

## Wednesday, January 31, 2018



**Jill Austin**

Chief Marketing Officer  
Vanderbilt University Medical  
Center



**Megan F. Pruce**

VP, Strategic Marketing  
Vanderbilt University Medical  
Center



**Erinne Dyer**

Executive VP, Growth  
Envera Health

How to Create Customers for Life:  
The Healthcare Access Edition

Featuring Retail-Oriented Strategies to Transform the  
Patient Experience

Wednesday, January 31, 2018

VANDERBILT  HEALTH

## Brand

Your brand is the **sum** total of your company's values as evidenced by how you **deliver** on those **values** at every point of contact

## Patient Experience

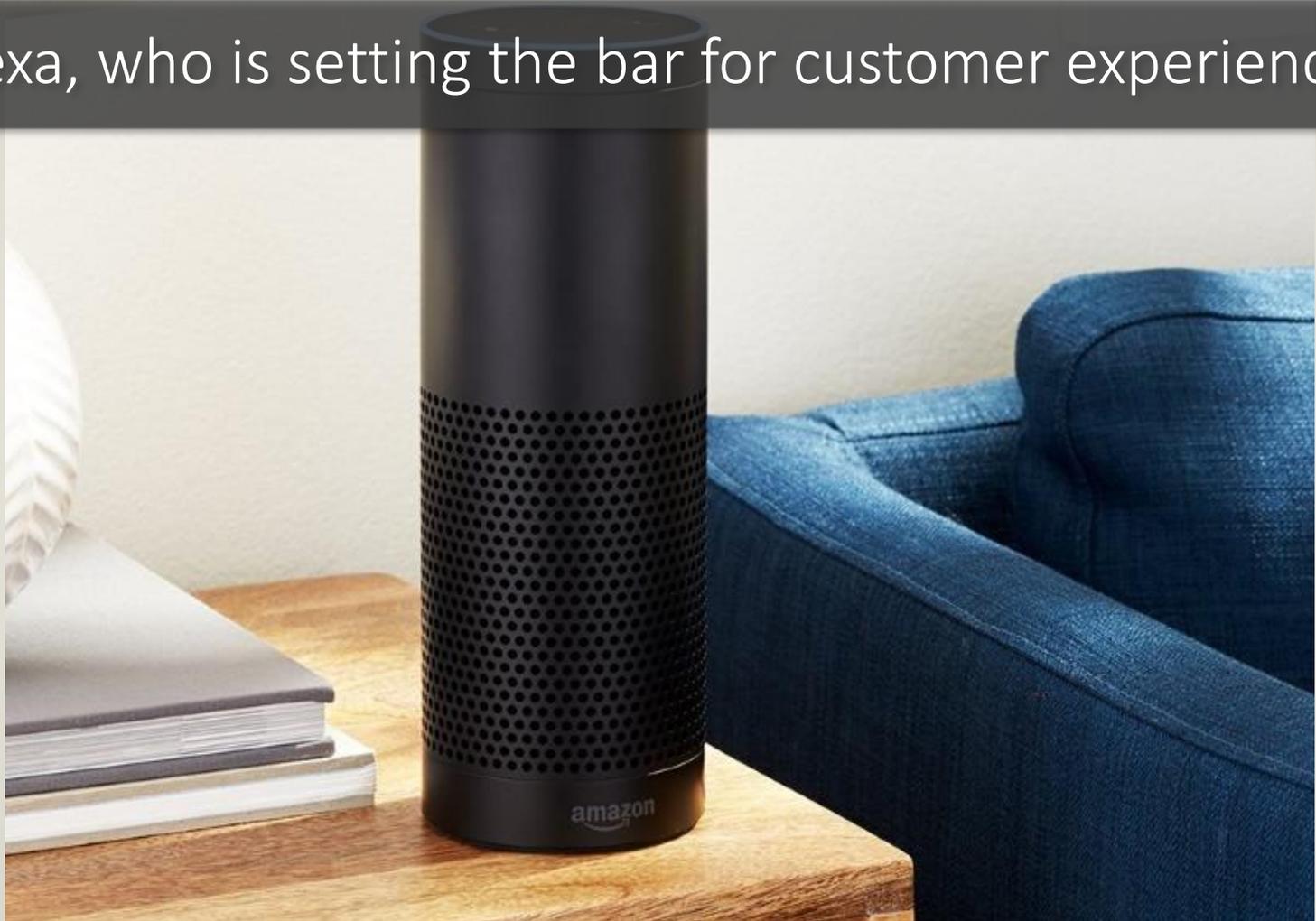
The **sum** of all **interactions**, shaped by an organization's **culture**, that influence patient **perceptions** across the **continuum** of care.

A young woman with long, wavy red hair and freckles is smiling gently at the camera. She is wearing a blue denim shirt and holding a white ceramic mug with both hands. A gold ring is visible on her left hand. The background is a blurred indoor setting, likely a cafe or restaurant, with warm, golden bokeh lights from lamps or windows.

