Following Consumers To Patients

June 28, 2005

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Healthvision

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United Health Services
Agenda

> How consumers use the internet for health-related issues
  - *Bill Holland*

> A strategic plan to transition consumers to patients
  - *Beverly Shelton*

> Successful patient portal marketing tactics
  - *Christina Galanis*
The 20th Century Model

> The clueless, doctor dependent patient
The 21st Century Model

> The net-savvy, well-connected, doctor-independent end-user.

Consumers or “e-Patients” aren’t waiting for their doctors to tell them about new technology; they are finding the information themselves.
Portrait of Health Users

> 80% of internet users or 93 million American adults – 6-8 million on any given day

> 14 million American teenagers

> Online women more than online men (72% vs. 51%) and girls more than boys

> Middle aged (30-64) more than the young or the old

Pew Internet & American Life Project / Pew Research Center surveys
Health Status Affects Intensity of Search

Health seeker population

Their traffic report

- The well
- Newly diagnosed
- Chronically ill
“Who Searched For” Affects Timing

Institute for the Future Study

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What e-Patients Do - 1

> Tentatively diagnose their own diseases
> Confirm their doctor’s diagnosis and suggested treatments
> Check their doctors’ credentials
> Research *all* available treatment options – not just those recommended by doctor
What e-Patients Do - 2

> Give themselves a crash course on a specific medical condition when they (or a loved one) is diagnosed

> Exchange information and support with other patients with the same disease

> Obtain online second opinions

> Explore and sign up for clinical trials

Pew Internet & American Life Project / Pew Research Center surveys
Why They Like The Internet

- 93% of health seekers say it is important that they can get health information when it is *convenient* for them.
- 83% of health seekers say it is important that they can get *more health information* online than they can get from other sources.
- 80% of health seekers say it is important that they can get this information *anonymously*, without having to talk to anyone.

Pew Internet & American Life Project / Pew Research Center surveys
How e-Patients Gather Information

> Most: Scattershot searches in response to a diagnosis

> Some: Targeted email health news or medical updates

> Few: Online support groups or email lists for people concerned about a particular health or medical issue

> Not many: Referred by providers or hospitals

Pew Internet & American Life Project / Pew Research Center surveys
How e-Patients Assess Quality

- Most trust the familiar
- Most distrust commercialism
- 2 in 5 check the source
- 1 in 3 check it out with a medical professional

Pew Internet & American Life Project / Pew Research Center surveys
Three Types of e-Patients

> Vigilant: 25% “always” check the source, date, and privacy policy of a health Web site

> Concerned: 25% check “most of the time”

> Unconcerned: 50% “only sometimes,” “hardly ever,” or “never” check

Pew Internet & American Life Project / Pew Research Center surveys
Searches Affect Health Decisions

> 61% of health seekers say information they found on the Web has improved the way they take care of themselves

> 68% said that their last online search affected their decisions about:

- how to treat an illness
- whether to visit a doctor
- whether to ask new questions or get a second opinion

Pew Internet & American Life Project / Pew Research Center surveys
Pitfall: Bad Information is Dangerous

- *RAND/CHCF*: Online advice is incomplete and hard to understand – esp. for Spanish readers
- *NEJM*: Americans receive about half of recommended medical care

**Pew Internet & American Life Project / Pew Research Center surveys**

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Pitfall: Privacy Concerns

> Consumers have an expectation of privacy

> 89% of health seekers are concerned that a health-related Web site might sell or give away information about what they did online

> 85% are concerned that an insurance company might change coverage

> 52% are concerned their employer might find out what health sites they have visited

> 63% think that putting medical records online is a bad thing

Pew Internet & American Life Project / Pew Research Center surveys
What Consumer Trends Mean to You

> Hospitals that meet consumers on their own terms will prevail. Treat patients as partners in care, targeting market segments for specific services. Direct-to-consumer marketing will be critical.

> Let consumers/patients know what you are doing about safety and quality.

> Provide a broad range of information to consumers that enables them to make responsible choices about their care.

> Develop programs that help consumers manage diseases and chronic illnesses.
How Do We Use This Information?

Moving from Consumers to Patients
An Innovative e-Health Strategy

Opportunity

Consumers

Technology

Quality/ "Value"
Active and Informed Consumers

- Personalization
- Convenience
- Customization
- Choices
- Speed
- Efficiency

Think: Banking, Travel Industry, Retail
Emphasis on Quality and Value

- P4P
- Clinical processes
Advanced Technologies

> Anywhere
> Anytime
> Self service

Consumers
Technology
Opportunity

Quality/"Value"
Get Connected

don't imagine the future

live it

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Portal Strategy: Users and Stages

MyHealth
Entrenched
Personal
Health Record, E-Consultation

MyHealth–Enhanced
Authenticated

MyHealth – Basic
Self-Registered

www.healthsystem.org

- Store lab/test results from the physician office in context with patient-entered data
- Credit Card charges for E-Consultation
- Personal Health Record Summary
- Partners In Health membership card/ID card
- Disease Management Functions...

