"POWER OF CONVENIENCE" CAMPAIGN
NEBRASKA HEALTHCARE MARKETERS FALL CONVENTION

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MEMORIAL HEALTH CARE SYSTEMS, SEWARD, NE

POWER OF CONVENIENCE CAMPAIGN

POWER OF CONVENIENCE CAMPAIGN

- Present timeline
- Define sections
- Continue to strive to be early adopters in comparison to like sized CAH facilities

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TIMELINE

5/16 -Internal setup and training for ezVisit

6/16 -Pre-9am visit tracking & Patient Portal visit tracking

7/16 -Started The Power of Partnership and Power of Convenience campaign
-Urgent Care opens in the community

8/16 -Go Live for Memorial ezVisit

1/17 -No show tracking

3/17 -Updated hospital online bill pay

6/17 -Reminder calls/texts implemented

7/17 -Revamped online bill pay for clinic patients

11/17 -The Power of Convenience began being used separate

3/18 -Social media ramp up

4/18 - (to present) Regular use of campaign with data review monthly

DEFINING VARIOUS SECTIONS

- **Power of Partnership**
- **Power of Convenience**
  - Call before 9-am
  - Online portal & scheduling
  - Memorial ezVisit

HOW THE CAMPAIGN STARTED

- **Identify community concern-timely access to care**
  - Frontline staff
  - Being out in the community
  - Monitoring the community chat page online
  - Receiving annual clinic patient satisfaction surveys
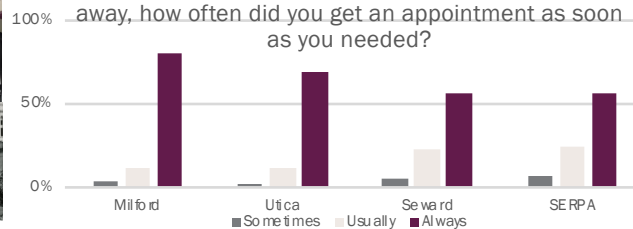
HOW THE CAMPAIGN STARTED

- Involved in identifying opportunities:
  - CEO
  - Clinic Administrator
  - Director of Community Relations
  - Physicians

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URGENCY CREATED DUE TO COMPETITION

- 3-5 months into studying opportunities and gaining employee buy-in for the pre-9 am program, an urgent care began marketing and moving into town.

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MARKETING CAMPAIGN

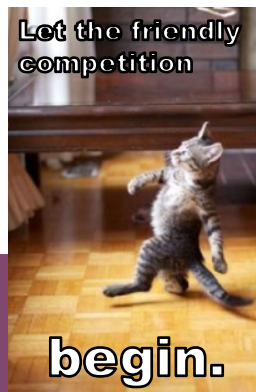Highlights on Seward County Population:
- 17,000 Seward County
- 7,000 Seward, NE
- 2,000 students enrolled at Concordia University
- 15% of the population are 65 or older
- 60% of the population are commuting out of the community for work
- Median age 36 years

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MARKETING CAMPAIGN

- Since we target all generations for this program we vary messaging and photos depending on print versus electronic sources.

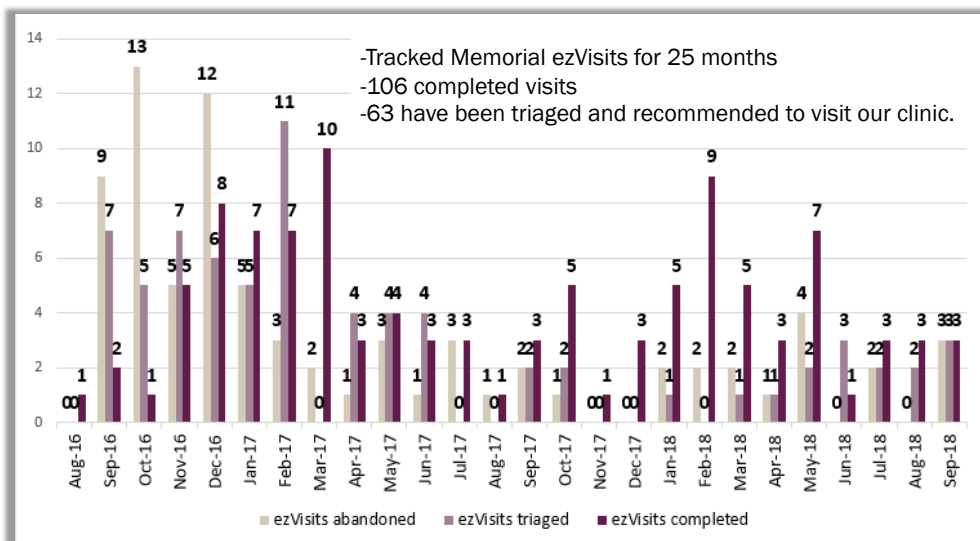|	
Newspaper	Trade shows/health fairs
Displays and flyers internal/external	Community events
Bright Author digital screen displays	Business partners
Newsletter	Seward County Chamber and Economic
Website	Development Office
Facebook	Newcomers welcoming organization
	Word of mouth

