

# DRIVING PATIENT ACQUISITION: *THROUGH DIGITAL ACCESS*



**SIM** Partners /



**OSF**<sup>®</sup>  
HEALTHCARE



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*SVP, Technology*

**SIM Partners**

 @phixed



**MICHAEL VUJOVICH**

*Director of Digital Marketing*

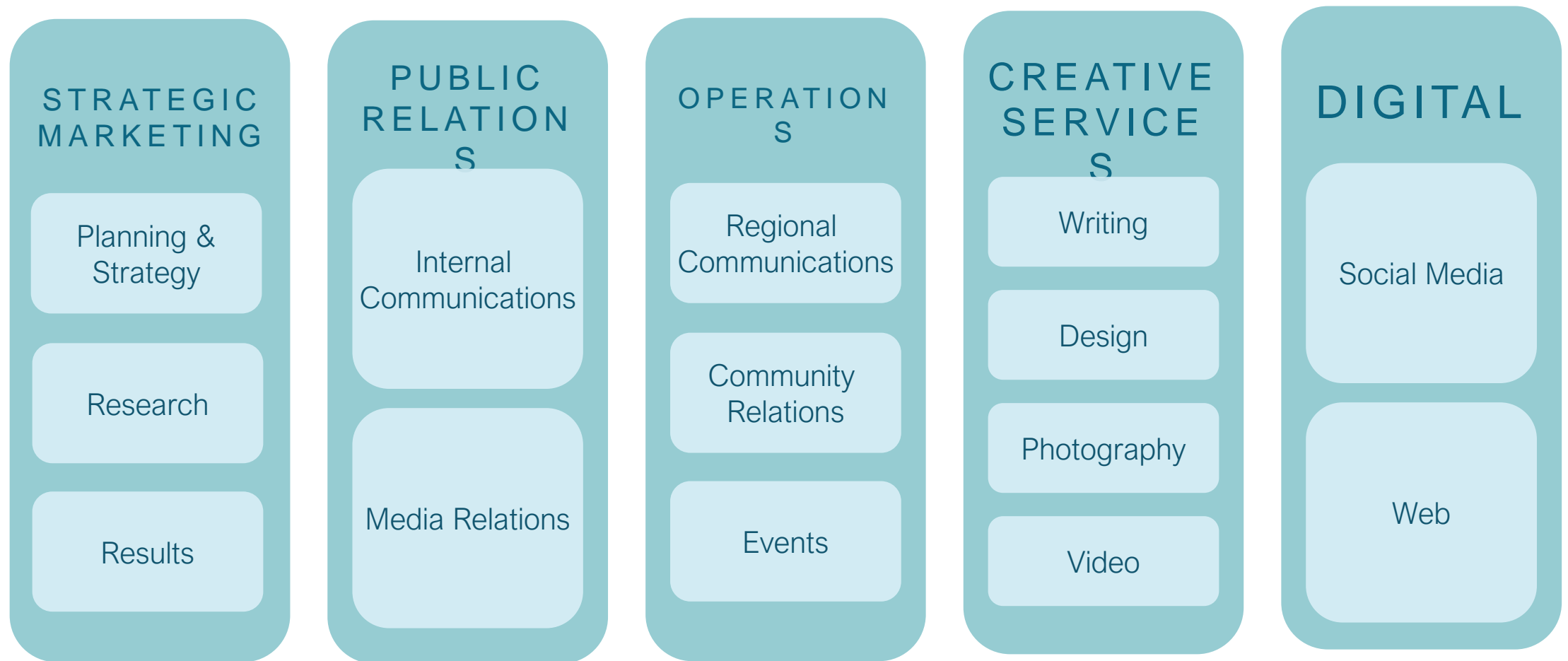
**OSF HealthCare**

 @MasterJediVuj

## YOU WILL LEARN...

- How to use technology & tools to complement your digital marketing strategy
- What is location data and how it is used for patient acquisition
- Where location data is distributed and what kind of results to expect

# OSF FUNCTIONAL TEAM MODEL



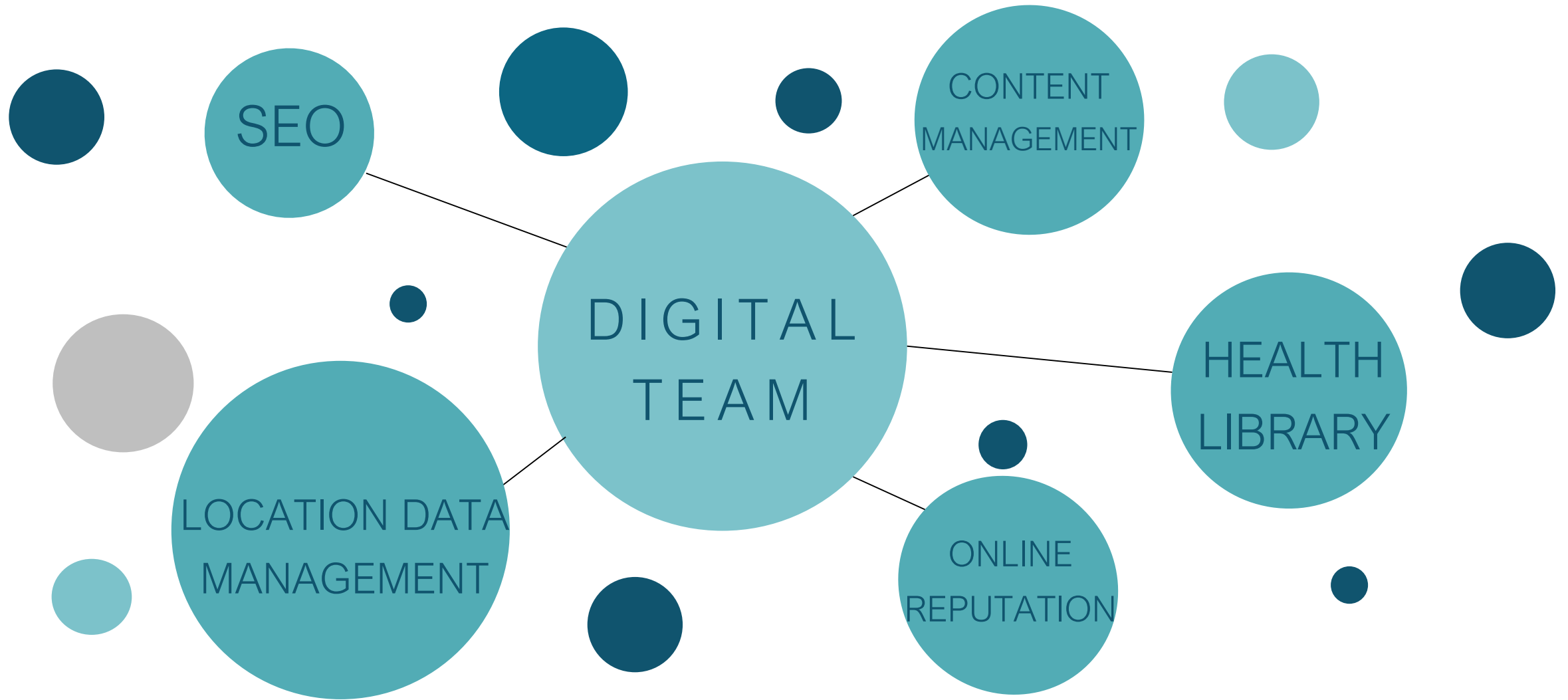
# OSF CROSS-FUNCTIONAL TEAM MODEL

## PRIORITIE **S**

- Branding
- Innovation
- ACO/Risk Pops
- Regions:
  - Hospitals
  - Medical Group
  - Prompt Care
  - Home Care
- Service Lines:
  - Cardiovascular
  - Neurosciences
  - Pediatrics



