



Memorial
Health Care Systems



“POWER OF CONVENIENCE” CAMPAIGN

NEBRASKA HEALTHCARE MARKETERS FALL CONVENTION

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DIRECTOR OF COMMUNITY RELATIONS
MEMORIAL HEALTH CARE SYSTEMS, SEWARD, NE

POWER OF CONVENIENCE CAMPAIGN



The power of partnership.

Amazing things happen when you build a healthcare partnership with your local family physician. At the heart of Memorial Health Care Systems are 10 physicians who are committed to caring for you throughout all of life's stages.

A long-standing partnership with your physician leads to:

- Better communication and outcomes
- A comprehensive medical history
- A trusting physician-patient relationship
- Focused health and well-being for all ages

The power of convenience.

Memorial Health Care Systems provides accessible, affordable and quality medical care for you and your loved ones close to home.

<p>Same-day Appointments</p> <p>Call before 9 AM to schedule a same-day appointment for sick care.</p> 	<p>Online Portal & Scheduling</p> <p>Schedule appointments and access your medical records through your MHCS clinic portal.</p> 	<p>Memorial ezVisit</p> <p>Get 24/7 online care and treatment in minutes with Memorial ezVisit.</p> 
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Learn more at www.mhcs.us

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<p>Seward Family Medical Center 250 North Columbia Avenue Seward, NE 68434 Ph: 402-643-4800</p>	<p>Midford Family Medical Center 119 South C Street Midford, NE 68403 Ph: 402-761-3307</p>	<p>Ulrich Family Medical Center 100 4th Street Ulrich, NE 68456 Ph: 402-534-2081</p>
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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
- 7/16 -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

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Seward Family Medical Center
250 North Columbia Avenue
Seward, NE 68434
Ph: 402-641-4900

Milford Family Medical Center
119 South C Street
Milford, NE 68405
Ph: 402-761-2327

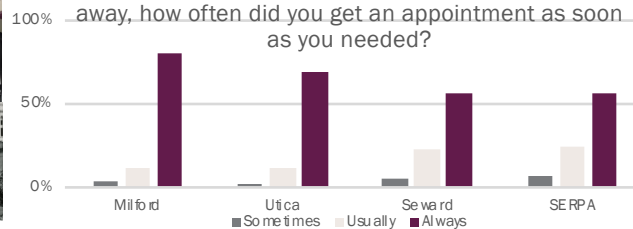
Utica Family Medical Center
100 4th Street
Utica, NE 68456
Ph: 402-334-2081

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



In the last 6 months, when you phoned this provider's office to get an appointment for care you needed right away, how often did you get an appointment as soon as you needed?



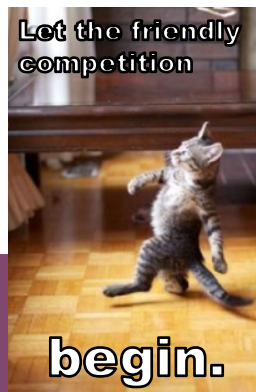
HOW THE CAMPAIGN STARTED

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



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.



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
Displays and flyers internal/external
Bright Author digital screen displays
Newsletter
Website
Facebook

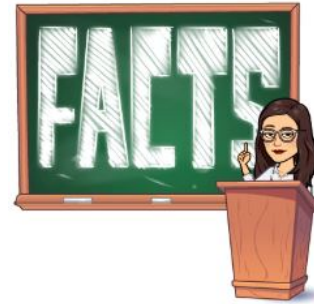
Trade shows/health fairs
Community events
Business partners
Seward County Chamber and Economic
Development Office
Newcomers welcoming organization
Word of mouth



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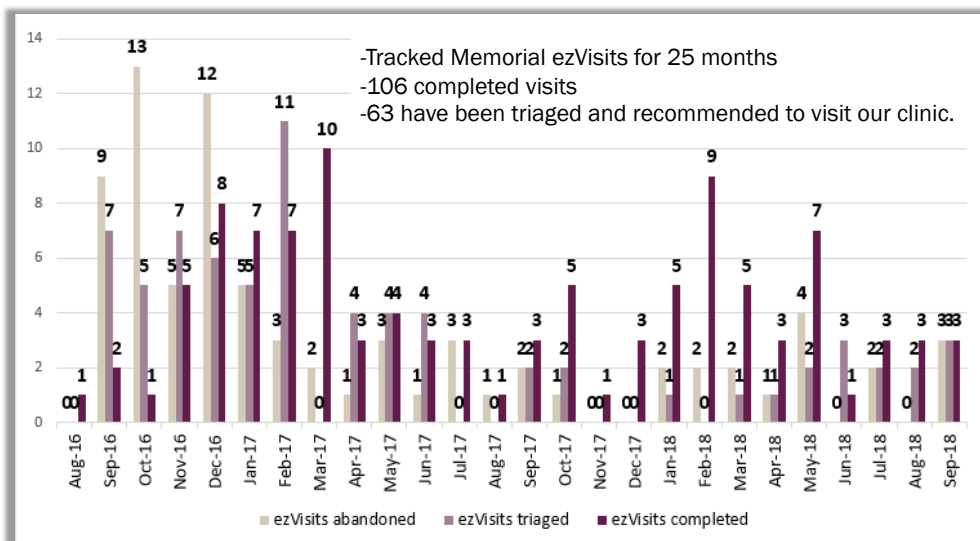
TRACKING FOR SUCCESS