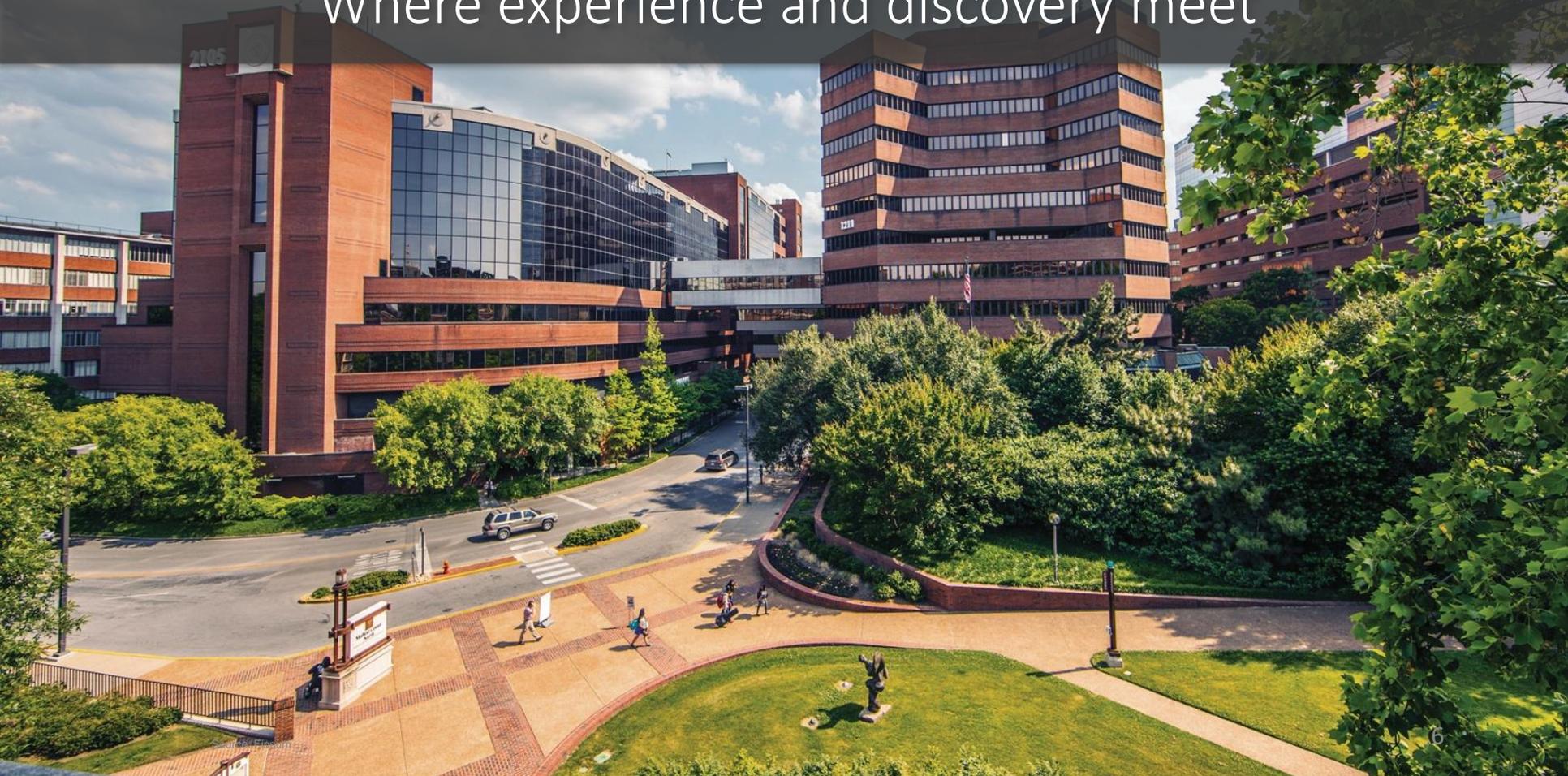
Our promise to you

[LEARN MORE >](#)