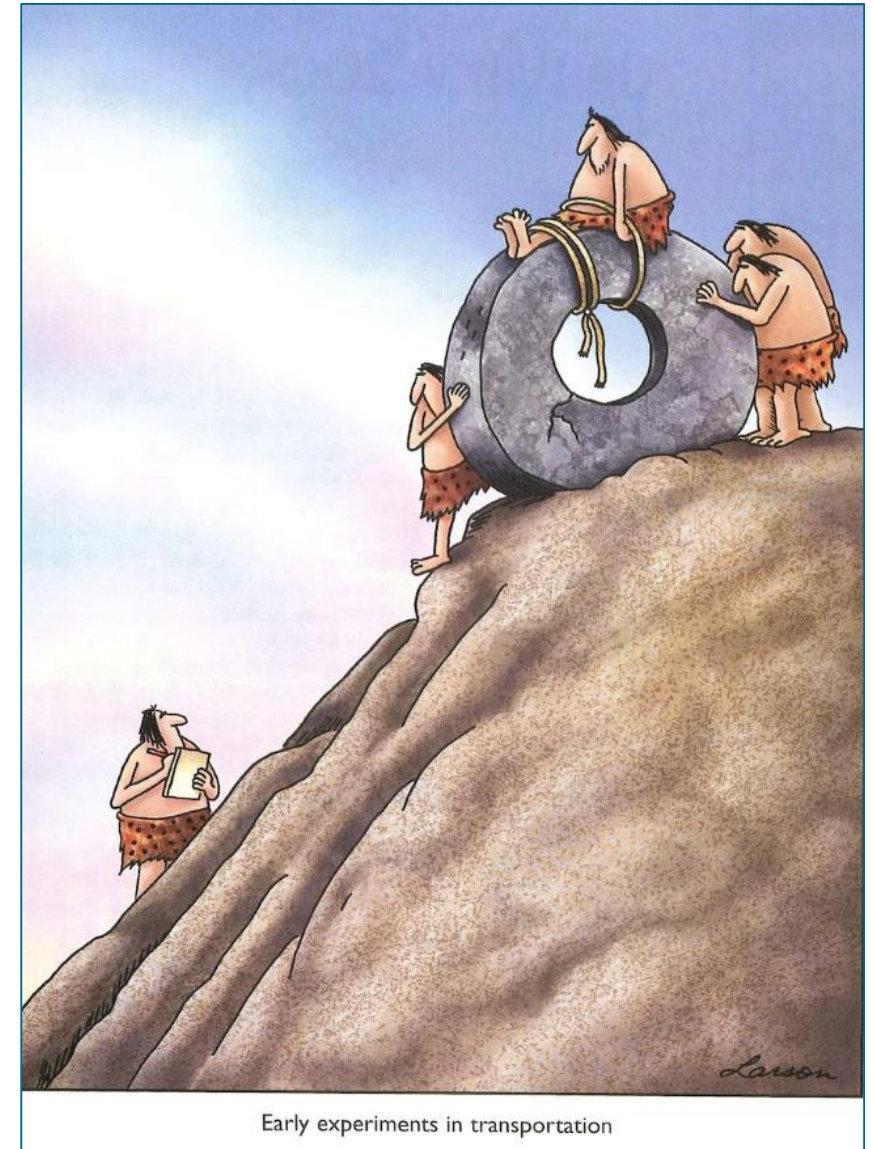
# VALUE OF A VENDOR PARTNER



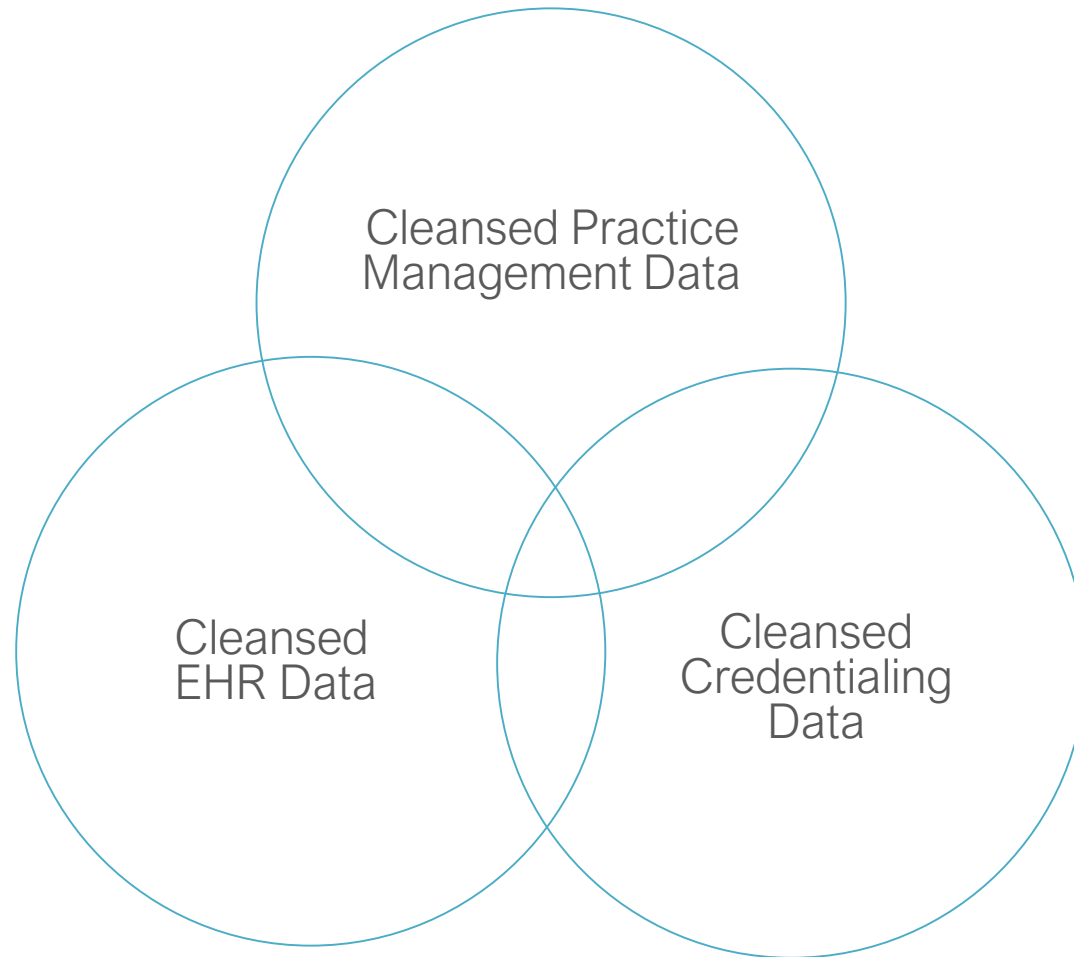
# BUSINESS NEEDS TO BE MARRIED TO TECHNOLOGY

## EXAMPLES:

- Urgent care wait times
- “Accepting new patients” search
- Online scheduling
- Search by insurance
- Search by clinical interest/area of expertise



# THE IMPORTANCE OF CLEAN DATA





# THE IMPORTANCE OF CLEAN DATA



## LOCAL ECOSYSTEM

- Connects Patients to You
- Initiates and Drives Patient Engagement
- Influences Patient Behavior
- Provides Continuity from Marketing to Healthcare Delivery

# SINGLE SOURCE OF TRUTH

## CURRENT STATE:

- At least **seven (7)** disparate sources are managed independently of one another.
- Naming conventions are inconsistent.
- There is no set process for updating all sources.
- Support roles are also unclear when it comes to updates.

