

Introducing
Concierge Service
to a
**Women's Health
Product Line**

November 2nd, 2017
ISHMPR Fall Conference





ILLINOIS SOCIETY *for* HEALTHCARE
MARKETING *and* PUBLIC RELATIONS

Mental note to Check calendar on school events for next day
schedule dentist appt
for child A

Google recipe
for dinner

Call
office
Run

Make it to 8am meeting

Pay bills Check email

Step out of meeting to take call from school on sick child

Go back and pick up child A

Shower

Start dinner
Get kids off to school

Make sure kids are ready for next

Tidy up house

Go to next meeting

Empty dish washer

Pack lunch

Make something for

Grab a coffee through (and while waiting)

Lie awake thinking about everything you forgot or didn't get done today

Get another coffee

Bedtime routine

Check email while a

Doctors

Take dogs out

Dress

Work on

proposal/ do

to take Granma to Doctor

calendar

Return emails

Return phone calls

Order lunch

delivery

Run into grocery store for dinner ingredients

research

Check email

Email PTA committee

Run dishwasher

Take parent home-stop to get scripts

WAIT - Look down - see forgotten lunch, run that to school

Get to desk, make to do schedule

Call grandma again to make sure she took meds

Get more coffee

Finish work from home

Leave for work

Learning Objectives

1. Expectations of today's female healthcare consumer
2. Explore a product line and new customer service strategy that is geared toward winning the loyalty of women
3. How this can positively affect your entire organization

Current State of U.S. Hospitals



ILLINOIS SOCIETY *for* HEALTHCARE
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Current State of U.S. Hospitals

...oh boy,
lunch made me
sleepy...

50% of US hospitals are operating at a deficit. Marketing focus of many hospitals has shifted toward increasing volume in profitable and growing service lines.

According to a recent Health Leaders Industry Survey, hospital executives expect to see above average growth in geriatrics, orthopedics, cardiovascular procedures, imaging, oncology and women's health.

Current State of U.S. Hospitals

Until now, most medical treatments have been designed for the “average patient.” As a result of this “one-size-fits-all” approach, treatments can be very successful for some patients but not for others. Precision Medicine, on the other hand, is an innovative approach that takes into account individual differences in people’s genes, environments, and lifestyles.

New England Journal of Medicine 2015; 372:793-795 [February 26, 2015](#)



**Culture Shift
to Consumer
Engagement**

Affordability and Coverage Gaps – rising out of pocket expenses are driving people to choose lower cost options.

Holistic Focus – look beyond traditional care to other determinants of health – integrate nutrition, education, exercise...

Payment for Value – Reimbursement based on outcomes and quality measures.

New Tech – can play a key role in engaging consumers in the management of their own healthcare.

Chronic Disease Management – direct involvement with patients to manage diabetes, asthma and more can lead to better outcomes

Community Benefit – Better manage your population; assess duplicate care as well as service gaps. How can we make our system work better, smarter for patients.

Source: AHA 2017

Marketing to Women



Women
Spend More
on
Healthcare

WOMEN

Inpatient Expenses
= \$188 Billion

Home Health
Expenses
= \$24 Billion

MEN

Inpatient Expenses
= \$165 Billion

Home Health
Expenses
= \$14 Billion

U.S. Healthcare Expenditures

Women are High Influencers

WOMEN

- 64 million US women regularly share advice on products or services
- 25 million wield their influence online
- 95% of women ask advice of other women in the selection of a healthcare provider or facility
- If women are satisfied with their services they will tell 3 – 5 people, if they are dissatisfied, they will tell ten times that number

“...we have to get way, way beyond thinking of women’s health as being limited to pregnancy and delivery...women’s health is everything...”

