



# Creating a Digital Consumer Strategy

May 2017



# AVIA Innovator Network

AVIA leads a network of health systems working together to solve pressing challenges with digital solutions that deliver results.

# The AVIA Innovator Network



**+20 health systems | ~300 hospitals | ~\$75B NPR**

# Agenda

- Goals for the session
- Creating a digital consumer strategy
  - Goals/metrics of a consumer strategy
  - How it relates to finance?
  - Digital solutions to support that strategy
- Digital solution case study: Supporting Patient Payment
- Questions & discussion

# Priority challenges identified by AVIA Network members in creating digital consumer strategies



# Which of these challenges is most pressing to you?

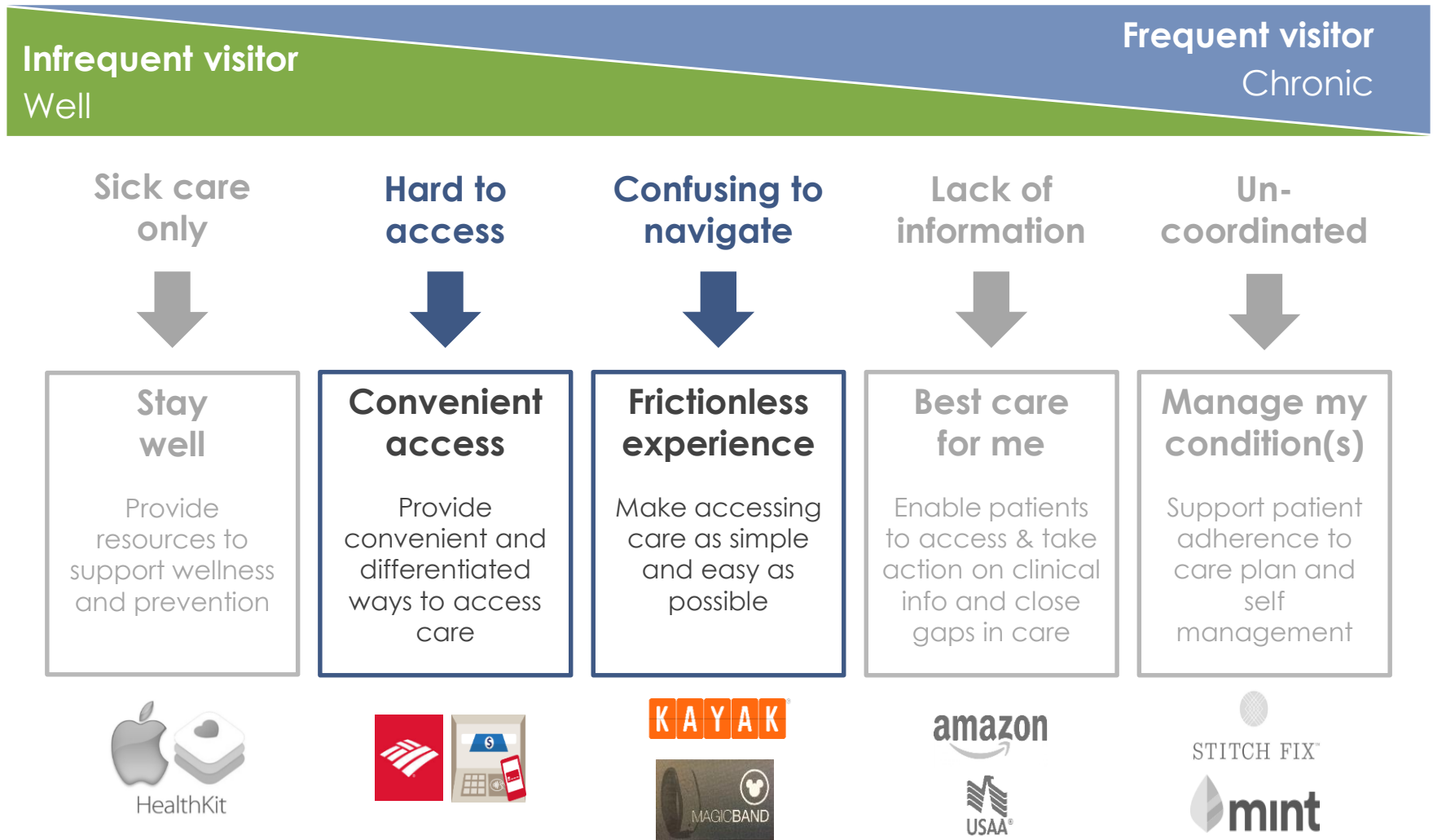
- Differentiate in a competitive market
- Address non-provider competition
- Decrease costs to serve
- Manage panels in risk arrangements
- Build brand
- Increase access
- Reduce leakage
- Prevent chronic disease

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# What **consumers** are looking for & member focus areas



# What **digital solutions** can health systems offer them and also meet their goals?



## Stay Well

Provide resources to support wellness and prevention

- Nutrition and fitness
- Educational info
- Prevention
- Symptom checker

## Convenient access

Provide convenient and differentiated ways to access care

- Triage
- Virtual primary care visits
- Healthy OB
- Home visits
- Messaging

## Frictionless experience

Make accessing care as simple and easy as possible

- Scheduling
- Wait time estimator
- Appt. reminder/virtual check-in
- Wayfinding
- Transportation
- Supporting patient payment
- Cost estimation

## Best care for me

Enable patients to access and take action on clinical info and close gaps in care

- Care gap alerts
- Personalization
- Access to PHR
- Price / quality transparency

## Manage my condition(s)

Support patient adherence to care plan and self management

- Care plan and medication adherence
- Chronic disease self- mgmt.
- Online communities



# Where the AVIA network is starting with **digital solutions**

1

## Convenient access

- Synchronous and asynchronous telemedicine solutions
- Online scheduling

2

## Frictionless experience

- Wayfinding
- Reputation management
- **Supporting patient payment**

3

## Optimize patient portals/mobile apps

# Opportunities to address **transparency** in a digital consumer strategy

1

Help patients understand and pay their bills

2

Provide patients with out of pocket estimates

3

Allow patients to find providers that meet their financial and clinical needs

4

Bundle and expose set prices for given procedures

5

Optimize pricing to boost utilization of targeted services

## **Getting started** in broader transparency

1

**Help patients understand and pay their bills**

2

Provide patients with out of pocket estimates

3

Allow patients to find providers that meet their financial and clinical needs

4

Bundle and expose set prices for given procedures

5

Optimize pricing to boost utilization of targeted services

## What are the **benefits** of providing these tools?

### Improve Patient Access, Experience and Retention



- Improve HCAHPS and patient financial experience scores
- Reach patients over new channels

### Improve Accounts Receivable & Cash Flow



- Increase cash collections
- Decrease patient bad debt

### Increase Staff Productivity



- Gain substantial back office staff efficiencies
- Allow greater flexibility over billing office staffing

### Strategic Growth & Competitive Advantage



- Compete with retail clinics
- Further goals around charity care and financial mission

Which of these benefits would be of most value to you?

Improve patient access, experience, and retention

Improve accounts receivable & cash flow

Increase staff productivity

Strategic growth & competitive advantage

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## Key criteria considered in the evaluation



# Key common success factors to developing consumer digital strategy across the Network



Active CEO championship and executive team buy-in

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Dedicated leader empowered with decision-making rights, a budget, and a team

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Direct partnership with senior level operational leadership, often including patient experience, marketing and the physician group

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Shifting focus from inpatient to ambulatory



Better bets, together

Innovation through shared value creation