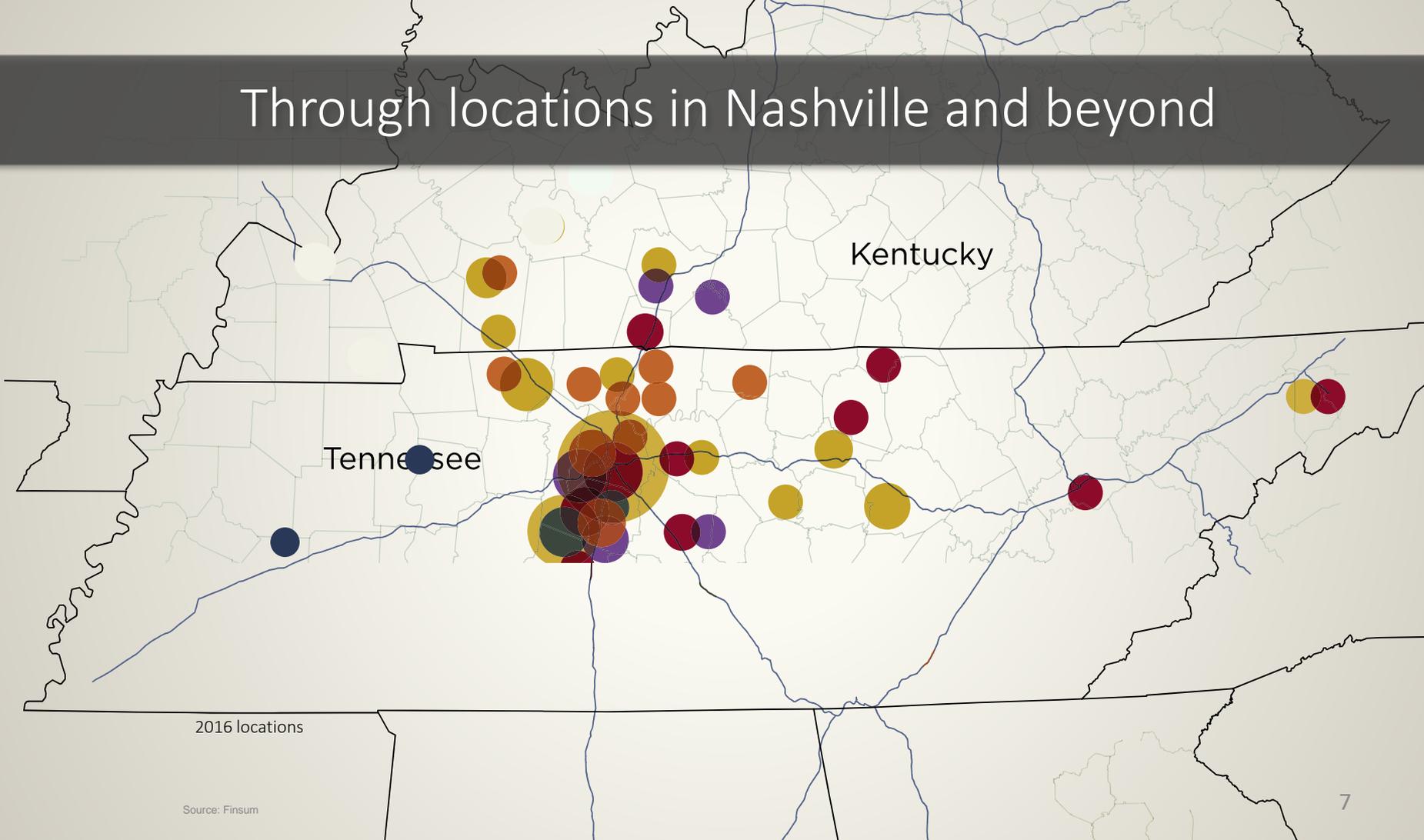
Alexa, who is setting the bar for customer experience ?



Where experience and discovery meet

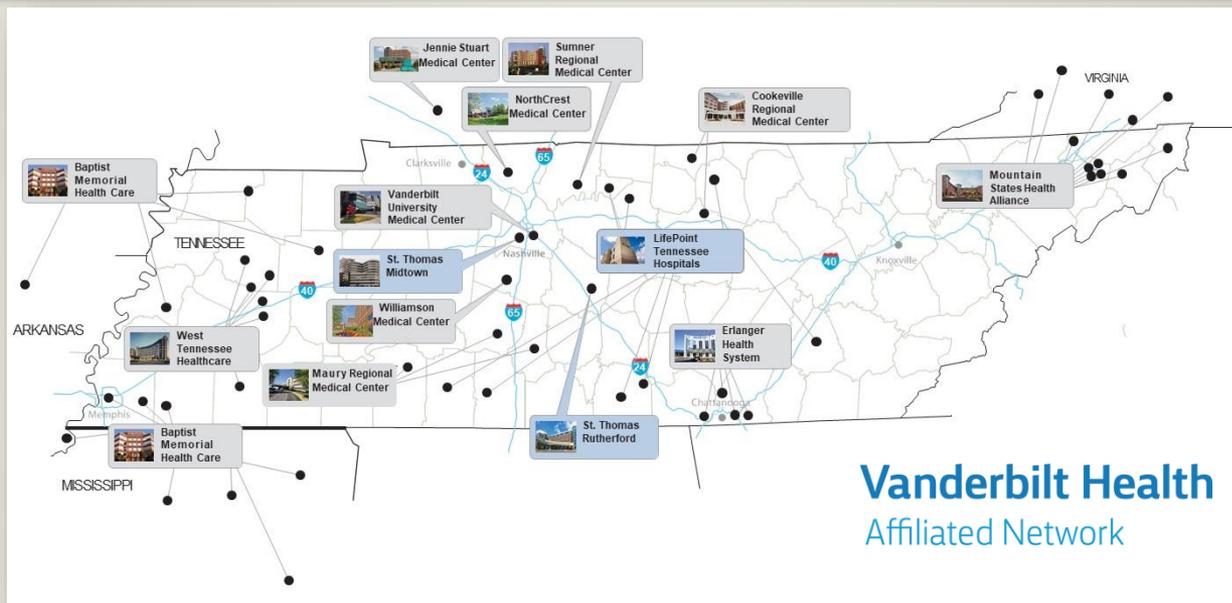


# Through locations in Nashville and beyond



2016 locations

# Collaborating to Deliver Better Care & Build Healthier Communities



## Network by the Numbers

<b>2017</b>	225,000 managed patients	<b>5,100+</b>	Total Participating Providers	<b>13</b>	Health Systems
<b>2018</b>	310,000+ managed patients	<b>2,000+</b>	Primary Care Providers	<b>60+</b>	Hospitals
		<b>3,000+</b>	Specialists	<b>350</b>	Practices
	Contracts with all national carriers and via Medicare ACO (MSSP)			<b>105</b>	Quick Care Sites

What are they saying?

