CRM in Healthcare: the path forward for engagement

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DVHIMSS 2018

Digital Healthcare Consumer Paradox

Secure with Vigilance™

Health Information Security Services

Certified HITRUST Assessor **since 2011**

Engage with Insight™

Enhanced Care Coordination

Digital Ecosystems for Service Line Acceleration

Inspira Health Network

- Southern New Jersey
- 3 Hospitals & 2 Health Centers
- 150+ care access points
- 1,100+ member medical staff
- Key systems
  - Cerner Millennium
  - Soarian Financials
  - InFor
  - Microsoft (Office, AD, Azure, Dynamics)

The Inspira Promise

Our promise is to deliver high quality care in a completely safe environment while using all of Inspira's resources and capabilities to exceed patient expectations.

Delivering the Inspira Promise

Guiding Principle

Pressing need

In-source customer service function branded as Healthcare Concierge – 1-800-INSPIRA

Own every touchpoint with the consumer

The Case for CRM

Awareness	Consideration	Purchase	Service	Loyalty
Marketing	*Information Access*	*Choice*	*Delivery of Care*	*Repeat Customer?*
★ PRM	👤 Customer Svc			🔑 Health+
Opportunity		HIS Traditional Reach		Opportunity
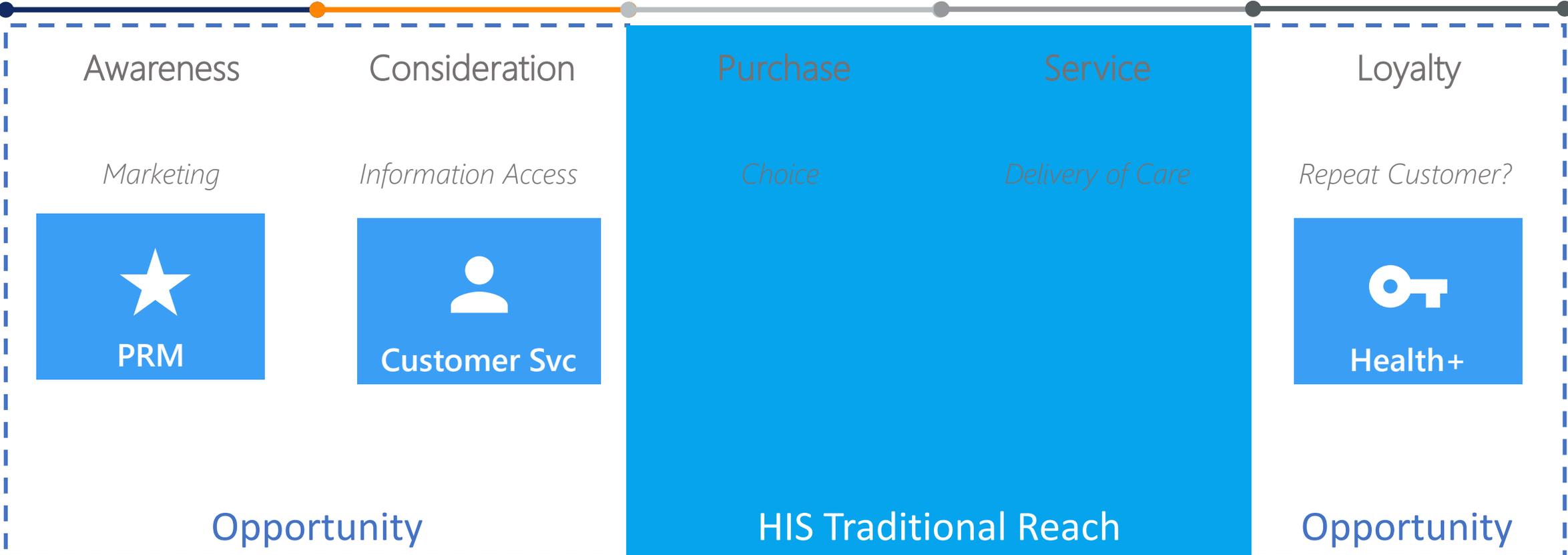
How else can we leverage CRM toward the creation of an Engagement Ecosystem?

Proliferation of Ideas

Emphasis on technologies experienced outside of Healthcare

Examples include:
Apps, Home Assistants, Beacons, and Bots

Development of Approach

Focus centered on Patient Engagement

Ride the wave with other key systems' initiatives (Cerner)

Features and capabilities must be compelling and align with digital natives' expectations

Understand data needs and where data should live
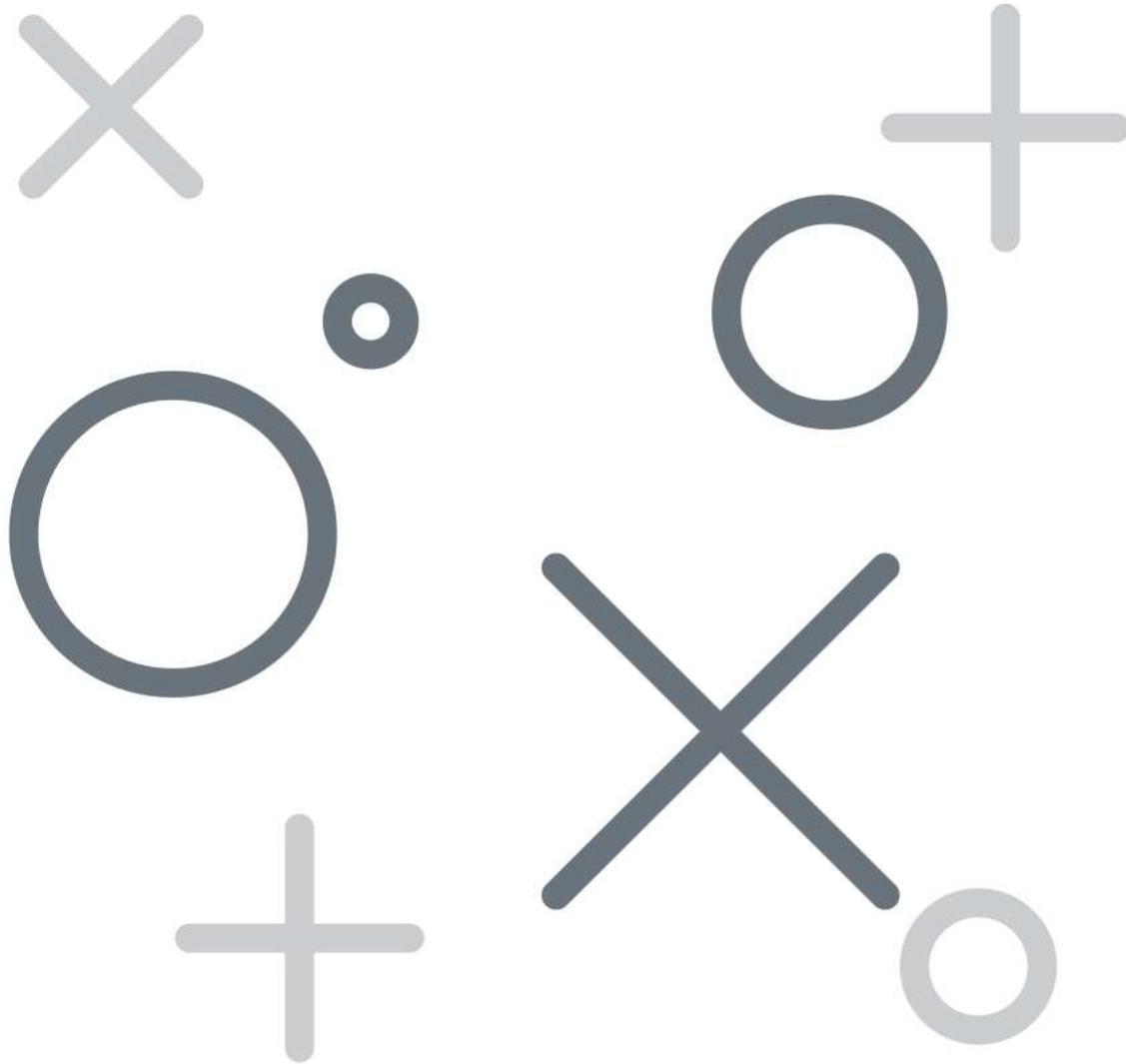
Strategic Evaluation