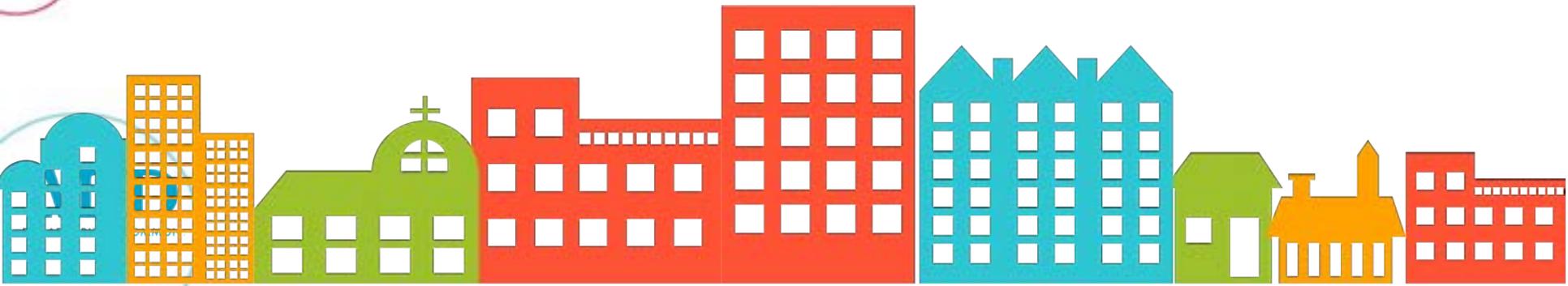
Cutting across a multitude of departments and service lines to be able to put a coherent face and structure around the women’s health delivery system.”

– Michael Dowling, President and CEO



Competitive Edge

Hospitals large and small have a unique opportunity to develop a categorized continuum of care that addresses the needs of women throughout their life cycles, along with family healthcare services that save women time and headaches.



Marketing to Women

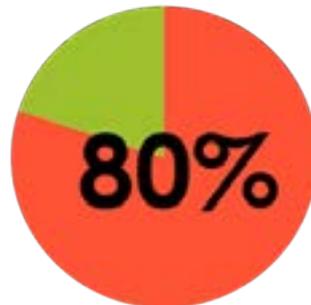
Important Facts

Women dominate healthcare decisions and have clear opinions:

51%


of women are moms.

Women make



of the healthcare
decisions.

66%

don't think healthcare
providers "get them."

Demonstrate Trustworthiness

...uh, I need to schedule THAT appointment....

Just how do you demonstrate trustworthiness?

- Be consistent
- Be rigorous
- Be forward thinkers, continuous improvement
- Be involved in community groups

Marketing to Women

When it comes to
healthcare, women want
the 3 C's:

- **Connections:** Actions, Reactions, Sharing, Value
- **Communication:** Community, Causes, Convenience, Creativity
- **Candor:** Women don't want to be "sold"



Women's Health Product Line Development



Physician Partners

- Discovering the need for specialized physicians and procedures
- Recruiting and partnering with new and existing physicians in areas such as:
 - Cardiology
 - Dermatology
 - EENT
 - Endocrinology
 - Orthopedics
 - Plastic surgery
 - Rheumatology



Product Lines
balanced to
Life Stage

Adolescence

- Prevention
- Family Planning
- Gynecology
- Sport Medicine
- Oncology
- Psychology

Gen X

- Screenings
- Infertility
- Family Planning
- Sports Medicine
- Psychology
- Gynecology

Baby Boomers

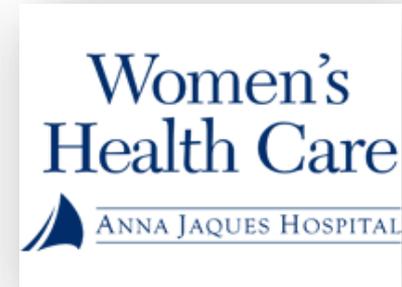
- Screenings
- Prevention
- Gynecology
- Urology
- Internal Med
- Orthotics
- Oncology
- CV
- Gastro
- Cosmetic
- Surgery
- Psychology
- Rehabilitation

Seniors

- Screenings
- Gynecology
- Orthotics
- CV
- Neurology
- GI
- Geriatrics
- Psychology
- Rehabilitation

Brand

- Create a single brand that moves their heart, mind and soul
- Consider a unique logo
- Meld into re-branding effort, organization-wide



The more energy women sense from a brand, the greater its attraction and opportunity to create future value.

Why Concierge

...wonder where
everyone is going
after dinner
tonight...

"If we can help keep people out of the emergency room, if we keep them out of the hospital, if we keep them out of the nursing home, we more than pay for ourselves in terms of improved outcomes for the patient. . . . Honestly we think we're part of the answer to the healthcare issues in the world."

