						1	2
6	7	8	9	10	11	12	3	4	5	6	7	8	9
13	14	15	16	17	18	19	10	11	12	13	14	15	16
20	21	22	23	24	25	26	17	18	19	20	21	22	23
27	28	29	30	31			24	25	26	27	28	29	30

PUSH  
NOTIFY  
ME

SCHED  
BY  
NEED

SYNC  
TO iCAL

ALERT  
FOR  
EARLIER  
TIME

# Paper prototype B

## WAIT TIMES, “CALL AHEAD,” FORMS

123 MAIN

10 min  
drive

18 min  
wait

28  
MIN

CHECK IN

789 BROAD

14 min  
drive

16 min  
wait

30  
MIN

CHECK IN

456 HIGH

2 min  
drive

40 min  
wait

42  
MIN

CHECK IN

234 OAK

11 min  
drive

33 min  
wait

44  
MIN

CHECK IN

# Paper prototype C

## QUESTION & ANSWER TOOL

### MY QUESTIONS

- When the???
- What the???
- How many???
- Is it OK to???
- Should my spouse???

SAVE  
IN APP

EMBED  
IN DOC'S  
CHART

PROXY  
CAN  
ADD

ANSWERS  
RECORDED

# Paper prototype D

## BILLING + INSURANCE MADE EASY

\$XX DUE TODAY

PAY NOW

MY DEDUCTIBLE

48% USED

MY FSA/HSA

72% USED

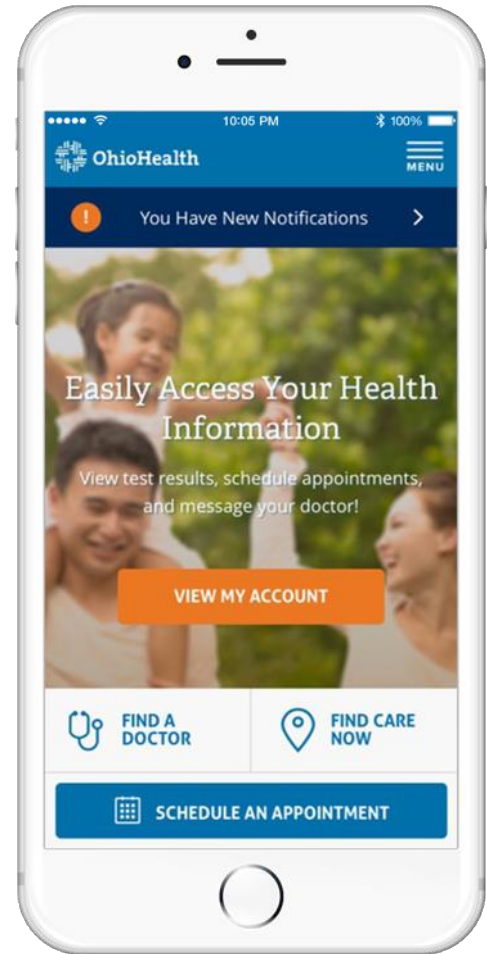
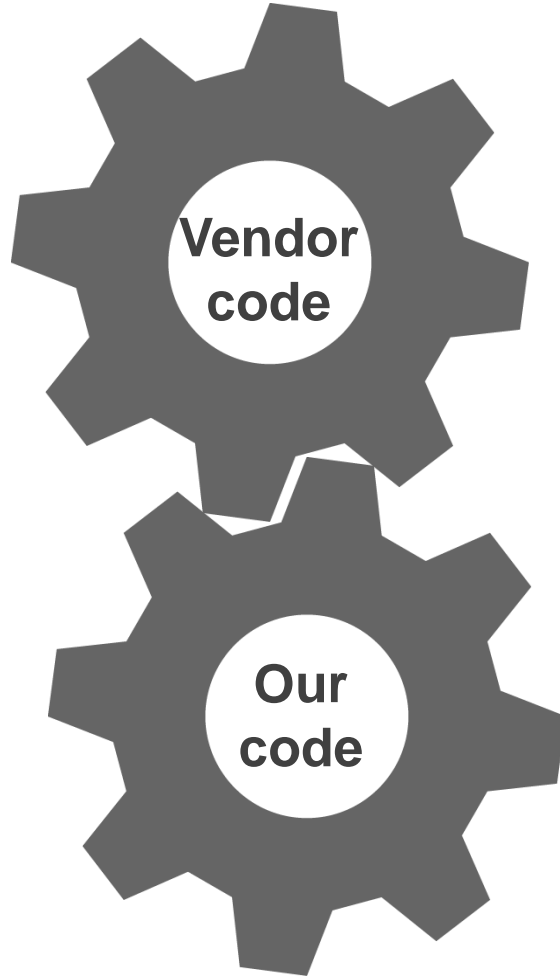
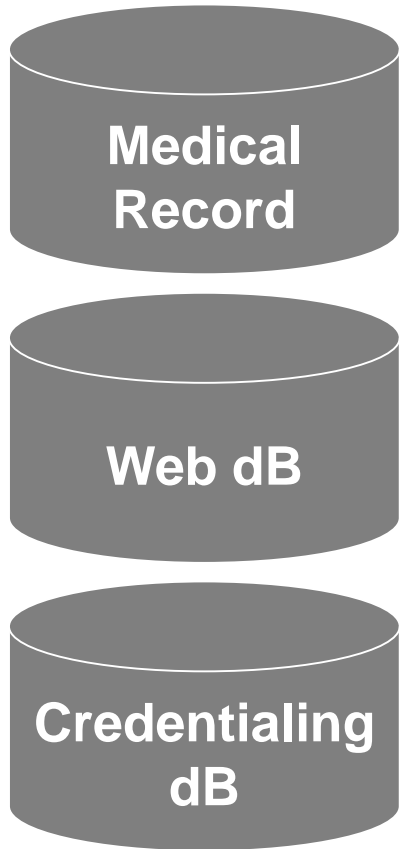
SIMPLE BILL  
SUMMARY