“Near Me”

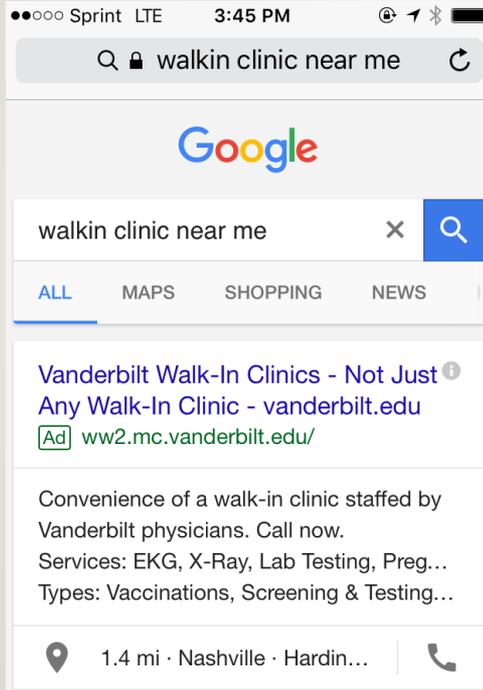
“For Me”

“Know Me”

## Near Me

“It’s about **convenience** and making that care based on **when I want to get it** and **where I can get it.**”

# Near Me



# Near Me

Vanderbilt  
Health OnCall  
Comes to You  
7 Days a Week.

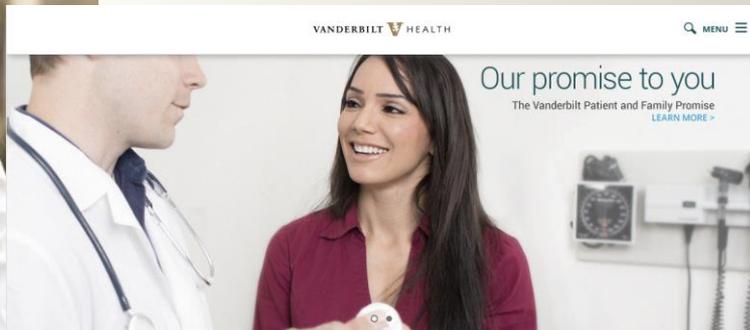
Insurance now  
accepted.

Click here for  
more information.



Vanderbilt Health OnCall  
Rest where you are,  
while we come to **you.**

[GET THE APP](#)



Doctor Directory

Find your doctor's office information or search for a new doctor.



Request an Appointment

Choose the best day and time for you. We will get back to you within one business day.



Locations and Parking

Find where to park when visiting your doctor's office or search by location.



Now Making House Calls

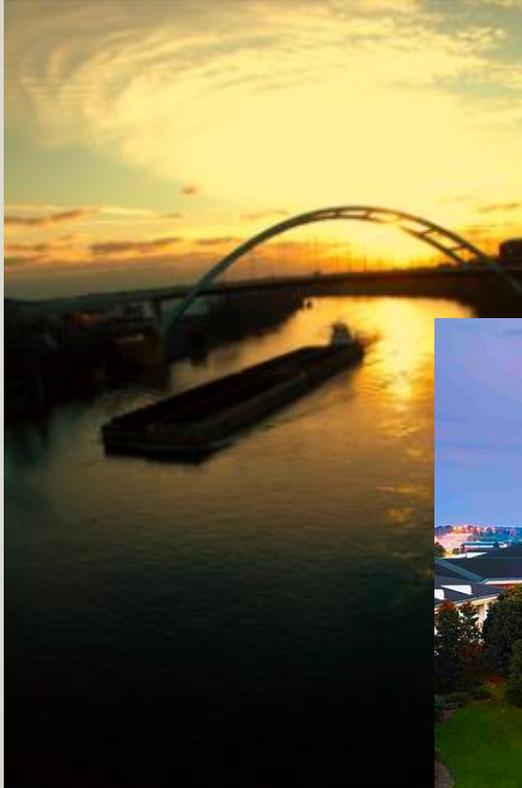
Rest where you are,  
we come to **you.**



Patient and Visitor Information

Find phone numbers, visiting hours, how to get a copy of medical records and more.  
[LEARN MORE >](#)

# On-Site Services for Employers



## For Me

“Personalize my care so it’s **appropriate** for me.”

# Surgical Weight Loss

Going to where consumers are:  
Email and Facebook

Vanderbilt Center for Surgical Weight Loss

Begin to change your life with the click of a button

First Name

Last Name

Email Address

Phone Number

Why are you interested in weight loss surgery?

[Request more information](#)

Please fill out all required fields.

[View Lyna's Journey](#)

Spring is the season of renewal, so why not commit to a new you? Finally shed the weight you struggle with.

Let us help you lose the weight that complicates everyday tasks like taking a shower, playing with the kids in your life or simply crossing your legs.

We know losing weight is not an easy thing to do, but we make it easier with a personal care team dedicated to you. As your lifelong partner, we are there for you from the first phone call to your renewed life.

Vanderbilt University Medical Center  
1161 Medical Center Drive  
Nashville, TN 37232

Email clicks through to landing page with a video and contact form. Contacts are saved in CRM for future outreach.

Vanderbilt Health  
Sponsored (demo)

For many people, weight loss is not as simple as exercising more and eating less. Here, experts from the Vanderbilt Center for Surgical Weight Loss clear up myths about the surgery on My Southern Health.

**Weight Loss Surgery**

Weight loss surgery sometimes gets a bad wrap, folks say that it is "the easy way out" or "unhealthy," but find out why these and other myths are incorrect.

[Learn More](#)

MYSOUTHERNHEALTH.COM

18 Likes 3 Comments 1 Share

Like Comment Share

Facebook sponsored post ran for two weeks. Resulted in 376 clicks to the website.