- Clinical Secure messaging (Ask a Nurse, Prescription Renewals, Appointment Requests, Ask the Office, Lab Results)
- URL links to patient education material (Information Therapy)
- Clinical Questionnaires

- Assessment
- Personal Record
- View bill/pay online
- Self-referral appointments
- Non-clinical Secure messaging (222-CARE, etc.)
- Partners in Health membership
- Patient connections from friends and family (Care Pages)
- Questionnaires (non-clinical)

- Health Content
- Classes & Events
- Press Room
- Provider Search
- MiniQ’s
- Pre-Registration
- Services and Programs
- Pay your Bill
Consumers

- Search for a physician
- Seek directions
- Access online health content
- Seek information on services/programs
- Pre-registration
- Sign up for classes
- Health tracker questionnaires
Self-Registered Consumers

- Register for health trackers and tools
- Complete personal health record
- Pre-registration
- Online bill payments
- Classes and seminars
- Self-referral appointments
- Surveys and questionnaires
- Affinity programs
Authenticated Patients

> Have a care giver relationship

> Secure messaging
  - Ask a nurse
  - Refill prescriptions online
  - Appointments requests
  - Lab results

> Patient education materials

> Questionnaires
Loyal Patients

- Personal health records
- Disease management functions
- E-consultation by credit card
- Lab results/test results
Successful Marketing Tactics

Supporting A Patient Portal Strategy
United Health Services Binghamton, NY

> Started registering patients in August 2002 with 3 practices. Began rollout to all UHSH and UMA practices in June, 2003

> Now fully implemented at 64 practices and hospital departments

> 2,800 patients currently enrolled

> 1,900 using health manager tool
Early Marketing Efforts

- Began with posters, brochures, postcards mailed to patients.
- Some stars at practices, but not the numbers we wanted.
- Big surge as they came up on patient link and/or the contest...then they would “forget” to mention.
NurseDirect/StayHealthy

- Physician referral service
- Outreach to community
  - BC walks
  - Obesity & smoking cessation
  - Disease screenings
- Regional referral source
Still Not Enough!

- Online registrations
- Firmed up the procedure and process
- Add a button in the physician directory... 4th most visited part of uhs.net
Flow of Patient Registration

- **At Practice**
  - Practice intakes consent and interest forms
  - Practice faxes information to mall; patients registered for practice, nurse direct and interests are added

- **At StayHealthy**
  - call-in, stop-in or log-on
  - If registering for a practice, photocopy drivers license then fax it and consent to practice
  - Patient can register on-line
  - Patient is registered with practice, Nurse Direct and Interests are added
Using E-Marketing Tool

> Ability to demographically target specific members based on stated interests as well as usage patterns

> Created an IBS Class, based on registration trends and sold out the class.

> Added so many new registrants to a new spinal surgery procedure seminar, they had to add two new sessions.
Using E-Marketing Tool

Health Mail

Dear Christina,

Free Anxiety and Depression Screening

If you are not presently being treated for depression or anxiety, register for this screening. Information about the screening will be available online.

Date: Monday, February 21, 2005
Time: 1:00 PM – 3:00 PM
Location: Stay Healthy Center, Oakdale Mall near Map to Stay Healthy, Johnson City, NY

Register online

In addition, the Anxiety Condition Center is a great place to explore new ways to accomplish just that. After completing a confidential, science-based questionnaire, you'll receive personalized anxiety-reducing recommendations from medical experts.

You'll also receive a list of treatments tailored to your specific situation, ranging from traditional medical approaches to complementary and alternative therapies.

Click the link below and log in as a returning user to find out how this common emotion could be affecting your life. After you log in to PatientLink, click on Health Manager to access the

PatientLink

Arm yourself with information; it's a great way to find some peace of mind.

Amazing Technology. Extraordinary Care.

United Health Services PatientLink

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live it

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Using E-Marketing Tool

United Health Services Hospitals Online Registration Form - Microsoft Internet Explorer

All Classes are held at the Stay Healthy Center in the Oakdale Mall. For more information on any of the classes you received an invitation for, please call 607.783.0092.

First Name

Last Name

Date of Birth

Address

City

Zip

Program

Number attending

Phone Number

Email

Reset Submit
### Using E-Marketing Tool

#### Personal Health Insight - Email Registered Users - Microsoft Internet Explorer

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<th>Subject</th>
<th>Attempted</th>
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<th>Unsubscribed</th>
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<td>✓ You're getting there!</td>
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<td>Review</td>
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</tbody>
</table>

#### 2005 Get Connected Knowledge Forum
Results

> Averaging 6 per day online
> Practices still registering on their own
> Attending health fairs and community walks...registrations surge when we do.
Questions

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