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



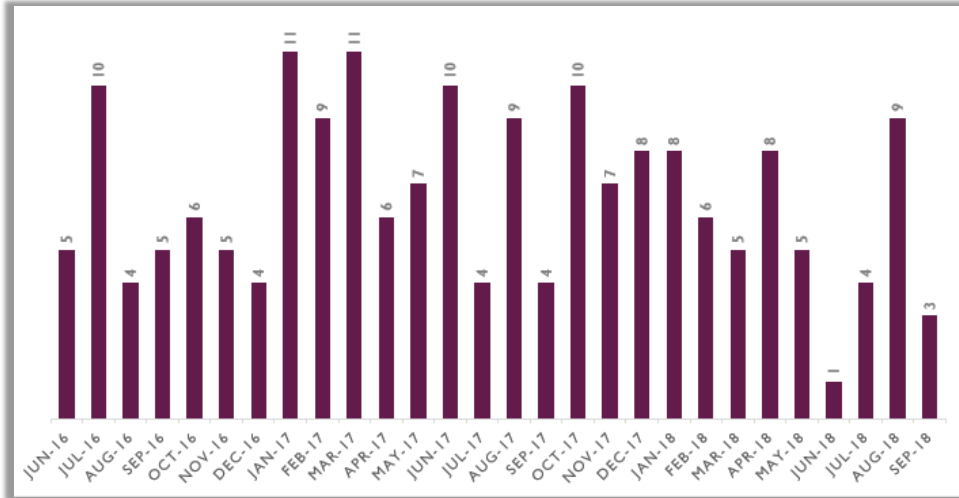
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MEMORIAL ezVISIT APPOINTMENTS

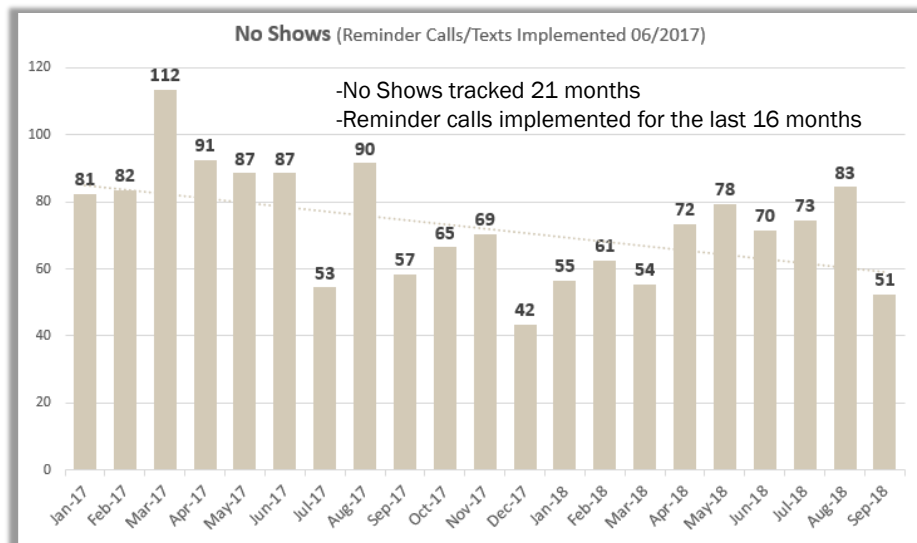


SCHEDULING THROUGH THE PATIENT PORTAL

Tracking scheduling 28 months
Average 6.5 per month

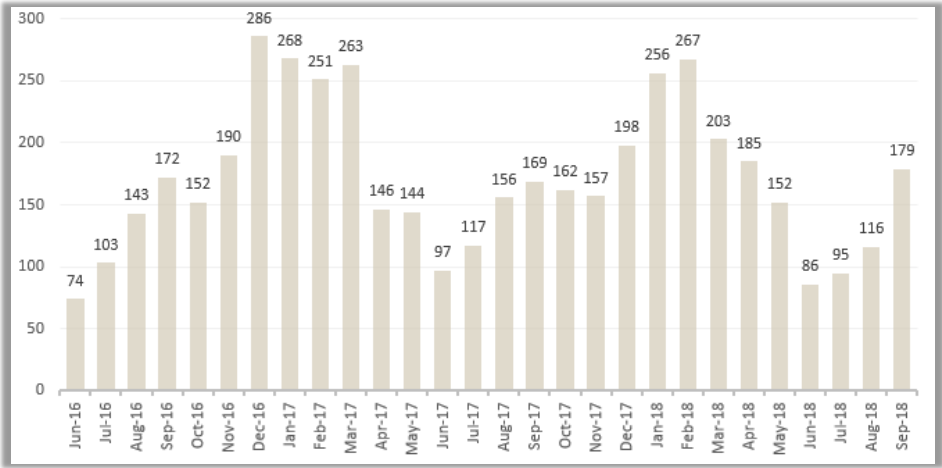


NO SHOWS



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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Many Thanks!



Thank You!



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