# For Me

## My Health Walk-In Clinics

- ✓ Same-day care.
- ✓ Convenient hours and locations.
- ✓ Vanderbilt providers you can trust.



Find a clinic  
near you



Find a clinic for  
your condition

[Or show all clinic locations](#)

## My Health Walk-In Clinics

- ✓ Same-day care.
- ✓ Convenient hours and locations.
- ✓ Vanderbilt providers you can trust.



Find a clinic  
near you



Find a clinic for  
your condition

## Find a clinic for your condition

What is your condition or symptom?

- ✓ Allergies (seasonal)
- Animal bites
- Asthma
- Back pain/strains
- Bladder infections
- Broken bones
- Bug bites and stings
- Colds



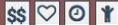
### Vanderbilt Children's After-Hours Clinic

Nashville (1.1 miles)

Hours today: 6:00 p.m. - 9:30 p.m.

1111 Address Line 1  
(615) 555-6666

**A** Show details



### Vanderbilt Children's After-Hours Clinic

Nashville (1.4 miles)

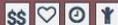
Hours today: 6:00 p.m. - 9:30 p.m.

2222 Address Line 1  
(615) 666-7777

**B** Show details



Did you know a Vanderbilt provider can come to you?  
Learn more about **Vanderbilt Health OnCall** >

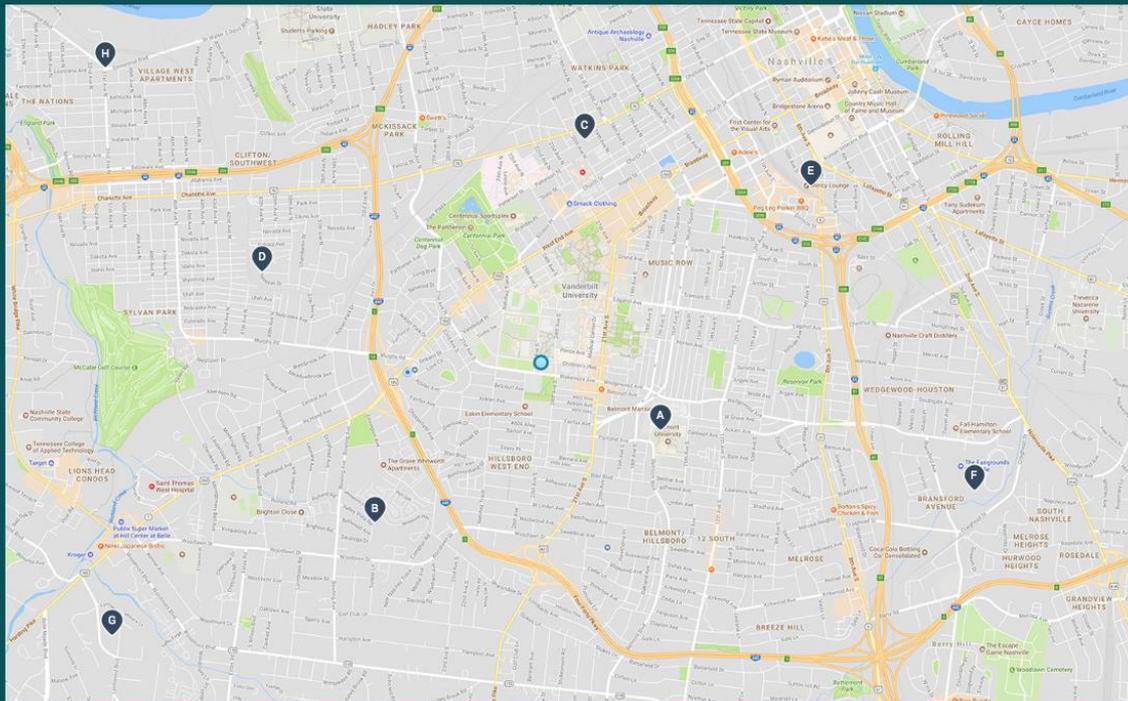


### Vanderbilt Children's After-Hours Clinic

Belle Meade (1.6 miles)

Hours today: 6:00 p.m. - 9:30 p.m.

3333 Address Line 1



Learn more about all of our same-day care clinic options

## Our Same-Day Care Clinics

### Vanderbilt Health Clinic at Walgreens

Vanderbilt Health Clinic at Walgreens offers a wide range of services to meet the immediate healthcare needs of your entire family. Whether you need treatment for minor health issues ranging from coughs or colds to strep throat or minor injuries, you can find easy access to quality healthcare in your community.

#### Common conditions treated

Allergies
  Headaches and migraines
  Immunizations
  Flu Shot

#### At a glance

-  Nurse practitioners 
-  Evening hours 
-  Weekend hours 

## A Vanderbilt Provider Comes to You

### Vanderbilt Health OnCall

Available 7 days a week, 8:00 a.m. - 8:00 p.m.

#### At a glance

 Nurse practitioners 

3  
Impression in face to face meeting

1  
Accepts your insurance

7  
Board certified

Factors when choosing a doctor, in ranked order

4  
Time spent with patients

2  
Experience with procedure or treatment

5  
How long it takes to get an appointment

6  
Helpful staff

**Doctor Directory**

Print Find a Doctor

**Marion Leonard Messersmith, MS, DDS** (615) 936-8422

Associate Professor and Program Director Division of Orthodontics  
Division Chief, Division of Orthodontics

★★★★★ 4.8 80 ratings | 23 comments

[Request an Appointment](#)

Insurance Plans accepted by all our doctors  
Physician Referrals

This doctor has been recognized as one of **America's Best Doctors**.