Understanding of fit with overall roadmap

Vendor solutions assessed according to "plug-ability" into ecosystem

Are they architected to support web services integration?

Are they willing and able to federate identity?

Can user engagement with their platform be instrumented? How else will we measure ROI and solution efficacy?

Deeper Collaboration
with Marketing and Operations

What can and should set us apart from our competitors?
How does consumerization and engagement contribute to marketing?
How does innovative engagement technology intersect with operations?

Marketing

Marketing

Technology

Technology

Operations

Operations
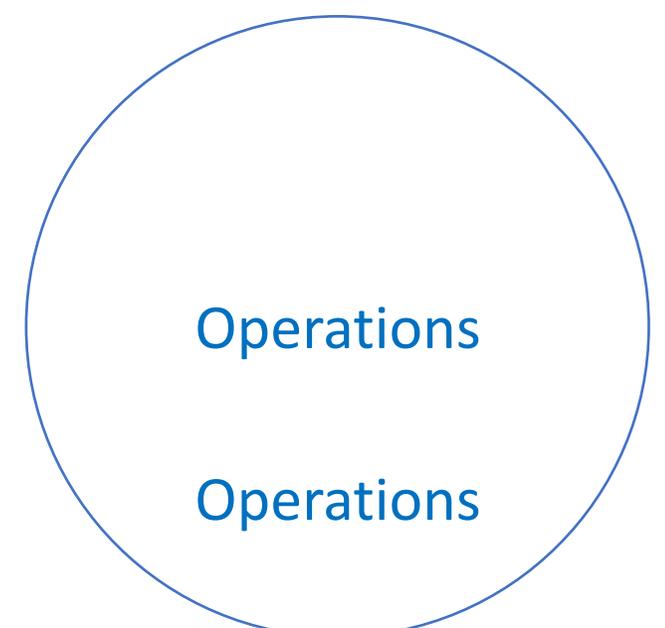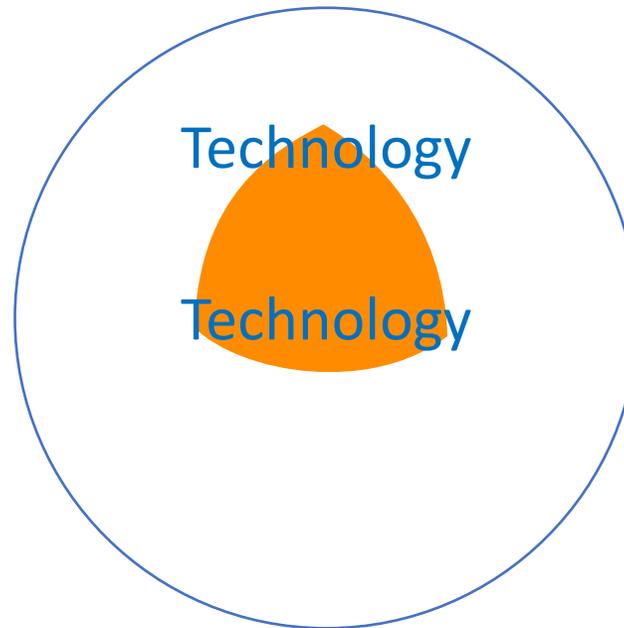
Multi-channel Engagement

Options to engage across all demographics

Meet consumers where they are in the "digital journey"

Post-War — Telephones

Baby Boomers — Websites

Generation X — Apps

Millennials — Bots
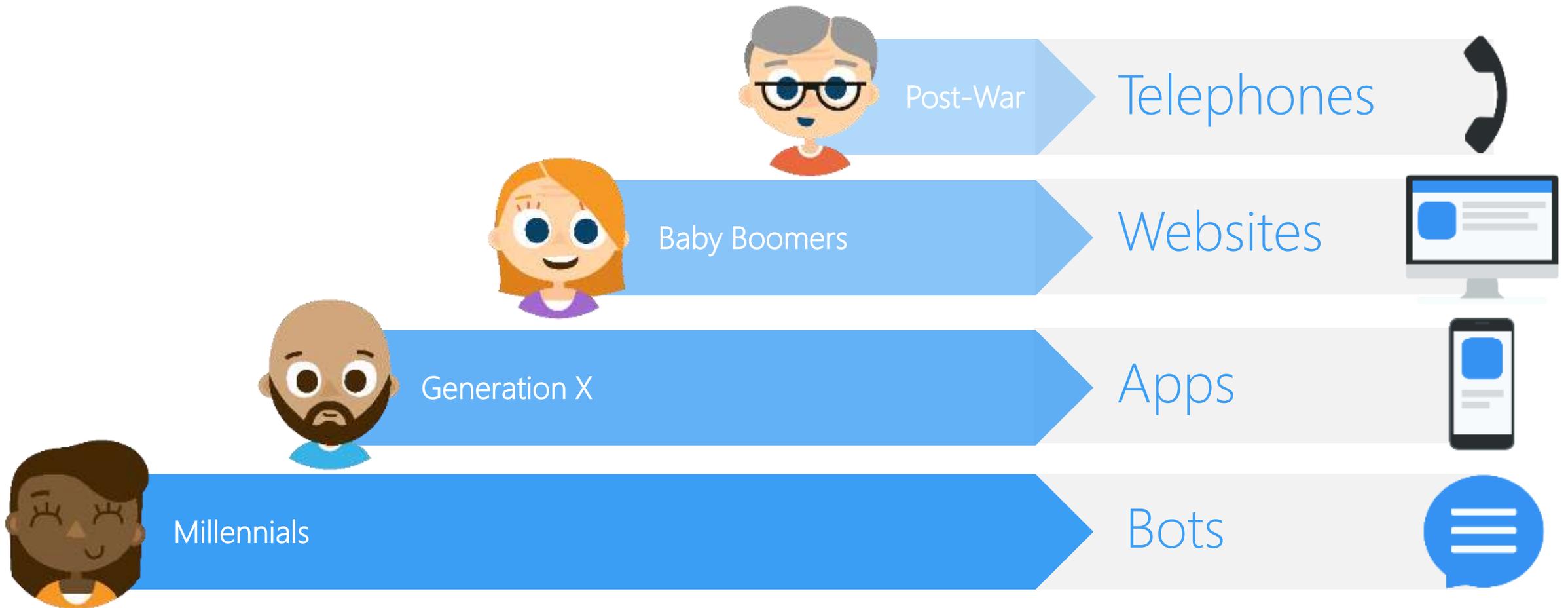
Prioritize Security and Privacy