- *Modern Healthcare*

Concierge Medicine

[Doctors](#)[Clinics & Locations](#)[Conditions & Treatments](#)[Patients & Visitors](#) ▾[MyHealth Login](#) ▾

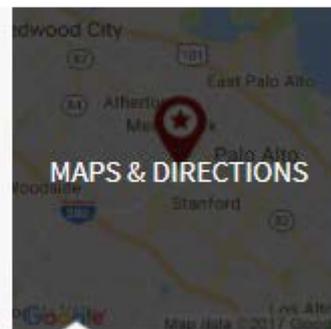
Concierge Medicine

[ABOUT](#)[OUR DOCTORS](#)[CARE & TREATMENT](#)[FOR PATIENTS](#)

PRIMARY CARE

One-to-One Customized Concierge Medicine Care

When you join Stanford's concierge medicine program, you're investing in your well-being. You will have a one-to-one, customized health care program founded on the close relationship you will have with your dedicated doctor. And you'll enjoy a range of conveniences and first-class care to fit your health, work, and lifestyle needs.



900 Blake Wilbur Drive
2nd Floor
Palo Alto, CA 94304
Phone: 650-736-5370

[Getting Here »](#)

[SCHEDULE AN
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WELLNESS](#)

McD
REMARKABLY UNCOMMON.

Package Services

Drive volume by defining a purchase funnel targeted at women.

For example



Services related to family's health:
kids immunizations,
school physicals,
aging parents, flu shots.

Services that they can shop:
OB/GYN,
pediatricians,
elective surgery.

Services that they can schedule in advance:
annual physicals,
mammograms,
bone density.

Services by location:
ER
Prompt Care

Strategic Development

An Integrated Marketing Approach:

- Advertising
- Web/blog contributions
- Video testimonials
- Website/ micro-sites
- SEM/SEO
- Email marketing
- Social media





All women are created equal.
That's where the similarities end.

womanology

No one knows women like Exempla Lutheran.

We care for you like no other woman. Because there is no other woman exactly like you. Your breasts are as unique as your fingerprint. As personal as your DNA. That's why the Exempla Lutheran Breast Care Center has so many diagnostic tools to detect breast cancer early. We offer the latest in mammography, including digital mammography for clearer images. Plus, a spa-like atmosphere to make you more comfortable. Preventive care is the first step in your journey to health, hope, and healing. And if needed, we have a multidisciplinary breast cancer team to develop a highly personalized treatment plan. No one knows women like Exempla Lutheran. Learn more at exempla.org or call (303) 425-8154.



Lutheran
MEDICAL CENTER

8300 WEST 38TH AVENUE / WHEAT RIDGE, CO 80033

Amplify Your Message

- Cross-sell services through:
 - Asking appropriate questions
 - Gathering feedback
 - Listening
 - Respond
- Marketing with compelling messages

Maintain Consistent Contact

- Go above and beyond the expectation
- Cultivate loyalty
- Take action: give them fresh ideas, free advice, etc.

“No one remembers normal.”

Communication

Service that goes above and beyond

- **Initiate a Women's Health Concierge service:** specially trained in helping women with their specific needs
- Establish a direct line to access healthcare information and resources
- Reduce their stress to win them over.
- Take the hassle out of healthcare



Moving the Brand

...checking email again...

- Operations
 - Find your niche
 - Integrate co-locations
 - Package services
- Marketing
 - Develop and strengthen brand
 - Internally, then externally
- Strategic Human Resource Management
 - Introduce the Concierge position

Establishing a Product Development Task Force:

The task force needs to be made up of **visionary staff members** who are empowered to make a difference and make concrete decisions. We suggest adding a couple of visionary women from your primary service area so the decisions don't become internalized.

This group will help formulate the final product mix and how we will package it all together.



Touch
Points

Process

+

Human Touch

=

Higher Patient Satisfaction

The Concierge Role:

- Bond with the women in the communities you serve
- Determine their needs/speak to them on an ongoing basis
- Help them find the right physicians and outpatient services to improve their health and the health of their families.
- Set appointments for them
- Enable email contact!
- Reduce stress
- Make it easier for them to access care that is currently spread all over the place
- Create a competitive edge

Women's Healthcare Concierge Team

Determine what it will take for your service professionals to be successful.