**Patient Care Emphasis**  
Interventional Pain  
Chronic Back Pain  
Complex Region Pain Syndrome  
Failed Back Surgery Syndrome  
Post Neuropathic Neuralgia  
Oral and Maxillofacial Surgery  
Cleft Palate  
Orthodontics

**Specialties**  
Orthodontics

**Board Certifications**  
Orthodontics - American Board of Orthodontics, 1992

**Education**  
MS - Saint Louis University, 1984  
DDS - University of Nebraska Lincoln, 1977  
Residency - Saint Louis University Medical Center, 1984

**Location(s)**  
**Vanderbilt Orthodontics**  
1500 21st Avenue South  
Suite 3400  
Nashville, TN 37212

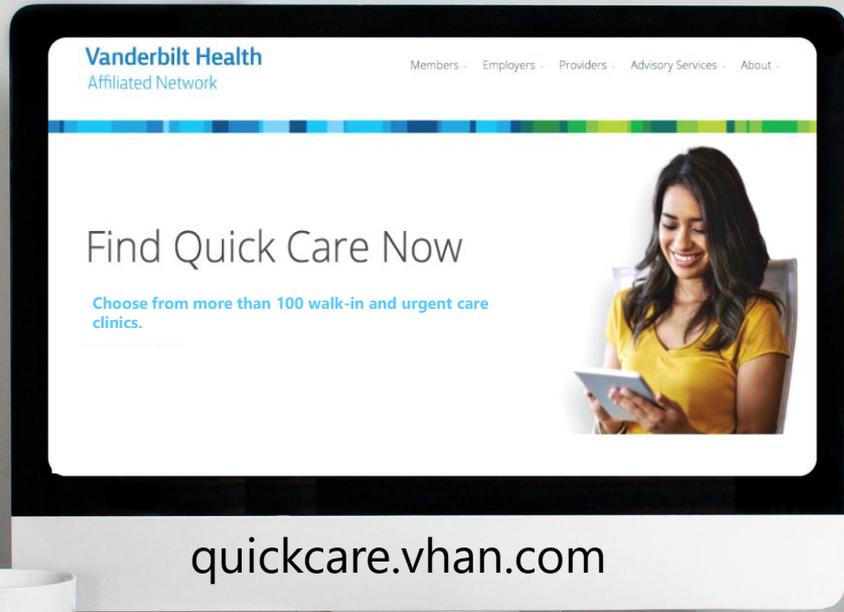
**Vanderbilt Interventional Pain Center at One Hundred Oaks**  
Vanderbilt Interventional Pain Center  
719 Thompson Lane  
Suite 22209  
Nashville, TN 37204

**Map**  
Vanderbilt Heart & Vascular Institute  
Petracek Michael MD  
Abu-Halimah Ahmed MD

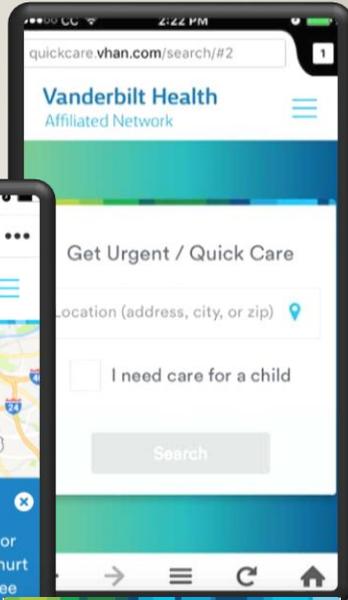
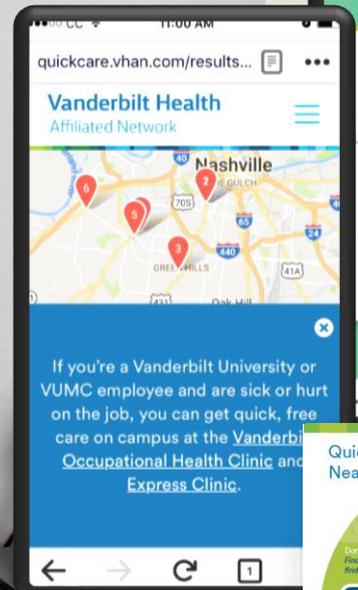
**Patient Comments**  
Patient Comments are gathered from the Press Ganey Patient Satisfaction Survey and displayed in full. Patients are not identified in order to respect patient privacy. [Learn about our Patient Satisfaction Survey >](#)

We could not love Dr. Smith more. He's a fantastic Doctor.  
Patient | February 19, 2016

Dr. Smith is the greatest. I would follow her anywhere he went, should he ever leave. He has exceeded all of our expectations and consistently gives us incredible care when we see him.