- *Health Consumer Paradox* -

Multiple consumer "entry points" introduces privacy and security risk

Mitigate risk by unifying consumer identity and controlling vendor platform access through common framework
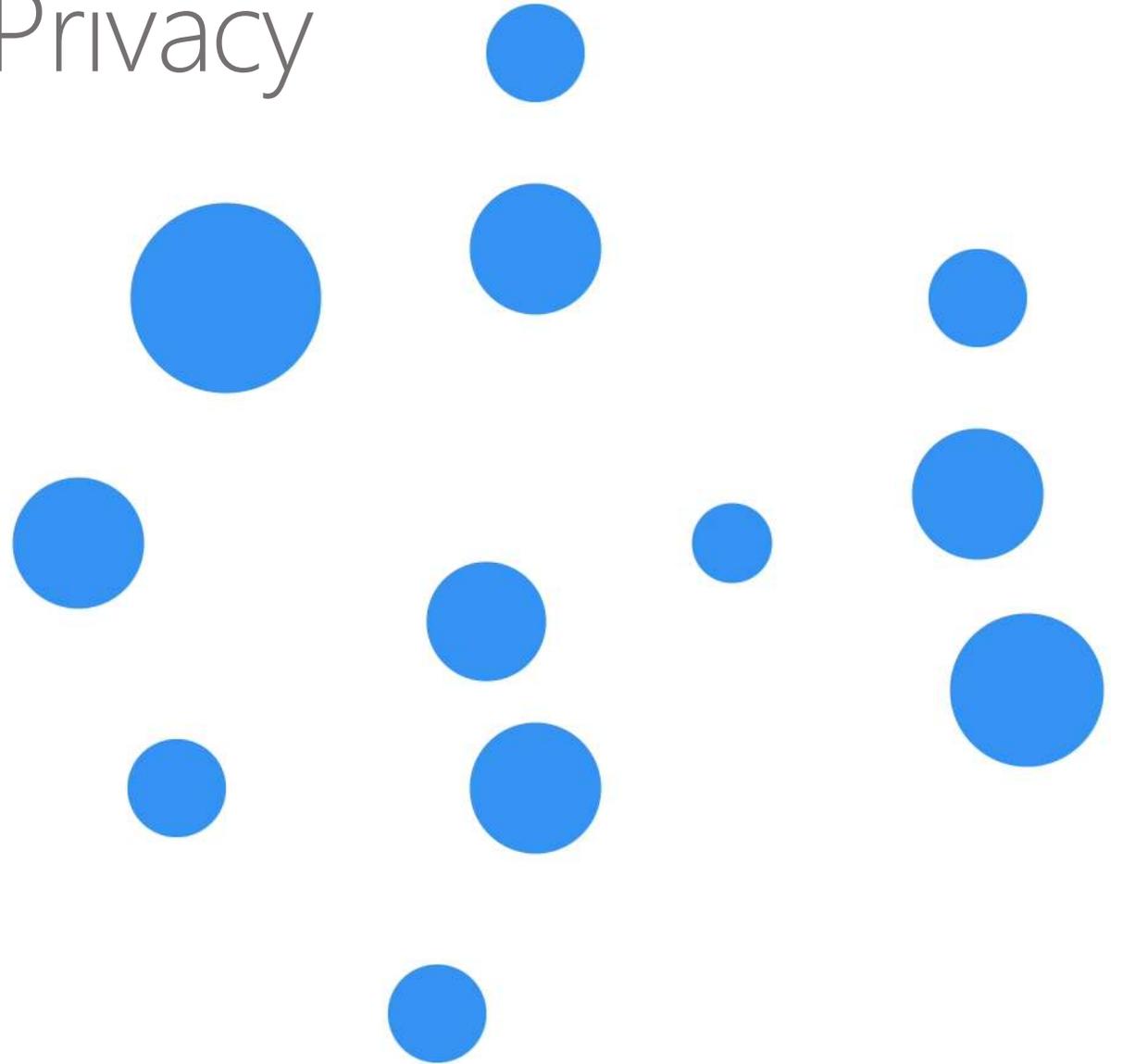
Instrument, Inform, Repeat

Record and analyze all health consumer engagement

Inform future initiatives with insights

Create a third Decision Support dimension
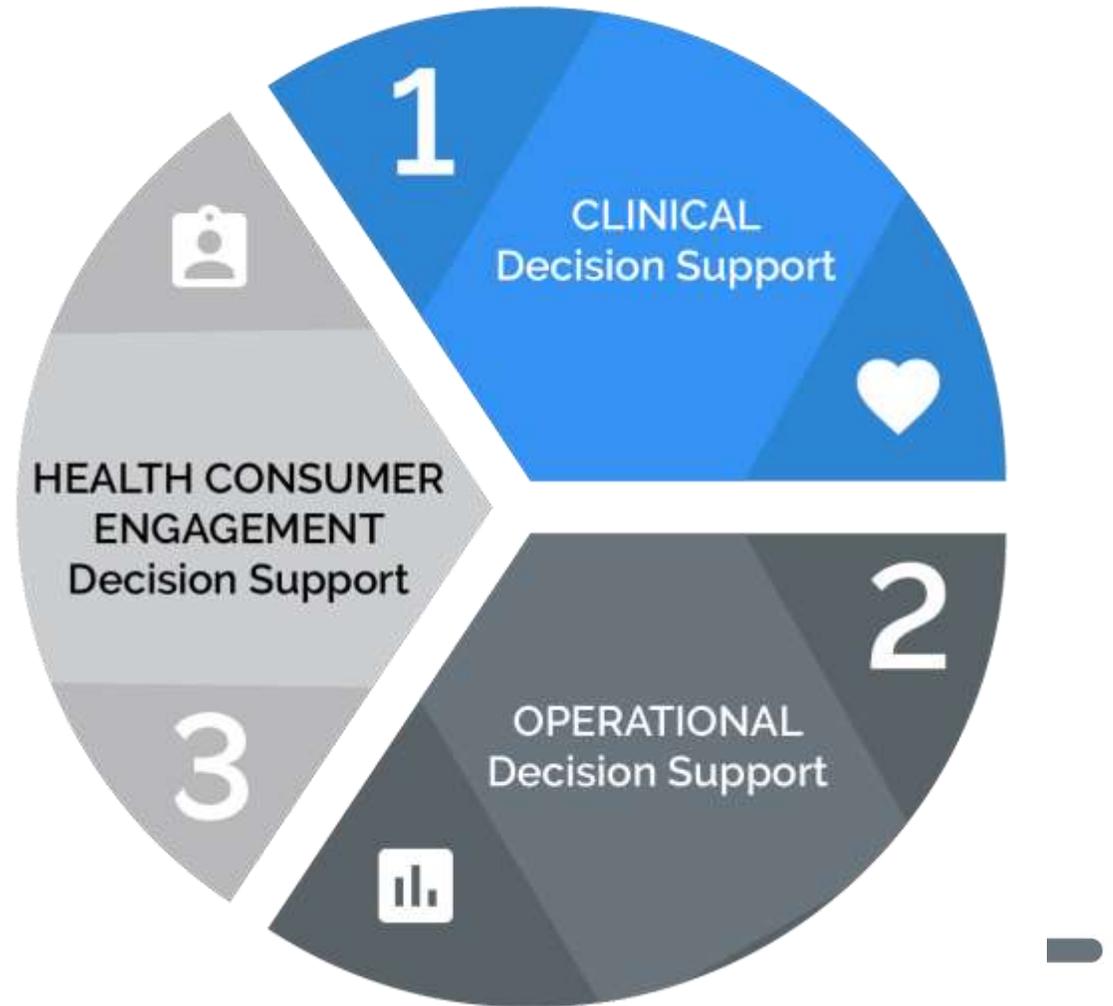
User Channels
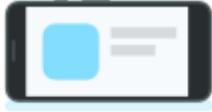
Services