## STAKEHOLDERS:

- Human Resources
- Legal
- Finance & Accounting
- Supply Chain
- Business Development
- EMR
- Real Estate & Facilities
- Compliance
- Analytics
- Credentialing
- Marketing

A grayscale photograph of a person's arm wearing a smartwatch. The watch screen shows a map with a route and the text '10:24 ETA' and '10:08'. In the background, two hands are clasped together. The overall image is semi-transparent, serving as a background for the text.






# LOCATION DATA

People and Places

# WHAT DO WE MEAN BY LOCATION DATA?



## *Primary Elements of Location Data:*

-  **NAP Data:** consists of data elements core to a business location, including business name (also referred to as “business title”), address, and phone number.
-  **Latitude/Longitude:** your latitudinal and longitudinal coordinates, which comprise your pin data, make it possible for your business location to appear accurately on mapping apps such as Google Maps and Apple Maps.
-  **Business Category:** the type of business you are. Business category is often classified by industry, but data aggregators and publishers use their own taxonomies.
-  **Business Description:** a brief description of what you do. A healthcare system will likely need to manage multiple descriptions of different services offered.
-  **Hours of Operation:** these may vary among services offered inside a healthcare organization.

# WHAT DO WE MEAN BY PHYSICIAN DATA?

## *Primary Elements of Physician Data:*



**NAP Data:** consists of data elements core to a physician, including business name (also referred to as “business title”), address, and phone number.



**Latitude/Longitude:** your latitudinal and longitudinal coordinates, which comprise your pin data, make it possible for the physician to appear accurately on mapping apps such as Google Maps and Apple Maps.



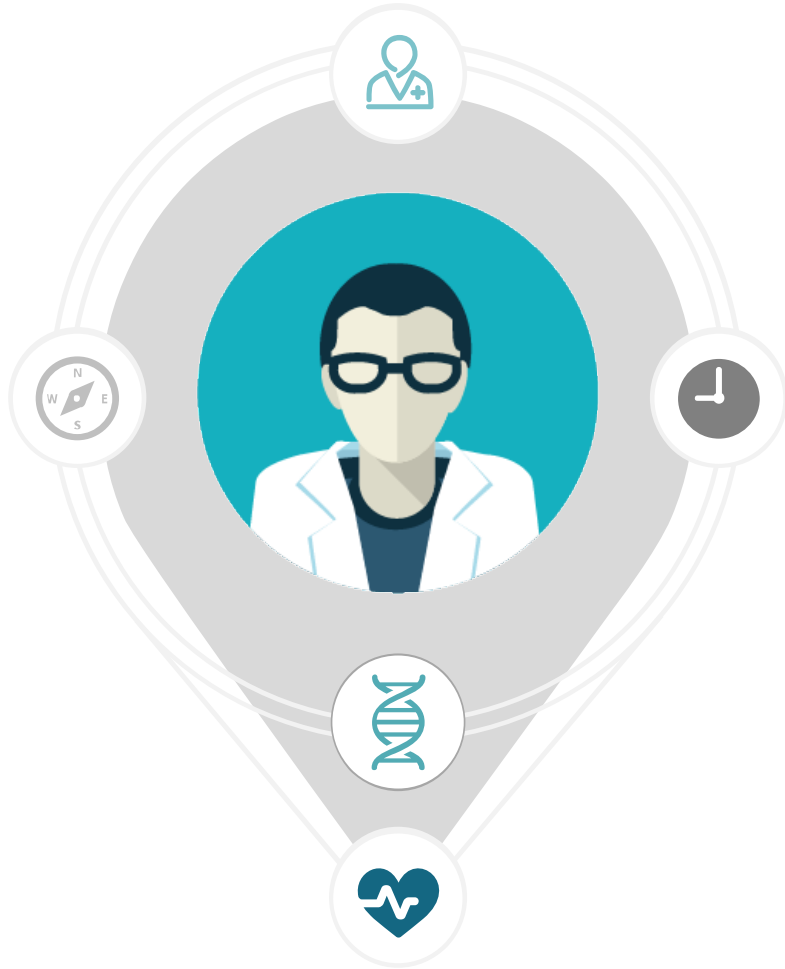
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**Business Description:** a brief description of what you do. A healthcare system will likely need to manage multiple descriptions of different services offered.



**Hours of Operation:** these may vary among services offered inside a healthcare organization.



# WHAT DO WE MEAN BY LOCATION DATA?

## LOCATION ATTRIBUTES:

- Handicap accessible
- Valet parking
- Free wifi

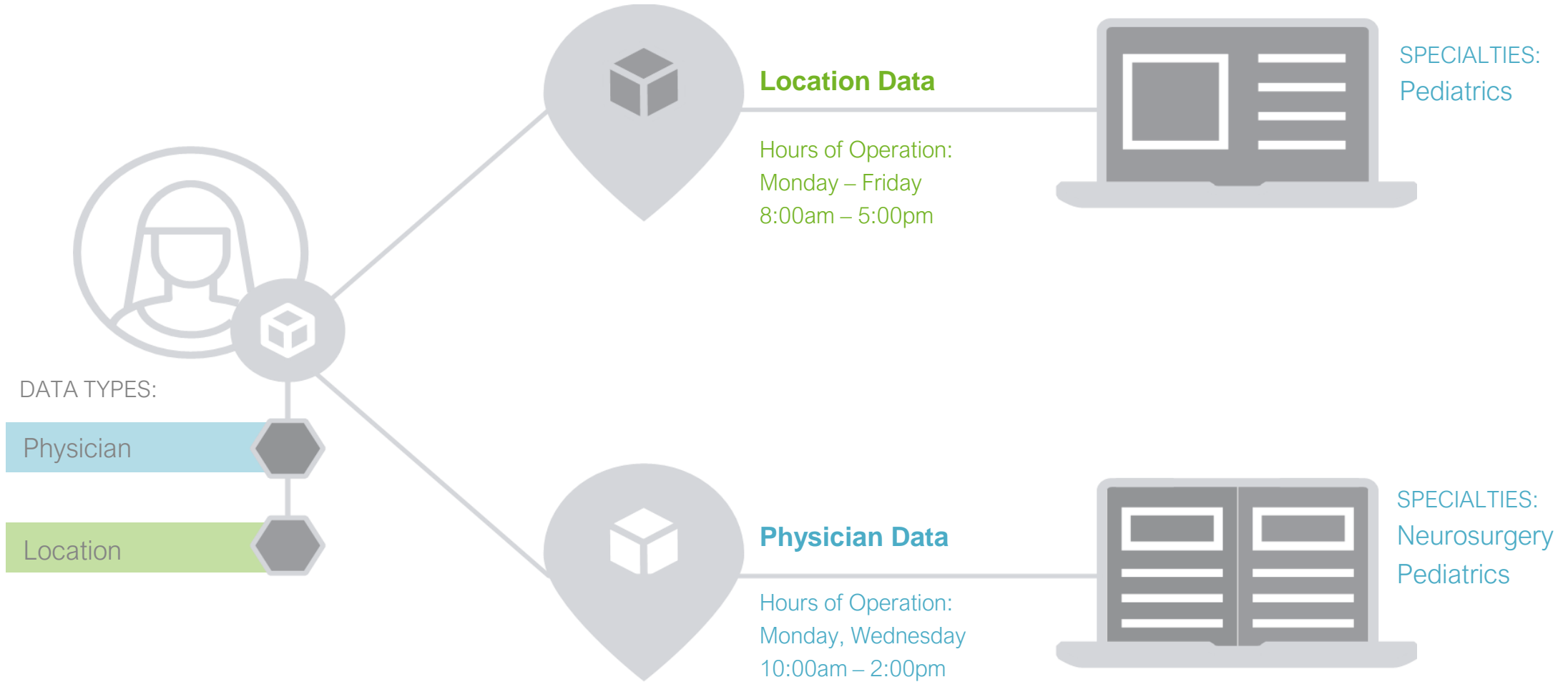
## PROVIDER ATTRIBUTES:

- Specialties
- Insurances accepted
- Education



# CLARIFY YOUR PHYSICIAN AND LOCATION ATTRIBUTES

Locations and professionals (physicians) are not the same. Map your data accordingly.





# HOW PHYSICIAN DATA DRIVES PATIENT EXPERIENCE

Foundational data assets drive physician directory



Location Data

**SIM Healthcare** SCHEDULE AN APPOINTMENT > CALL: (555) 656-7498

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Select Department: SIM Hospital  
 Visit Type: Current Patient  
**SCHEDULE**

**About Me**  
 Quality healthcare, where you need it, when you need it.  
 I have practiced cardiovascular medicine in the Chicagoland area since 1999 and joined SIM Health as a cardiologist in 2011. I was raised in Naperville and always loved the outdoor activities the surrounding area has to offer. My wife and I are happy to be raising our three daughters here! As a family, we have been very happy with our decision to join SIM Health, where the need to balance family life with professional life is well recognized. In my time here I've been very impressed with how SIM Health strives to make sure our patients always come first. As an organization, we are always working to improve the quality of care delivered to our patients. &nbsp;I commit to

**Languages**  
 Cantonese, English,

**Insurance**  
 Aetna Classic - PPO  
 Blue Choice Select PPO -  
 Blue Cross Community MMAI -  
 Coventry PPO - PPO



NAP Data



Latitude /Longitude



Business Category



Business Description



Hours of Operation

# THE ECOSYSTEM

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# THE LOCAL DATA ECOSYSTEM IS COMPLICATED



Information Services

Ad Networks



Navigation Systems



Mobile App Platforms

Data Amplifiers



Search Engines



Directories  
(Vertical Specific)

Data Services



Directories  
(General)

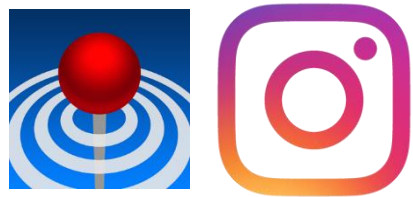
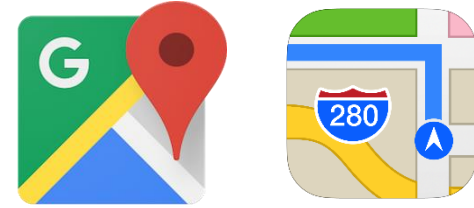
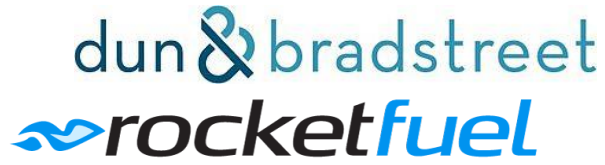
Social Media