quickcare.vhan.com



NON-EMERGENCY		EMERGENCY ROOM	
Bleeding (not serious)	Headaches	Severe bleeding	Severe chest pain
Cold/flu	Heartburn	Diarrhea	Stroke symptoms
Cuts	Laryngitis	Ear pain	Uncontrolled blood sugar
Ear infections	Pain in joints	Fever	Uncontrolled blood pressure
Eye infections	Stomach pain	Head injury	Uncontrolled seizures
Eye pain	Sore throat	Severe allergic reaction	Uncontrolled vomiting or diarrhea
Flu	Sore throat	Severe allergic reaction	Uncontrolled vomiting or diarrhea
Headaches	Sore throat	Severe allergic reaction	Uncontrolled vomiting or diarrhea
Heartburn	Sore throat	Severe allergic reaction	Uncontrolled vomiting or diarrhea
Laryngitis	Sore throat	Severe allergic reaction	Uncontrolled vomiting or diarrhea
Pain in joints	Sore throat	Severe allergic reaction	Uncontrolled vomiting or diarrhea
Stomach pain	Sore throat	Severe allergic reaction	Uncontrolled vomiting or diarrhea
Sore throat	Sore throat	Severe allergic reaction	Uncontrolled vomiting or diarrhea
Uncontrolled blood sugar	Sore throat	Severe allergic reaction	Uncontrolled vomiting or diarrhea
Uncontrolled blood pressure	Sore throat	Severe allergic reaction	Uncontrolled vomiting or diarrhea
Uncontrolled seizures	Sore throat	Severe allergic reaction	Uncontrolled vomiting or diarrhea
Uncontrolled vomiting or diarrhea	Sore throat	Severe allergic reaction	Uncontrolled vomiting or diarrhea

## Know Me

It's actually thinking about me and checking on me between appointments."

"Nurse would call and **offer suggestions/being proactive** with offering help."

"Say my name, know my history, friendly, get to **know me outside of health issues.**"

