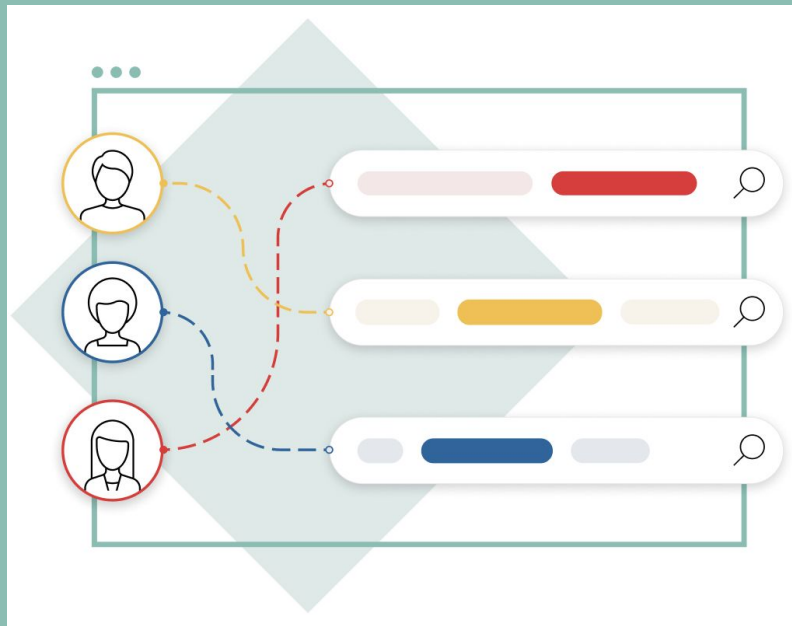





How to use personalization to improve healthcare consumer experiences

April 20, 2022



What we will cover today

- 
1. Top trends changing the consumer experience today
 2. Six steps to start a successful personalization strategy
 3. Ways to get started today (without forming a committee!)



THE DELTA CUSTOMER EXPERIENCE

Supporting You Through Your Travel Journey



best things to do in paris



paris february weather



is the morozov exhibit at the louis vuitton foundation



direct flights from boston to paris

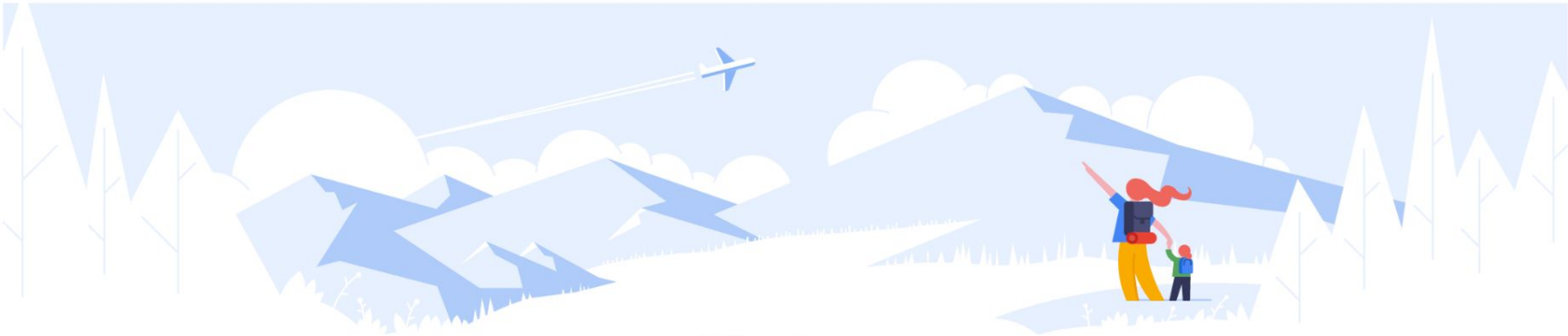


- direct flights from boston to paris
- are there** direct flights from boston to paris
- non stop** flights from boston **ma** to paris **france**
- who flies** direct from boston to paris
- what airlines fly** direct from boston to paris
- what airlines fly** from boston to paris
- which airports fly** direct to paris

Google Search

I'm Feeling Lucky

Report inappropriate predictions



Flights

Round trip 1 Economy

Boston BOS



Where to?

Sat, Apr 30 < > | Wed, May 4 < >

Search



Book Better. Fly Better.

Trip Summary



Know Before You Go

We've got you covered. Keep up to date on changing international travel requirements with the [Delta Discover Map](#) now and closer to your trip.

Outbound

DL224

BOS · CDG

Sun, May 15

MON, MAY 16

7:05pm - 7:55am

Nonstop, 6h 50m

Main



Return

DL225

CDG · BOS

Sat, May 21

SAT, MAY 21

10:25am - 12:20pm

Nonstop, 7h 55m

Main



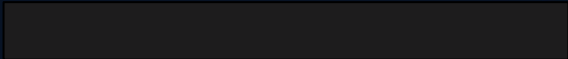


Delta Air Lines <DeltaAirLines@t.delta.com>
to CARRIE.LIKEN ▾

Sun, Jan 23, 12:02 PM



Hello, Carrie Liken



Confirmation #: GGIWK



OUR COMMITMENT TO CLEANLINESS IS HERE TO STAY.