GPS

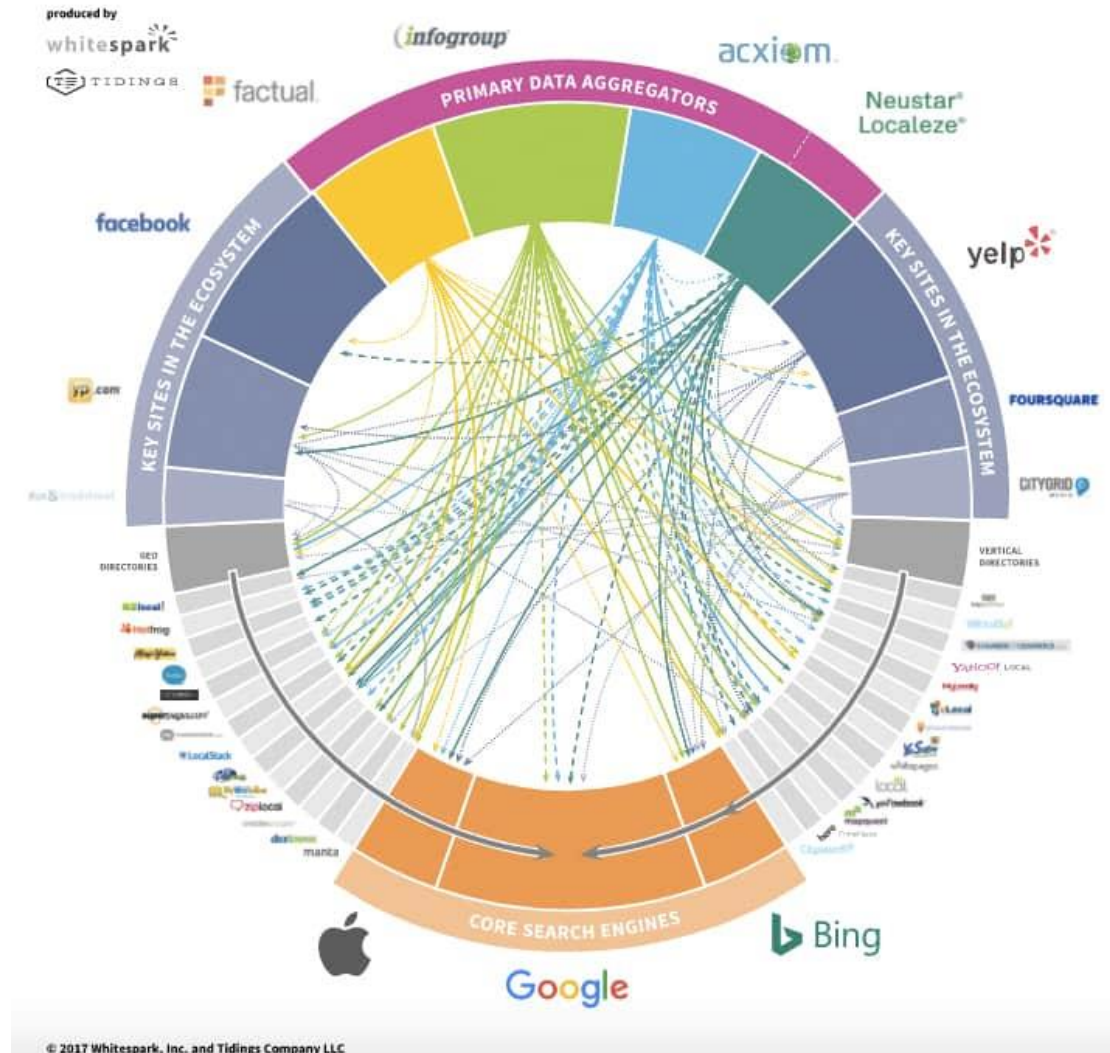


# WITH 1000'S OF COMPANIES USING LOCAL DATA



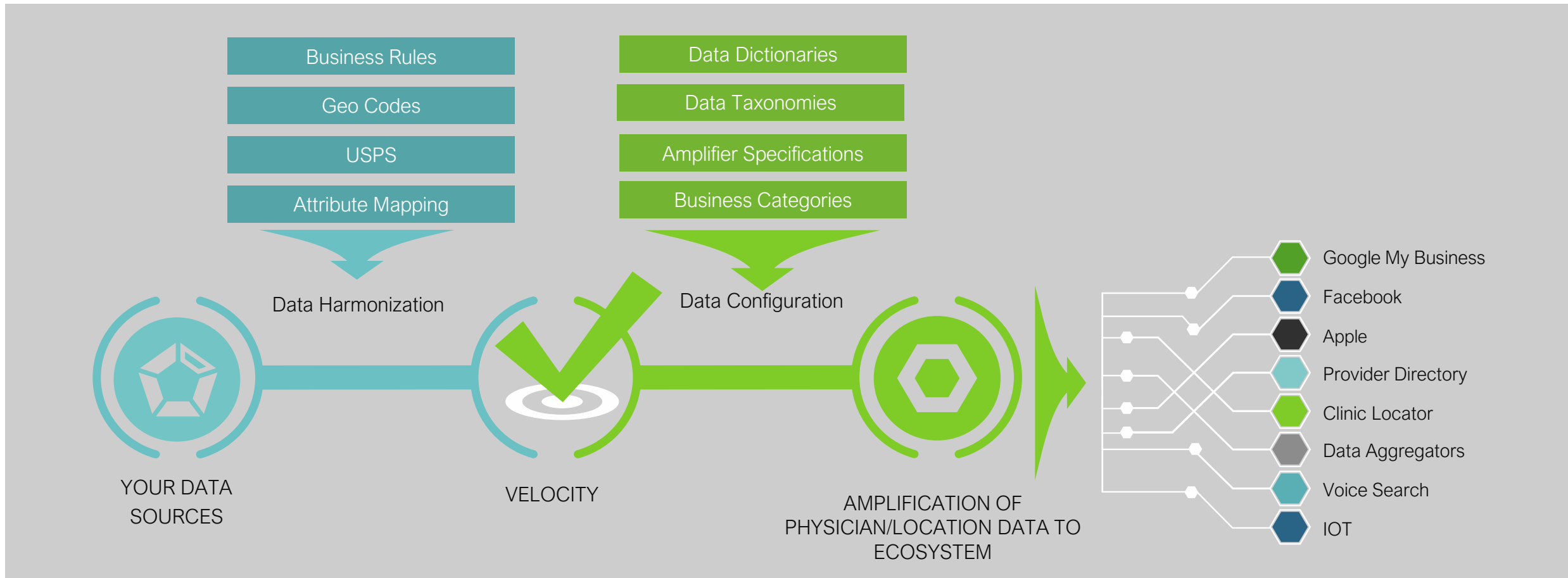
# The Local Search Ecosystem

- Confirmed Relationship
- - - Likely Relationship
- · · Unconfirmed Relationship



AND THEY ARE ALL  
INTERCONNECTED

# HARMONIZE, CONFIGURE, AND AMPLIFY YOUR PHYSICIAN / LOCATION DATA

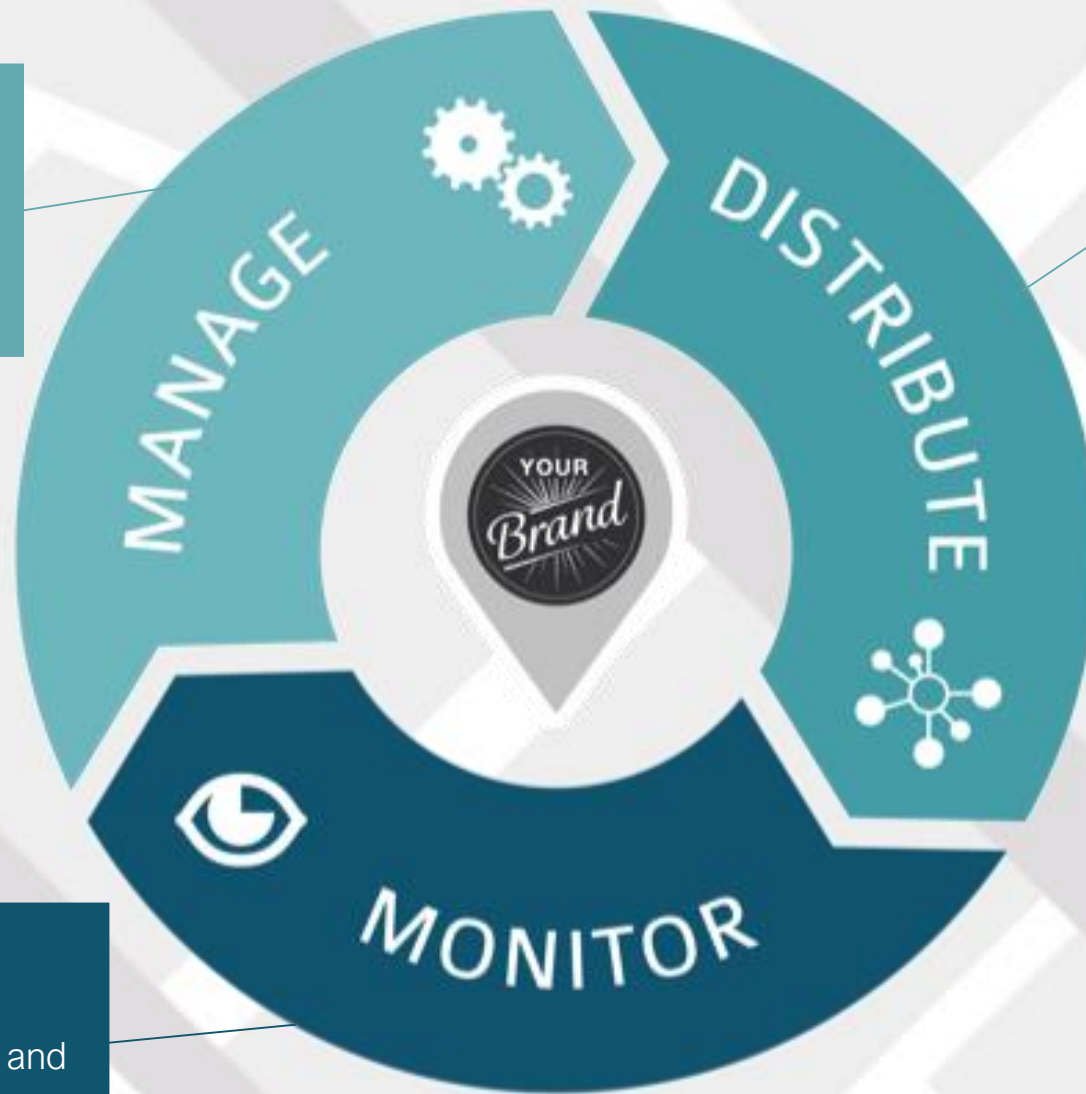


## MANAGE

Build local data assets by consolidating, cleansing, categorizing, and optimizing data

## DISTRIBUTE

Unleash your location data by distributing to data amplifiers to increase visibility



## MONITOR

Understand your location data health and how you can improve

# OSF SUCCESS

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**OSF**<sup>®</sup>  
HEALTHCARE

203

MANAGED LOCATIONS



LOCATION DATA HEALTH  
MAY 2017

258

DATA POINTS FIXED\*

21

LISTINGS  
CREATED\*\*

On average, our team would spend **20 MINUTES** per data point ensuring data accuracy without SIM.