1.4m+

total visits

3,800

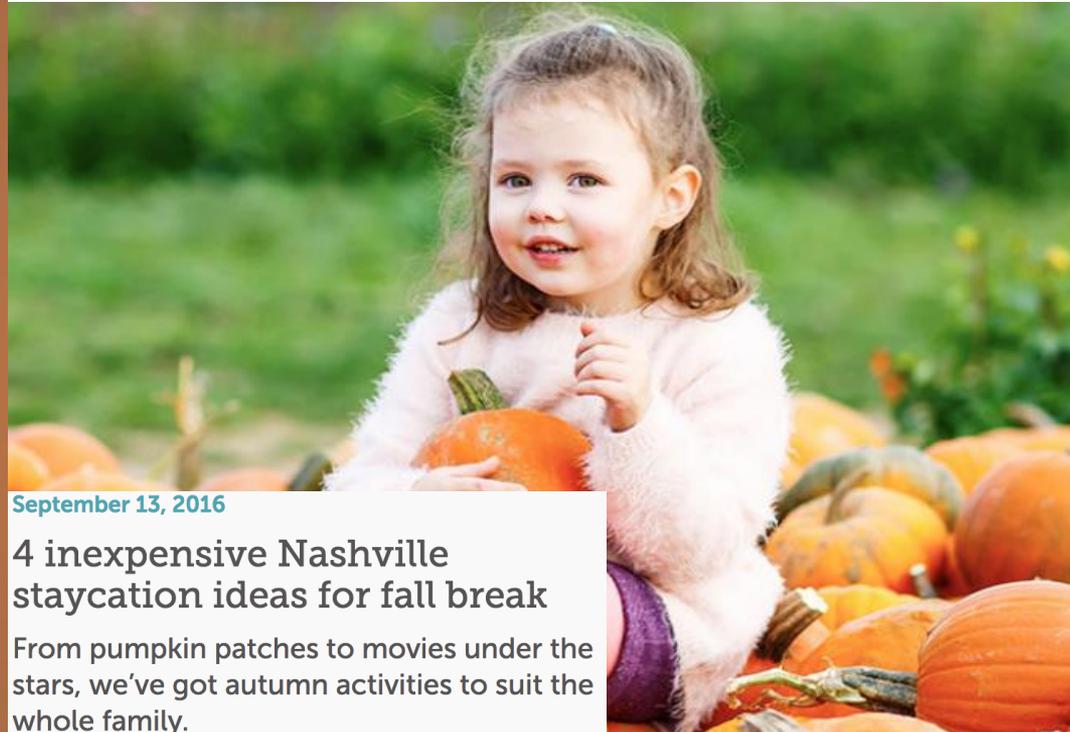
email subscribers

Social media  
following totals

30,000

153m+

Total lifetime reach  
via social media



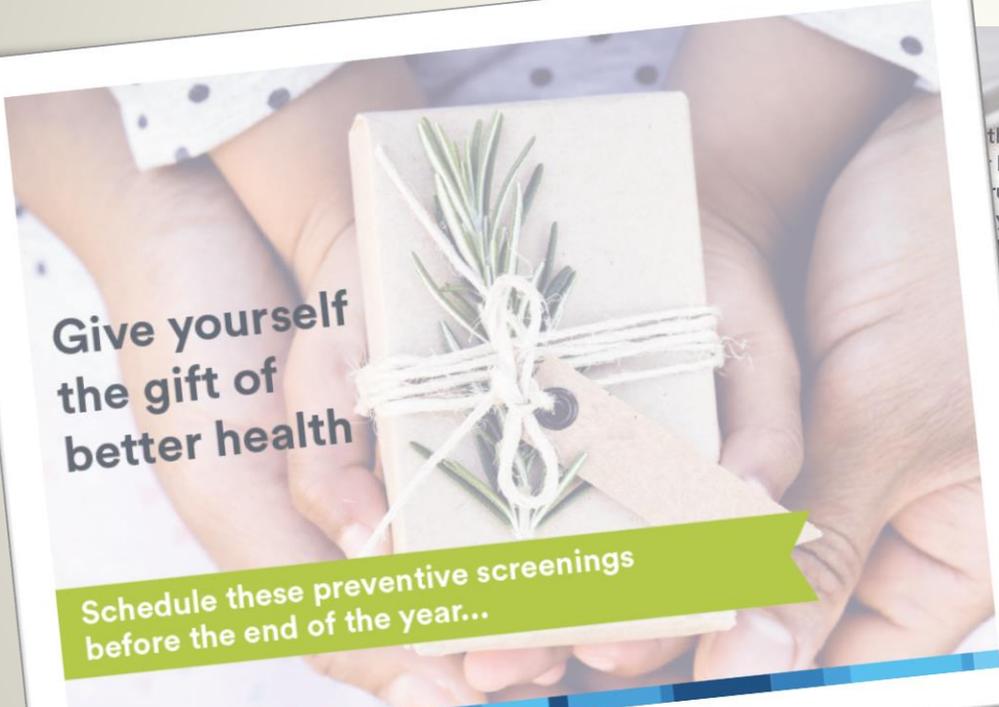
September 13, 2016

## 4 inexpensive Nashville staycation ideas for fall break

From pumpkin patches to movies under the stars, we've got autumn activities to suit the whole family.



# Preventive Care Campaign



Give yourself  
the gift of  
better health

Schedule these preventive screenings  
before the end of the year...

One of the most important things you can do for your health is schedule regular checkups with your trusted primary care provider, who will help you and your family. This ensures you get the recommended screenings to maintain good health.

Call your doctor to find out which of these recommended screenings are needed this year. For assistance, have questions or want to be connected with a primary care provider, call us at:

615) 716-0065

Monday, 6:00 AM to 9:00 PM CST

Tuesday, 6:00 AM to 3:00 PM CST

## Recommended Screenings

Check with your doctor about the following screenings:

- Breast cancer screening
- Cervical cancer screening
- Colorectal cancer screening
- Diabetic screening

*The Vanderbilt Health Affiliated Network has 5,000 high-quality, trusted providers across the state of Tennessee. Your provider is a valued member of the network, dedicated to improving the health and wellness of patients like you.*

**Vanderbilt Health**  
Affiliated Network

Next

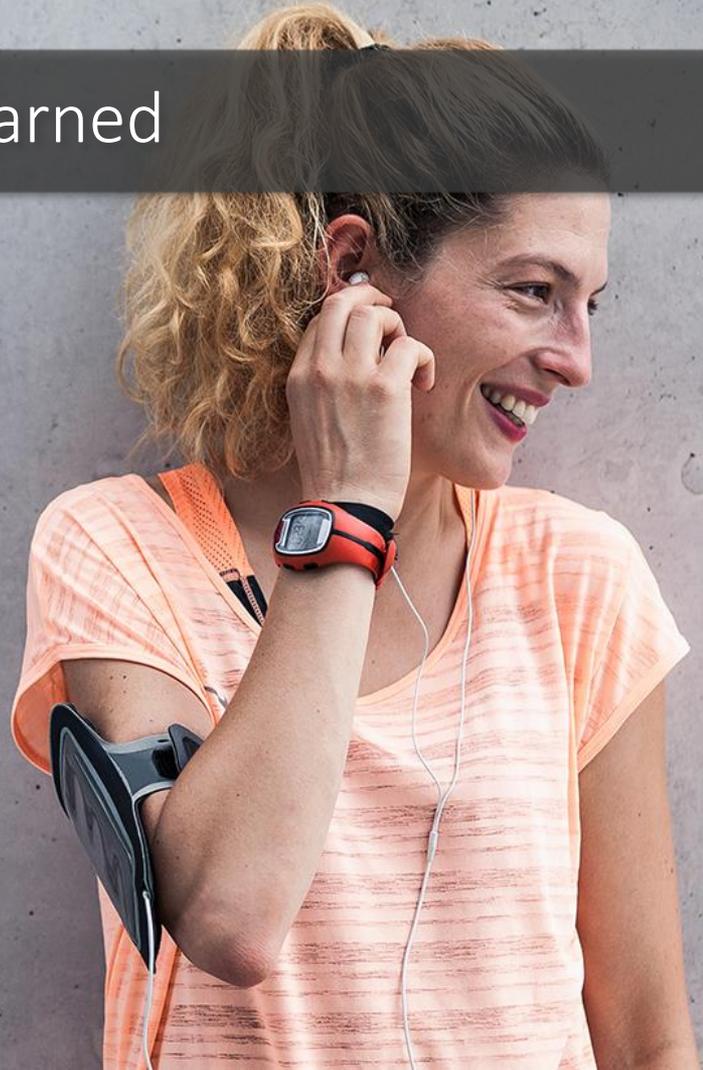
Expand technology enabled interactions

Engagement center

# Loyalty is earned

The foundation of brand is trust. Customers trust your brand when their experiences consistently meet or beat their expectations.

Marty Neumeier “The Brand Gap”



## Key Takeaways

- Keep a pulse on customers and trends
- Align around shared goals with customer at the center
  - Fill in the gaps between healthcare for sticky relationships

# Q&A



**Jill Austin**

Chief Marketing Officer  
Vanderbilt University  
Medical Center



**Megan F. Pruce**

VP, Strategic Marketing  
Vanderbilt University  
Medical Center



**Erinne Dyer**

Executive VP, Growth  
Envera Health

VANDERBILT  HEALTH