Engagement

Access	Experience	Accountability	Transparency	Operations

Platform

Azure

Security, Privacy, & Compliance Management		Operations & Engagement Decision Support
Identity Management	Consent Management	App & Vendor Management / Instrumentation Management

Infrastructure

Microsoft Dynamics 365

Workflow Processing	Data Management
CRM Functions	Engagement Event Logging

Inspira Innovation Center

Digital Health → Digital Engagement → Digital Marketing

inspirahealth ✚

Technology for health by Inspira

Timeline

July 17'
Tech Bar Design. Program Design
w/ Pop Health and COACH

August—Sept 17'
Staffing Complete
Health Actions are Invented

Kiosks Installed
Staff Orientation

Oct 17'
App Live
First "field test"
Patient

Nov 17'
IRB, Clinical Trial
Process Starts

Service line in-service

Jan 18'
IRB approved
PREP Program starts

June 18'
Bariatrics (Post) begins

Internally-facing

Microsoft Dynamics 365

- Access Center Customer Service
- Physician Relationship Management
- Service Line Orchestration
- <HR Customer Service>

Consumer-facing

App Store   Google play   amazon alexa

- My Inspira app
- Inspira Compass app
- InspiraHealthNetwork.org
- Inspira FB Messenger Chatbot
- Inspira Alexa Skill

Intraprise HEALTH

inspira HEALTH NETWORK

Curated Solutions

Identity & Authentication

User Channels

Curated Solutions

Microsoft Dynamics 365 · Cerner · zipnosis · Jellyfish HEALTH · iHealth · eyedog WAYFINDING

PATIENTCO · ORTHUS HEALTH · CareTech Whatever IT Takes · TAYLOR HEALTHCARE

Azure · Cerner

Identity & Authentication

User Channels

Access Center Customer Service

Physician Relationship Management

PRM – Manager Dashboard

Health+ Initiative – Health Actions

My Inspira App
- UCC check-in
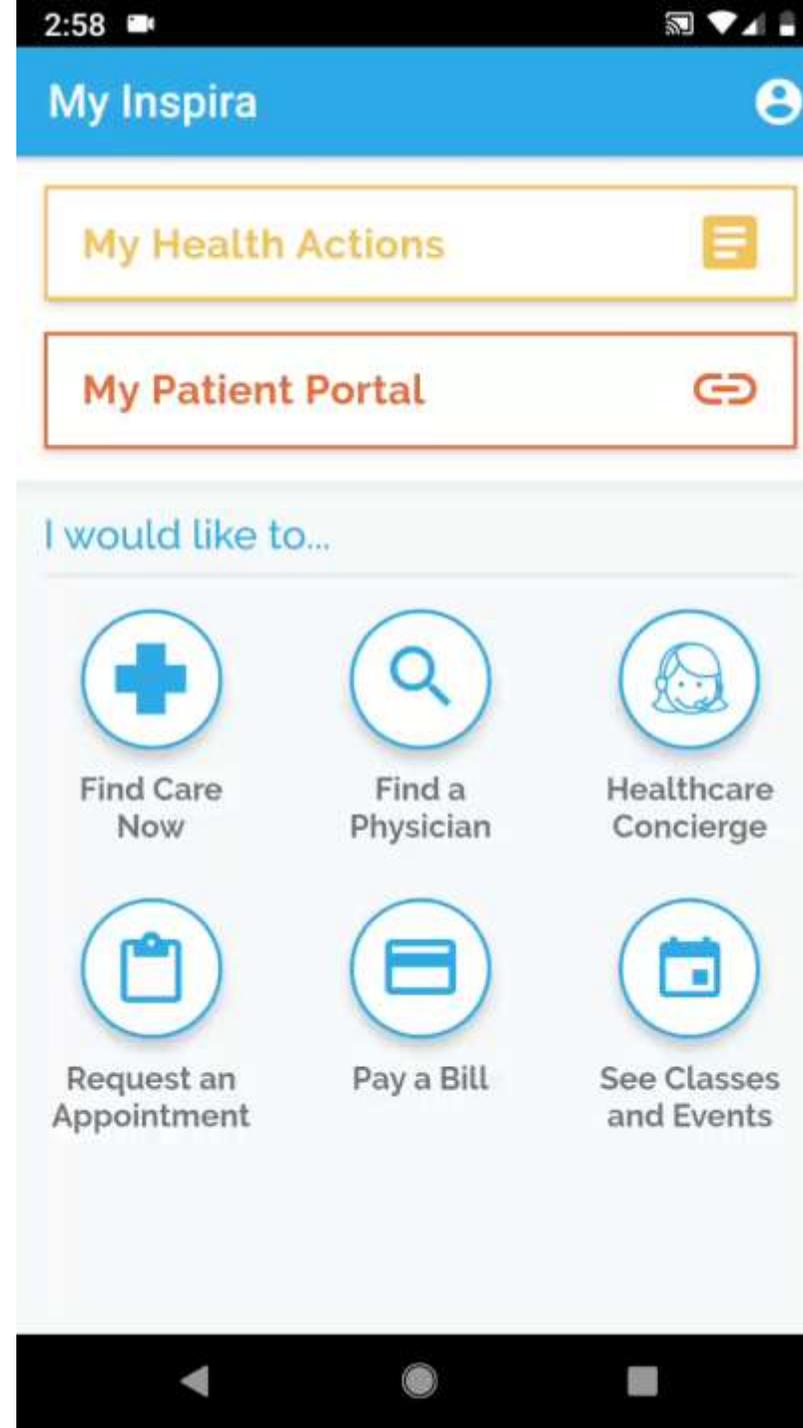
My Inspira App
- Health Actions
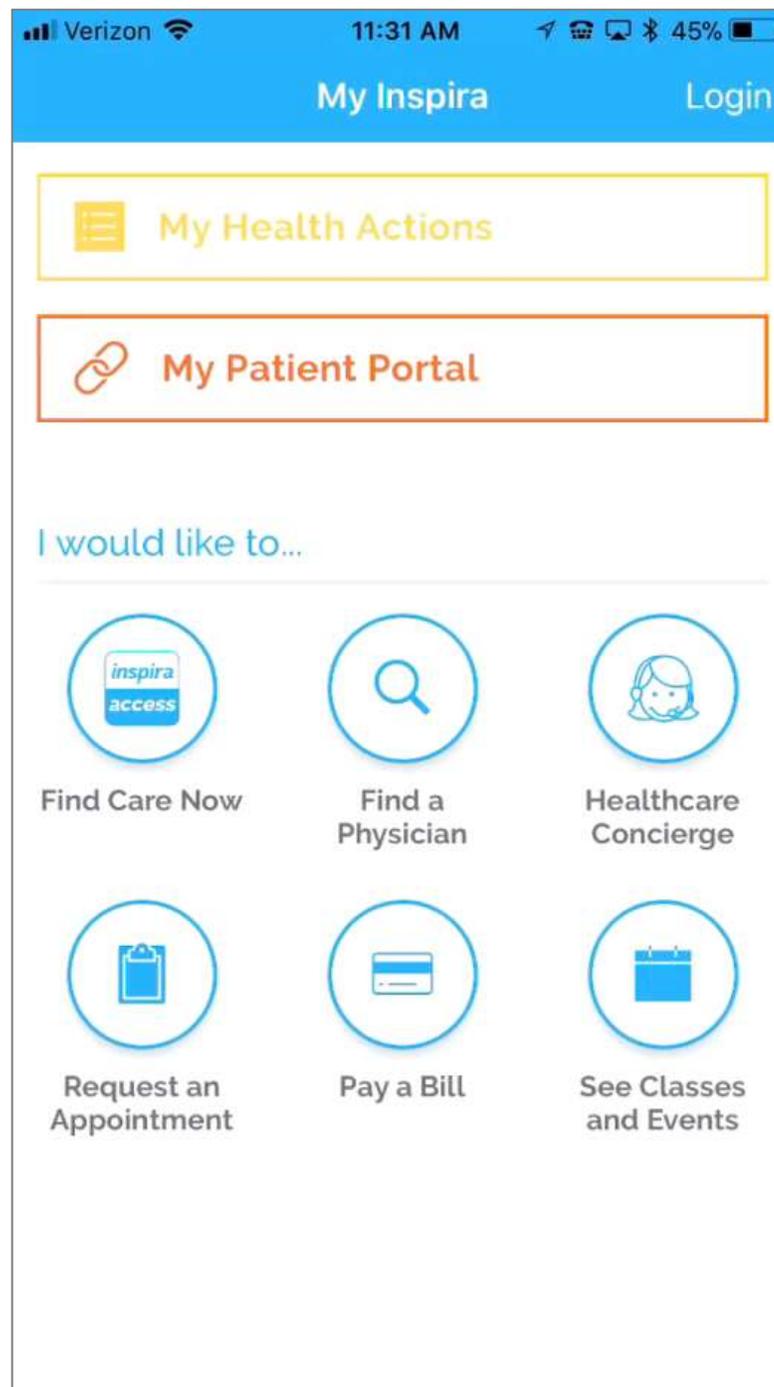
Service Line Orchestration – Bariatrics @ Woodbury