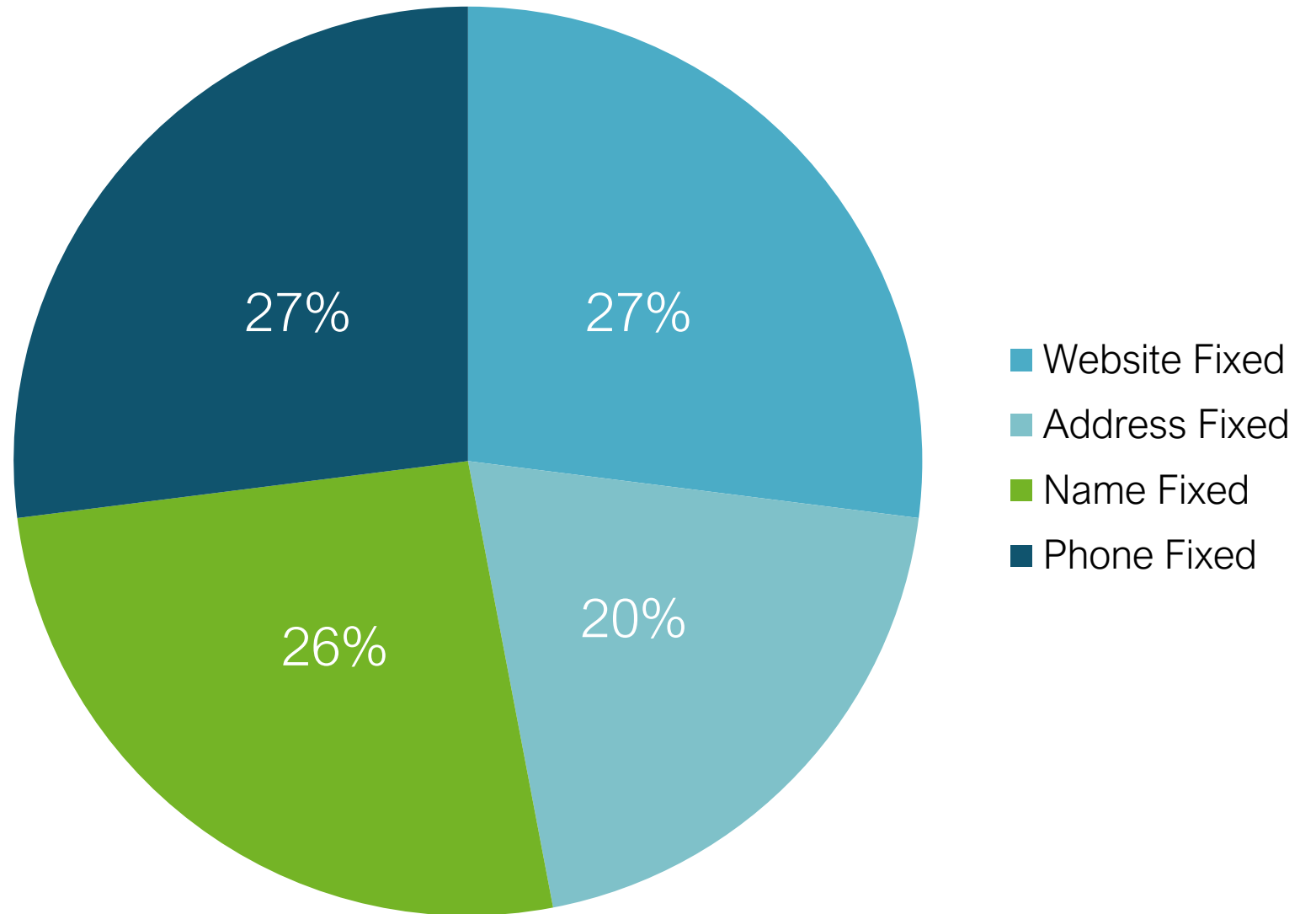


**THIS MONTH, SIM SAVED OUR TEAM ROUGHLY 11 DAYS OF WORK.\*\*\***



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## WHAT DATA WAS FIXED





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WHERE THE DATA WAS FIXED



- BingLocal
- CitySearch
- Facebook
- Google My Business
- Insider Pages
- Local
- MapQuest
- Super Pages
- Yahoo Local

3,925

DATA POINTS FIXED SINCE LAUNCH



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LOCATION DATA HEALTH

**SIM**Partners  
VELOCITY  
HEALTH



SINCE LAUNCH, THIS TECHNOLOGY SAVED ROUGHLY 164 DAYS OF WORK.



LOCATION DATA HEALTH

**SIM**Partners  
VELOCITY  
HEALTH

61%

IMPROVEMENT FOR  
LOCATIONS SINCE LAUNCH

# VALUE DELIVERED

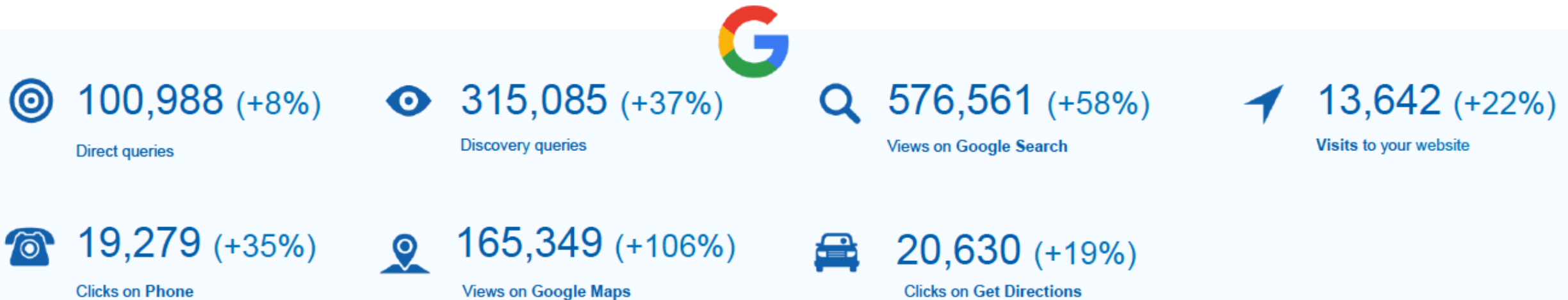
*Ensuring data accuracy in the local ecosystem means...*

- An increase in visibility in 100s of places where location data exists
- A stabilization of conversions opportunities
- A reduction of overall risk in traffic loss
- A solid foundation to build other marketing efforts on top of