Develop a singular phone number and email for questions, concerns and help.



Women's Health Product Line Development



JOHNS HOPKINS
M E D I C I N E

Johns Hopkins Medicine is offering a new, personalized service to help women manage their doctors' appointments at The Johns Hopkins Hospital, outpatient center, satellite facilities at White Marsh and Green Spring Station, and Hopkins Bayview Medical Center.

To use the Johns Hopkins Women's Concierge Service, **women make a single phone call** or they can find helpful tools and resources at the organization's website. Specially trained concierges are available to schedule and coordinate appointments.

Women's Health Product Line Development



JOHNS HOPKINS
M E D I C I N E

“Women have increasingly complex lives and we want to make it **easy for them** to schedule all the appointments they may need,”

Harold Fox, M.D.,
Director of Gynecology and Obstetrics at Johns Hopkins.

“As physicians we are still learning what differentiates women’s health. Some diseases, like heart or digestive diseases, may appear differently in women and need to be treated differently.”

Redonda Miller, M.D., Associate Professor of Medicine and
Medical Director of the Service

Women's Care Concierge Service

The Women's Care Concierge provides **one number** women can call to access health care information and resources **24 hours a day, 7 days a week.**

- When should I start prenatal classes, and how do I register?
- How do I schedule a mammogram?
- Do I need a doctor's referral for an osteoporosis scan?
- Is there anyone who can help me make healthy lifestyle changes?

To add further peace of mind for women, HealthEast staffs Nurse Triage with a doctor on hand for more serious issues.

How do we refine the process from mammogram to diagnosis for women?

- Reduce their stress by getting the entire medical team together to read, evaluate and diagnose.
- Other facilities *are* doing this- Radiologist, Surgeon and Oncologist.
- Successful facilities were instrumental in reducing the process from months down to weeks.

Reduce Stress and Improve Satisfaction

Communication



Communication

Community

- Step into their world – church, friends, family, coworkers.

Tell them stories.





Social

Social Media

- Put the brand presence out in front.
- Find sites women like to visit and direct them to your site and social media channels
- Reward those who praise you online.
- Respond to negative posts... offline



Support

Causes

Many women are very passionate – think locally by supporting events they care about.

Example:

Tie in to local causes and build a promotion around it.



Southampton Hospital accomplished this by:

- Public Access TV show:
dialysis, breast care, to cardiac rehab
- Health Fairs
 - Fitness programs
 - Look Good/Feel Better programs
- Advisory Committees
 - Smoking cessation work group focused on how to reduce number of county residents who smoke.
 - Unintentional injury work group who develops strategies to prevent unintentional injuries with a focus on fall prevention for ages 65+.

Communication

Convenience

Don't make things difficult for them.

Example: Give them a way to opt-in to events via mobile calendar.



Creativity

- Design with women in mind. Women think visually, problem/solution
- Don't bombard women. Talk to them one-on-one.
- Be clever. Approaches that fly in the face of the norm.
- Startle them. Get their attention. Women think: "I need focus." "I am distracted."



Advantage

If your hospital or health system can do a superb job of taking care of area women, they will increase brand preference across all service lines since women are the primary decision makers for their entire family.



Timeline



Timeline

Phase 1 Timeline

- Strategic Planning
- Leadership Approval
- Team Selection-Task Force
- Establish Vision
- Establish Goals, Benchmarks and Metrics
- Hospital leadership team reviews plan and potential services to include in product line
- Determine resources, costs and potential ROI
- Board Approval

Timeline

...is this about
over...

Phase 2 Timeline

- Team (leadership, taskforce) meet to finalize product line and operational strategy
- Final product line model and promotional plan formulated
- Final review by leadership team
- Focus group testing
- Final approval by management team

Timeline

Phase 3 Timeline

- Health Coordinator Job Description/Recruitment Plan
- Brand development
- Promotional campaign concepts
- Focus group testing
- Promotional campaign final production
- Campaign launches
- Initial blitz concludes

Phase 4

- Measurement, Reflection and Adjustment

Questions?

Thank
you!



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