Marketing
- Campaigns
- Word of Mouth
- Referrals

Consult
- Applicability
- Readiness
- Cost - Insurance

Act - Prepare
- Mandatory Education
- Psych Eval
- Prep Tasks

Surgery
- Navigation
- Family updates
- Comfort & Clarity

Post-Surgery
- Follow-up
- Accountability
- Recovery Support
- Adherence Support

awareness — consideration — choice - event — service — loyalty

Campaigns | Education Classes | Pre-surgery Class | Post-Surgery
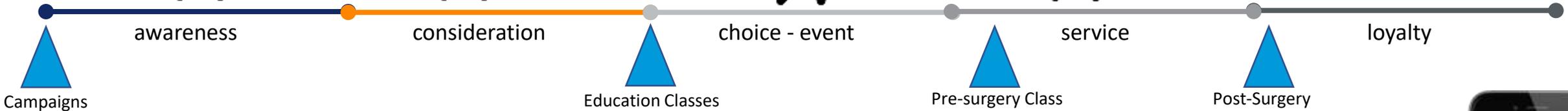
Marketing
Microsoft Dynamics 365
- Marketing List
- Candidate Tracking
- Education and Nudging

Bariatric Navigator
Microsoft Dynamics 365
- Event Attendance Tracking
- Intervention and Nudging
- SMS / Email / Phone

Bariatric Coordinator
Microsoft Dynamics 365
- Assign Welcome Health Action
- Record interactions
- "Prescribe" My Inspira