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TRACKING FOR SUCCESS

- The tracking has helped us gauge, improve, and maintain support.
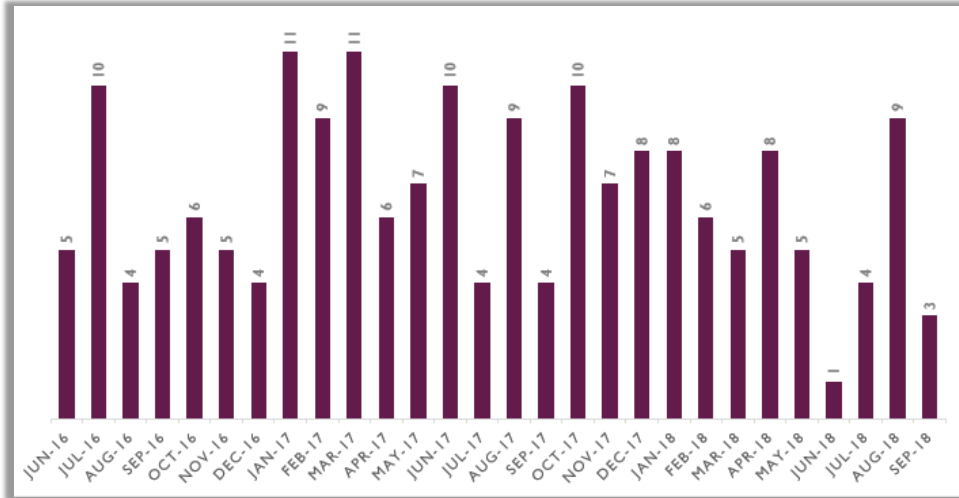- Results for each section will be reviewed.
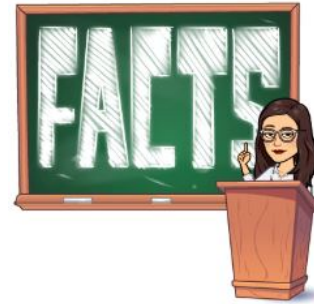
Memorial
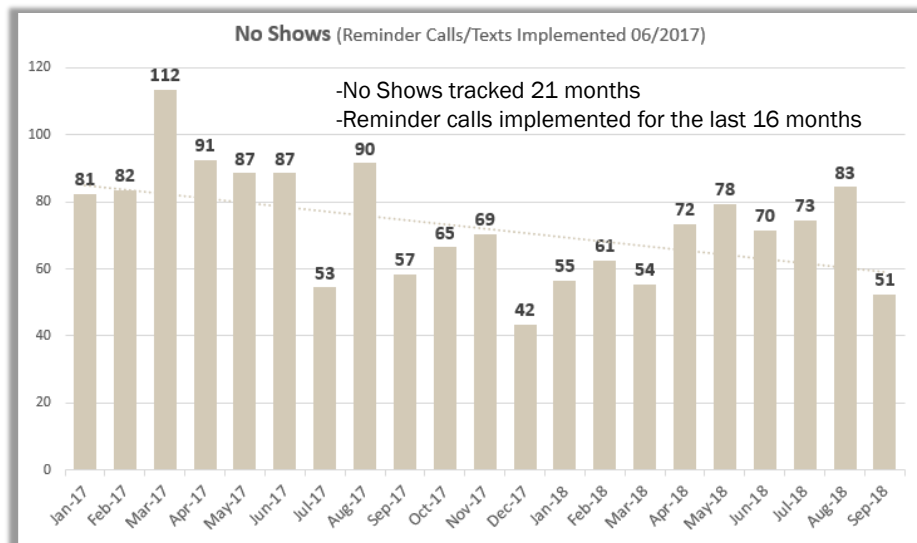Health Care Systems

MEMORIAL ezVISIT APPOINTMENTS

-Tracked Memorial ezVisits for 25 months
-106 completed visits
-63 have been triaged and recommended to visit our clinic.

■ ezVisits abandoned   ■ ezVisits triaged   ■ ezVisits completed

SCHEDULING THROUGH THE PATIENT PORTAL

Tracking scheduling 28 months
Average 6.5 per month

NO SHOWS

No Shows (Reminder Calls/Texts Implemented 06/2017)

-No Shows tracked 21 months
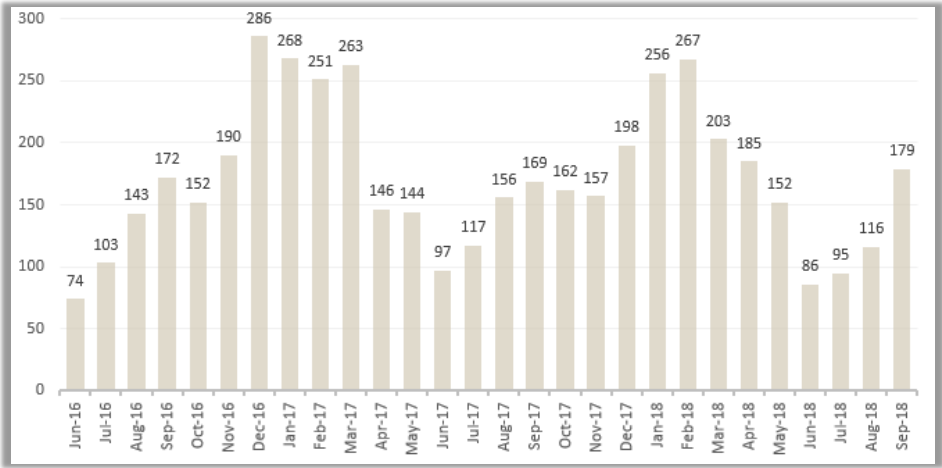-Reminder calls implemented for the last 16 months

CALL BEFORE 9 AM SAME DAY CARE

Cyclical cycle following cold/flu season
28 months =4,608 same day appointments
Average of 170 per month

Questions?

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Thank You!