# GOOGLE MY BUSINESS REPORT BEFORE & AFTER

## INSIGHTS

Google My Business Insights Reporting  
July 1, 2017 – July 31, 2017 (% change from July 2016)

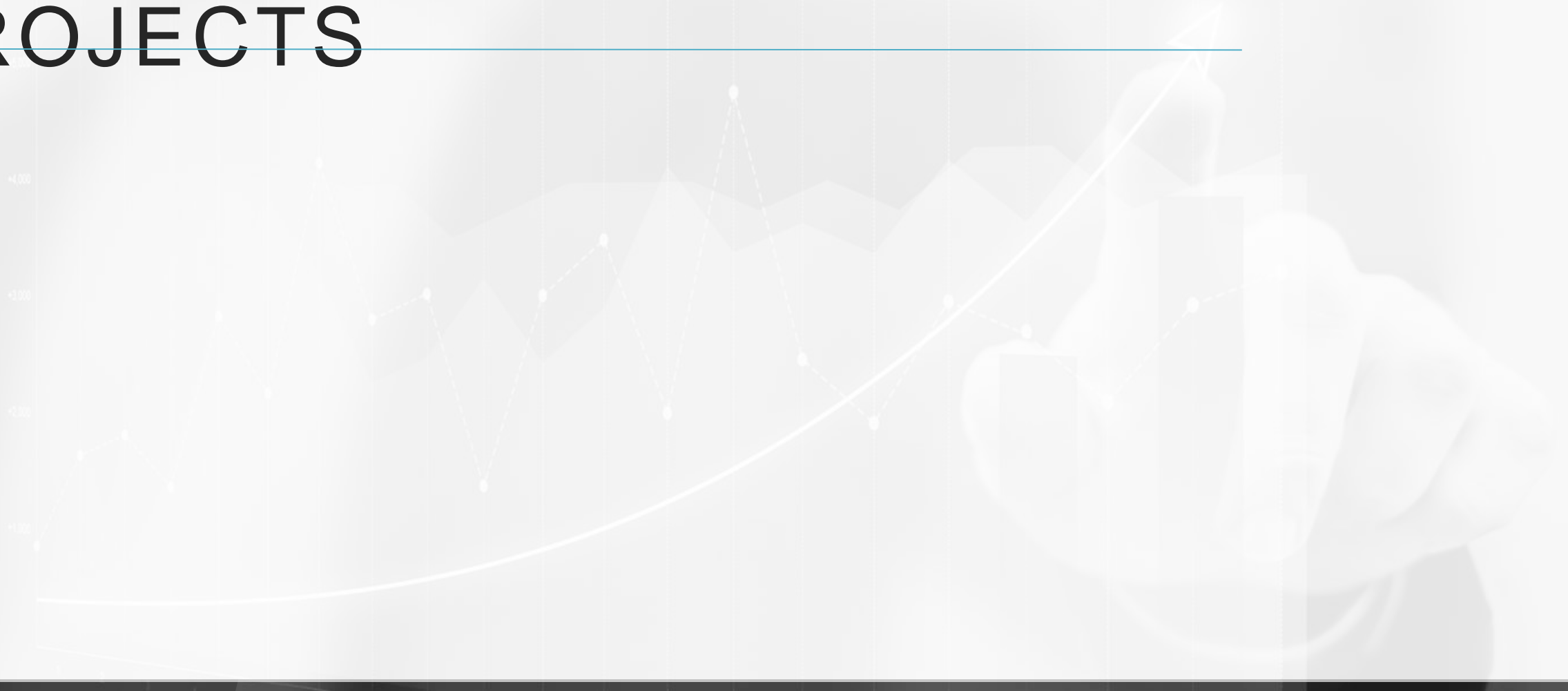


**Direct queries:** This figure is how many people searched for and found you from a direct search (your name).  
**Discover queries:** This figure is how many people searched for services or products that you offer and which you appeared.