Bariatric Patient
- My Inspira
- Wearables
- Health Action Attestation

Increase Patient Volume
Patients for Life

Improve Outcomes
Wow Patient

Inspira Compass App

* Currently in app stores as "Inspira Compass"
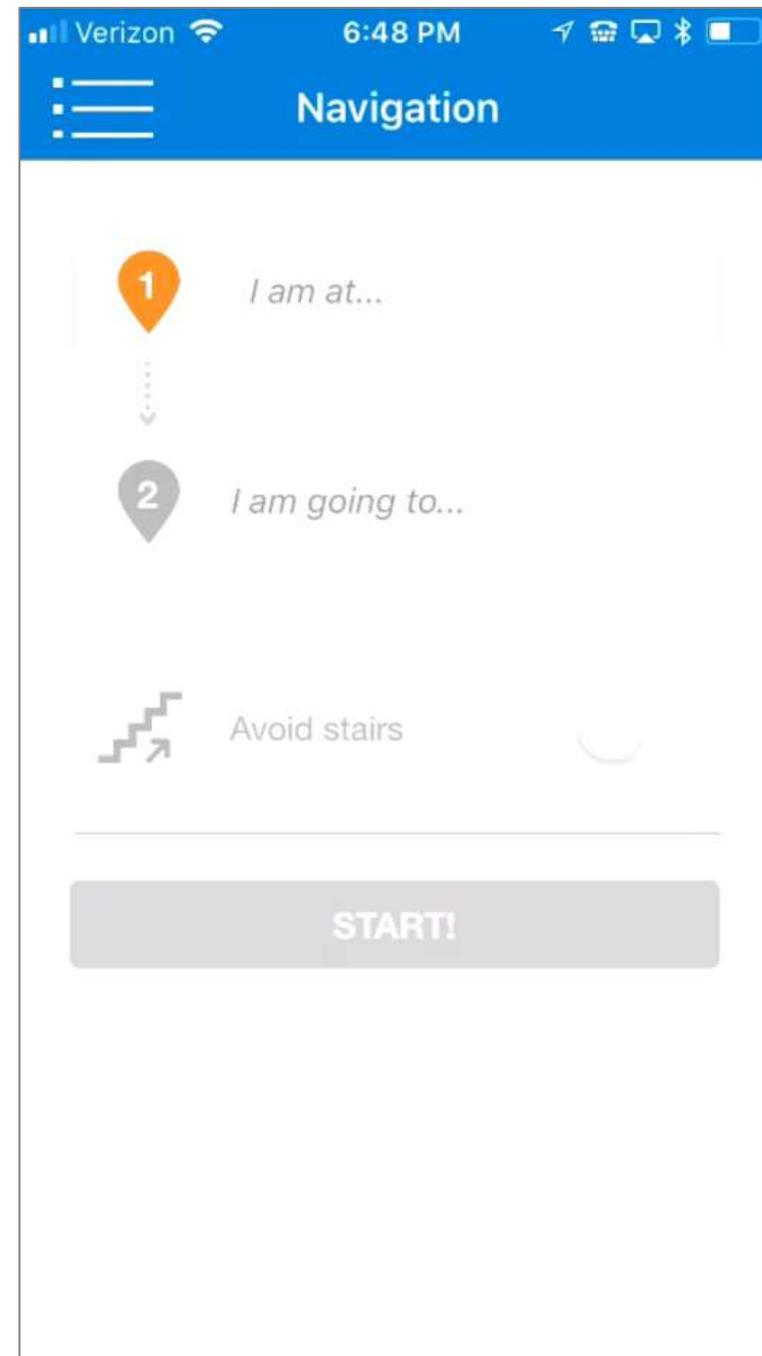
Inspira Messenger Chatbot
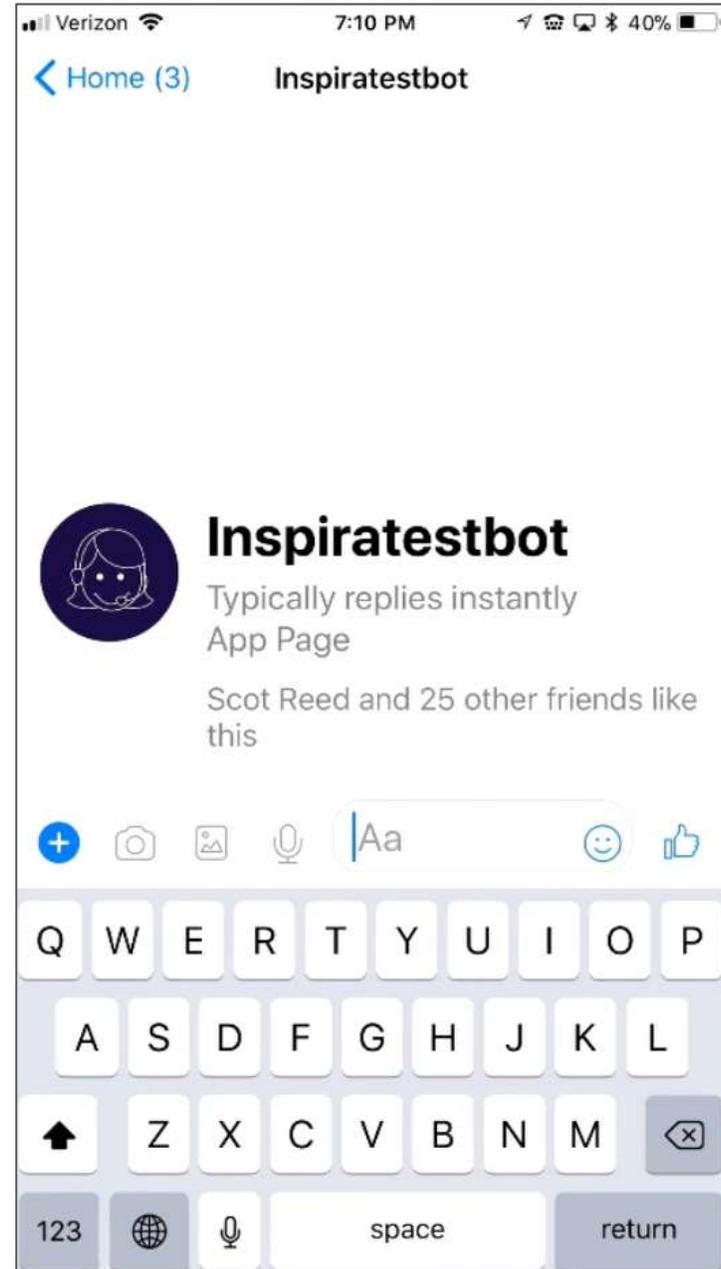
Findings

- Inspira Health+ Initiatives

- Urgent Care Volume

- Referral Insights
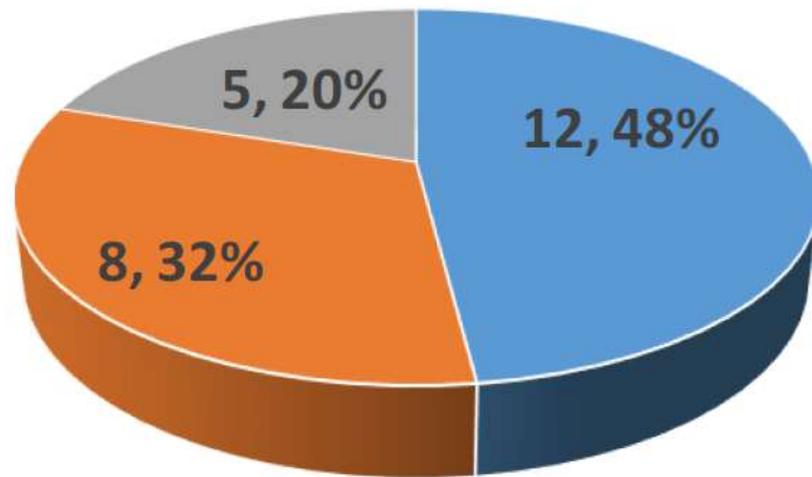
Lessons Learned
- Serves as introduction and foundation for wearables
- High potential for service lines
- Health Actions have ubiquitous value
- High touch path required for chronic and co-morbid patients