PAYMENT  
HISTORY

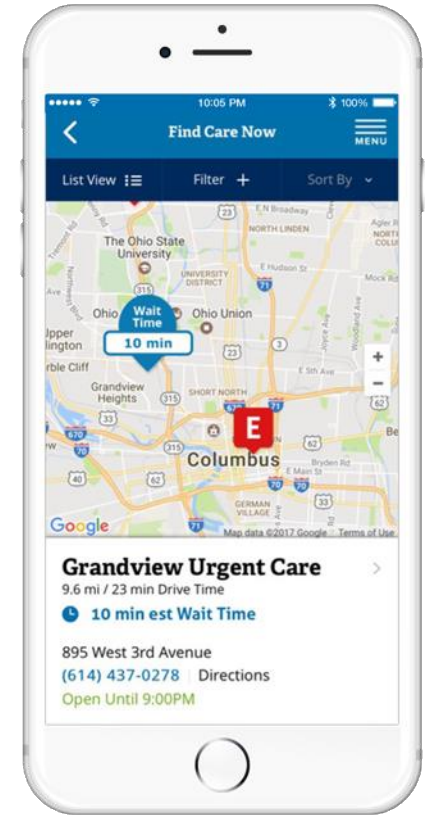
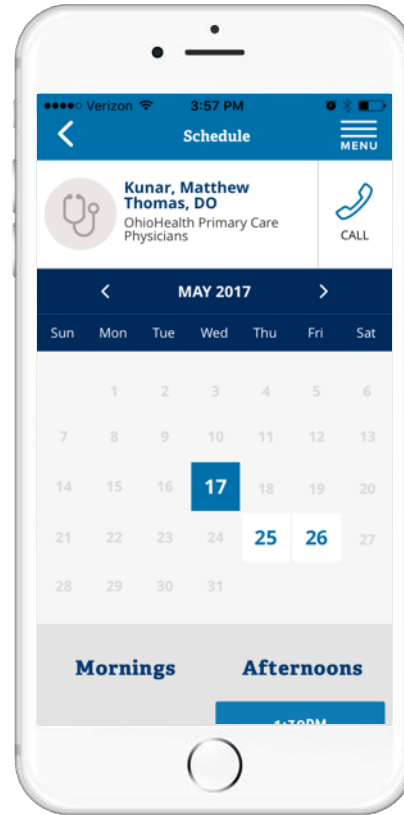
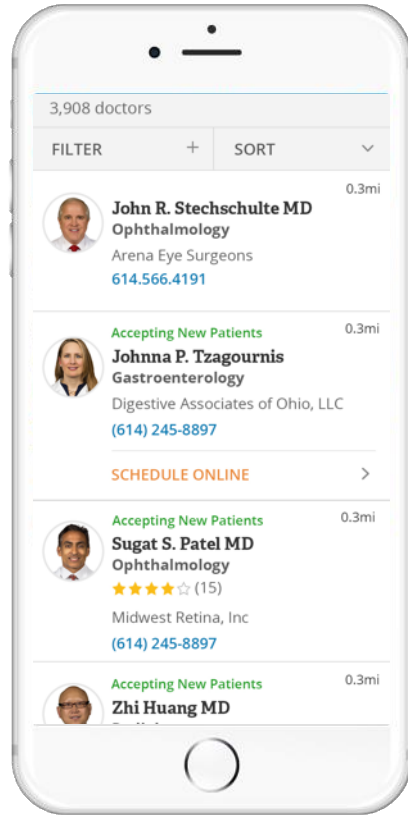
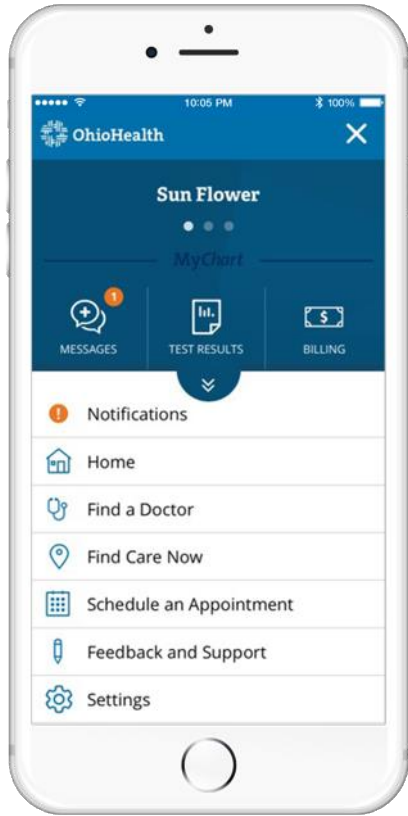
UNUSED  
BENEFITS



# Crafty back end, sexy front end



# Crazy-easy-to-use



# Disrupting for our customers



# Disrupting for our customers





**Thank you!**