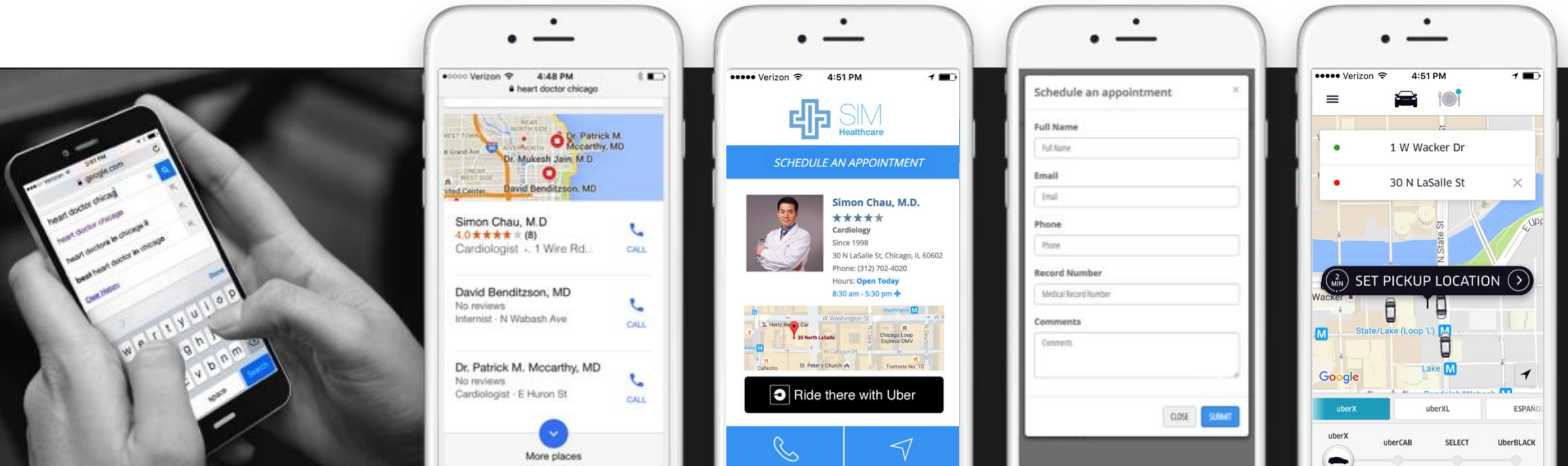


# OTHER DIGITAL PROJECTS

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# CREATING AN ON-DEMAND CONSUMER EXPERIENCE



SEARCH QUERY



Local Search Results

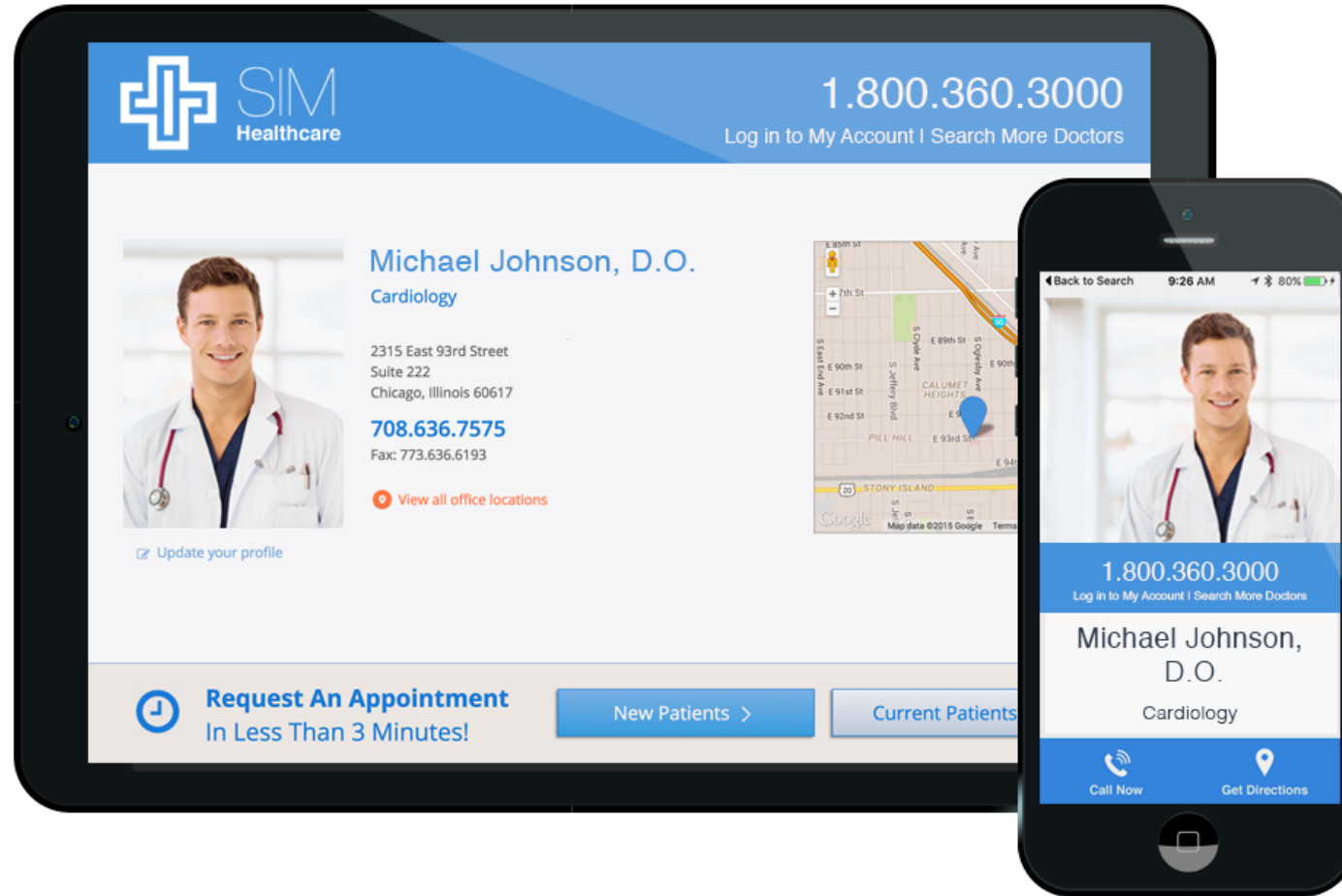


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# DIGITAL ACCESS TO CARE



# IMPROVE SEARCH VISIBILITY WITH PHYSICIAN PROFILE PAGES BUILT FOR SEO



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BOOK

## About Me

**Quality healthcare, where you need it, when you need it.**

I have practiced cardiovascular medicine in New Hampshire since 1999 and joined SIM Health as a cardiologist in 2011. I was raised in New Hampshire and always loved the outdoor activities the surrounding area has to offer. My wife and I are happy to be raising our three daughters here! As a family, we have been very happy with our decision to join SIM Health, where the need to balance family life with professional life is well recognized. In my time here I've been very impressed with how SIM Health strives to make sure our patients always come first. As an organization, we are always working to improve the quality of care delivered to our patients. &nbsp;I commit to building a strong relationship with patients and ensuring that they and their families feel as comfortable as possible while under my care.

## Languages

Cantonese, English,

## Insurance

Aetna Classic - PPO  
Blue Choice Select PPO -  
Blue Cross Community MMNA -  
Coventry PPO - PPO  
Delta Dental Premier PPO - PPO  
Humana Medicare Advantage PPO - PPO



Solve for Duplicative Content



Implement Schema.org and Critical Tags



Decrease Page Load Times



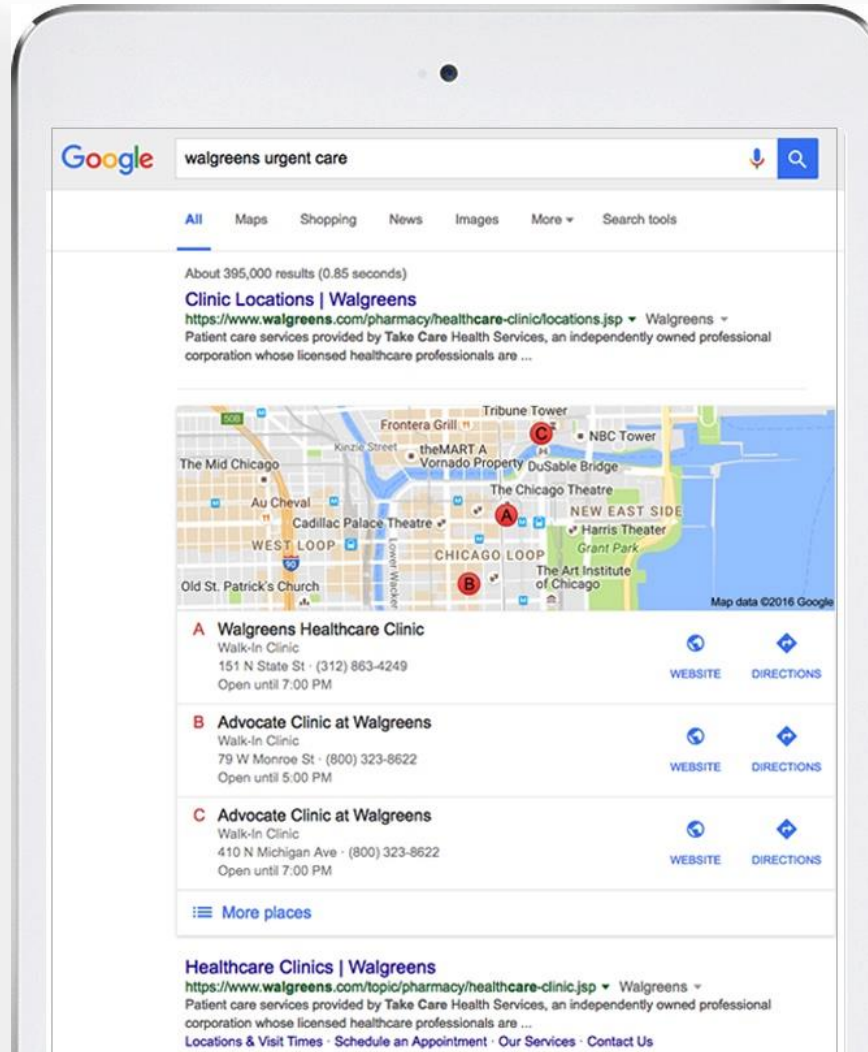
Mobile Responsive Pages

INCREASE RANKING ON IMPORTANT BRAND AND NON BRAND KEYWORDS

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# SEARCH FOR IMMEDIATE CARE



# KEY TAKE AWAYS

1. How does your healthcare system benefit from a location data strategy?
2. Is your location data correct and listed correctly across the ecosystem?
3. What are the other components of your acquisition strategy impacted by location data? Provider pages? Physician directories?



**THANK YOU**

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