Increased Urgent Care Volumes

Patient Volume Increase: 153%
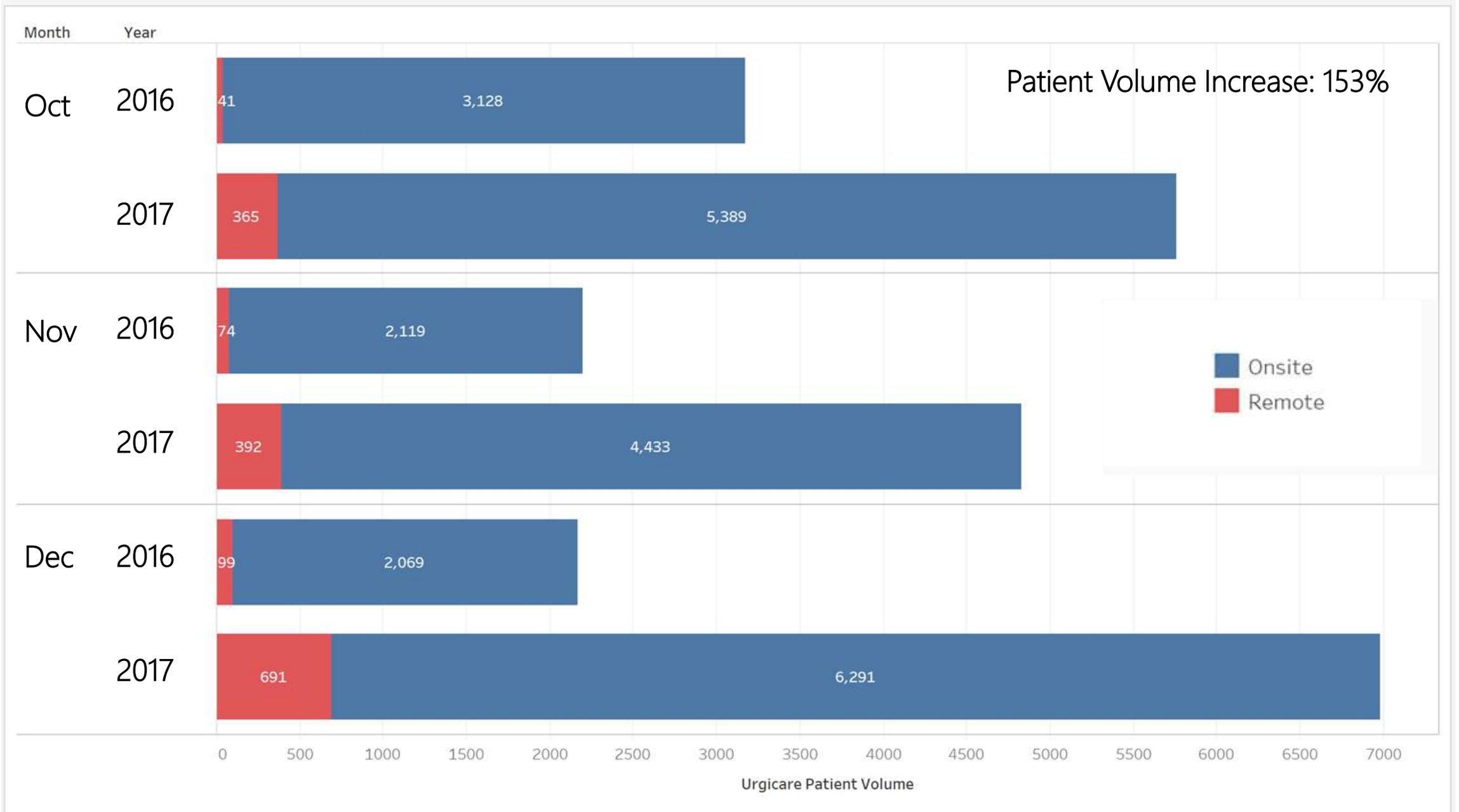
Urgent Care Center Dashboard
Average Time by Phase of Visit & Checkin Count

Total Visits

104029

CheckinType
- ☑ Onsite
- ☑ Remote

Location

All	⌄

Appointment_Datetime

Y Q M W D

Year

2016   2017   2018

Onsite (Avg time in mins)**

Total Wait plus Exam Time

0   **53**   356

Waiting Time

0   **23**   180

Exam Room Time

0   **30**   334

Remote (Avg time in mins)**

Total Remote plus Wait plus Exam Time

0   **91**   407

Remote Time

0   **44**   360

Waiting Time

0   **18**   172

Exam Room Time

0   **29**   302
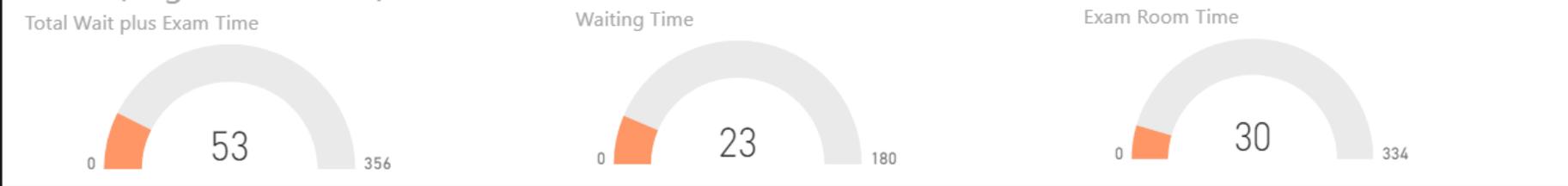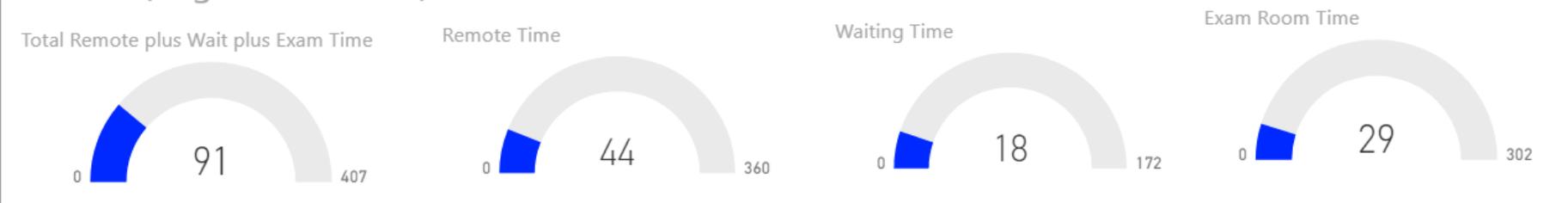
**Average times exclude wait times where patient not moved in system from one phase of visit to another per standard operating procedures

Checkins by Location

CheckinType ● Onsite ● Remote

20K

0K

East Vineland | Glassboro | Haddon Township | Laurel Springs | Mantua | Tomlin Station | Vineland | Washington Township | Williamstown | Woolwich
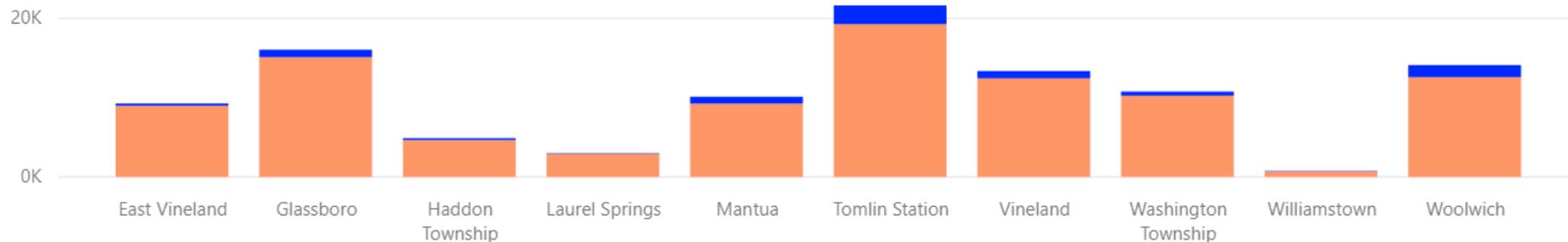
Inspira Call Center Referral Insights

Compare to Definitive Healthcare Stats for Pain Management ~ 1%
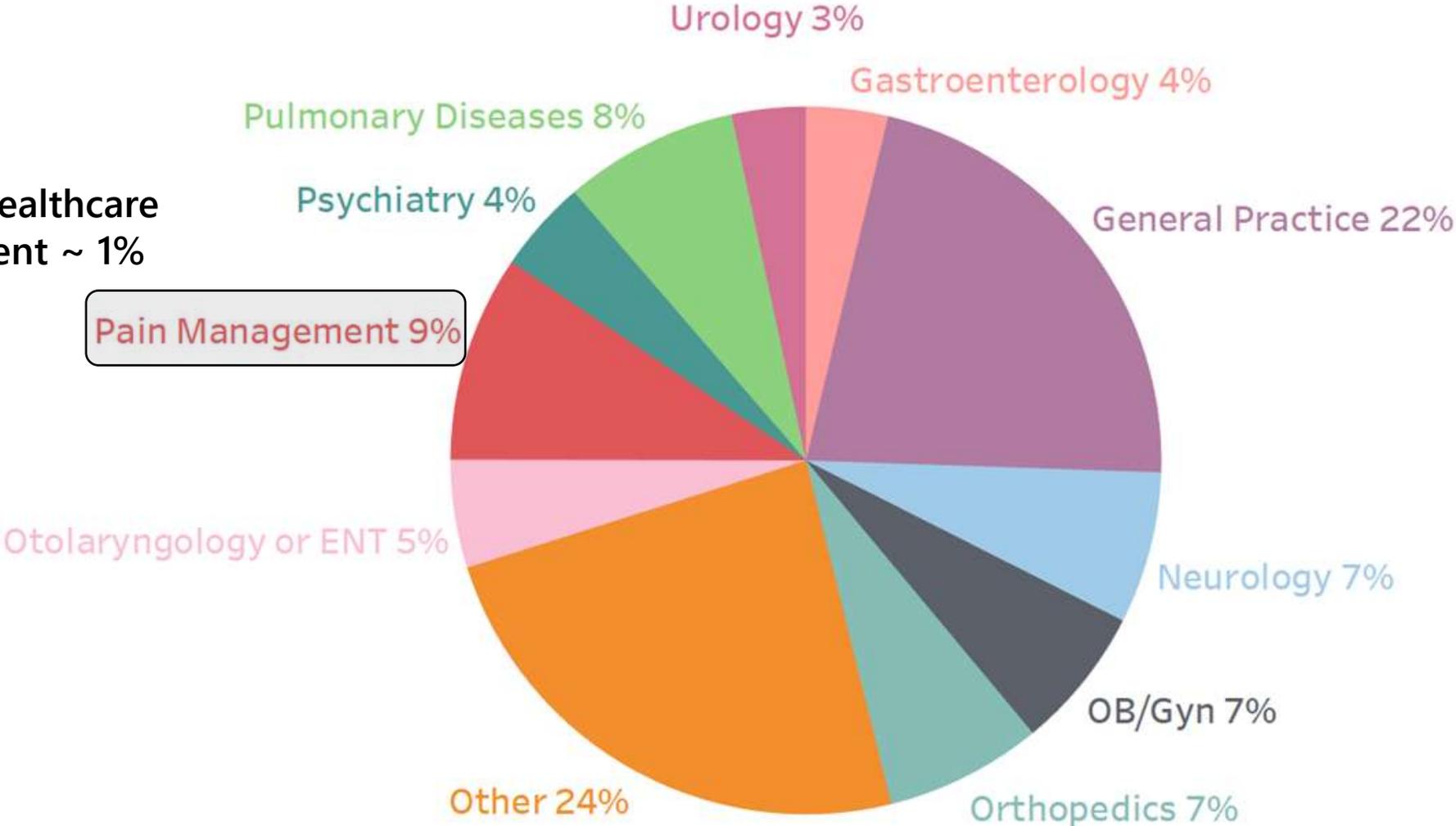
Referral Average Travel Distance
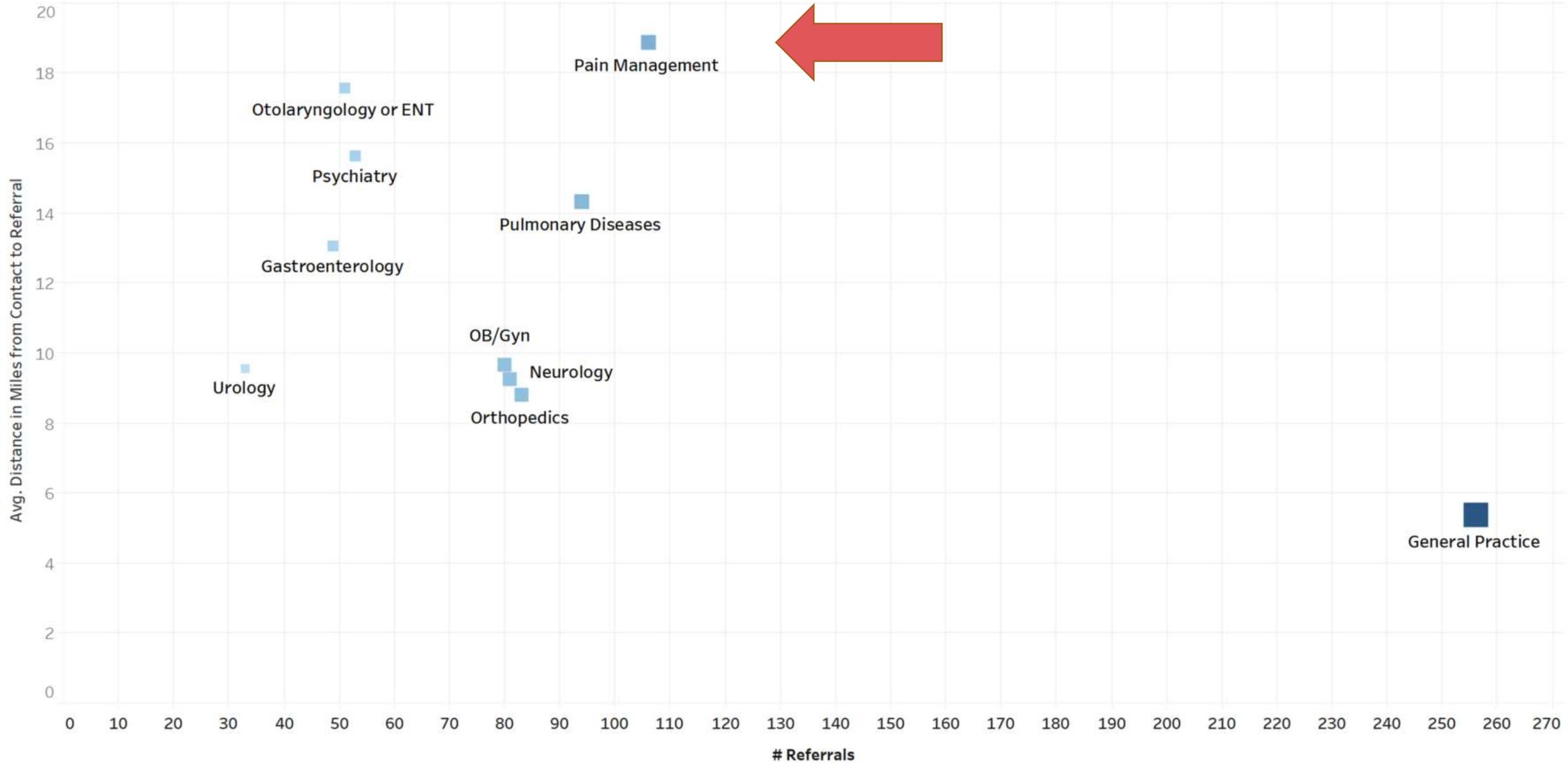
Key Takeaways

- CRM is a key component of an ecosystem for healthcare consumer engagement
- Measure engagement to yield actionable insights and inform future engagement initiatives
- Take steps to resolve the Healthcare Consumer Paradox

Questions

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