Learn more about the Delta CareStandard.SM >

You're all set. One or more of your flights will be operated by Air France who, in partnership with Delta, is committed to offering you a seamless experience.

You can now check-in on Delta for your Air France operated flight or make standard changes to your flight on delta.com including

Masks Required in the Airport & On Board

It's Delta's policy and federal law that all employees and customers wear masks during boarding and deplaning, while in the airport and during public transit. Customers requiring exemptions for not wearing face masks due to a disability should be prepared to complete a clearance to fly process prior to departure at the airport. Thank you for your compliance. [Learn More >](#)

Get Ready To Go



Arrive On Time

Plan to arrive at BOS at least 3 hours before your scheduled departure time. [See Details >](#)



Get The Fly Delta App For A Touchless Experience

Access your digital boarding pass, track your checked bags, receive flight status alerts, message Delta for help and more. [Download Now >](#)

5:20

DES

6:10

*This

Upload your travel documents
FlyReadySM for e

[View as a Web Page](#)

ONLINE IS HERE TO STAY.
Standard.SM >

CONFIRMATION #: GGIWK

[Download Now >](#)

Finding Your Way At CDG

View a map of CDG, learn where to go and get helpful tips. [Get Info >](#)



Passport Check

Make sure you're ready to go abroad by checking your destination's requirements. [See Details >](#)





DELTA AIRFRANCE

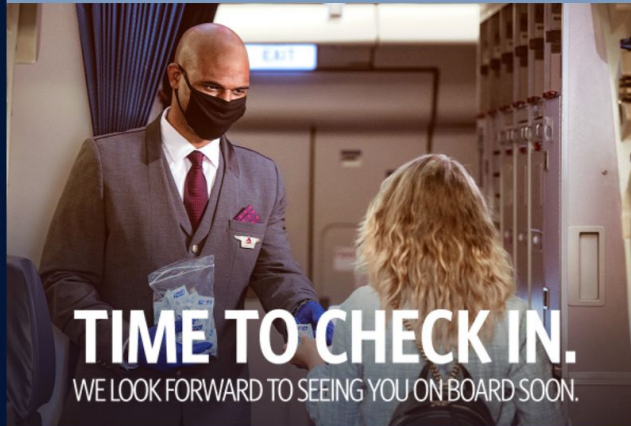


Hello, Carrie Liken And Brian Gary Skotko

Confirmation # : GGIWK



OUR COMMITMENT TO CLEANLINESS IS HERE TO STAY.
Learn more about the Delta CareStandard.SM >

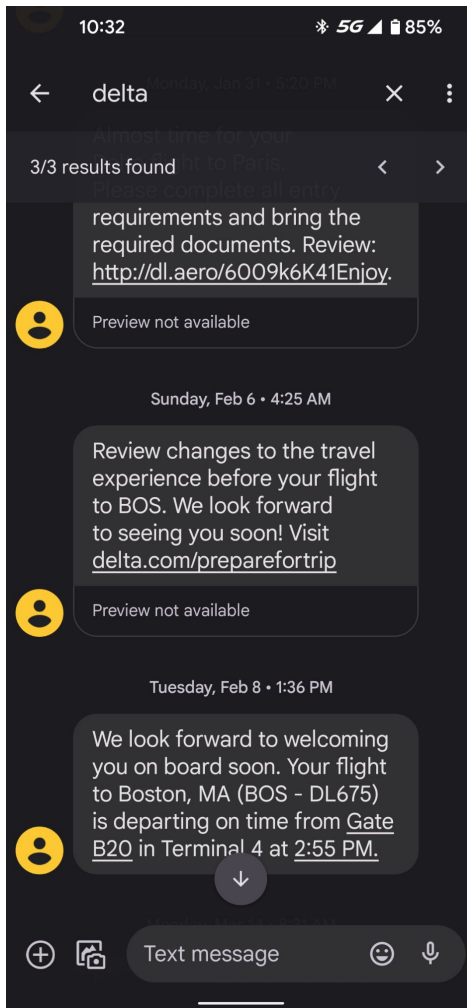


TIME TO CHECK IN.

WE LOOK FORWARD TO SEEING YOU ON BOARD SOON.

CHECK IN ONLINE >

Your flight on Wednesday, February 2 is available for check-in.
Please arrive at least 4 hours early.



Carrie, Please Share Your Feedback ➤



Delta Air Lines <delta@express.medallia.com> [Unsubscribe](#)
to me ▼

Elements of a great personal experience

	Delta	Healthcare
Search / Research	Flight search - using search engine and/or Delta's search function	Condition, doctor, procedure, location search - using search engine and/or health system search function
Selection	Compare trip elements that are important to the searcher, e.g., price, departure/arrival time, connections, etc.	Compare elements of care that are important to the searcher, e.g., location, provider specialty, gender, insurance accepted, price, etc.
Conversion	Booking a flight	Booking an appointment
Post-conversion Confirmation	Email confirmation of booked flight immediately following booking.	Email, text, call confirmation of booked appointment immediately following booking.
Reminder(s)	1-2 week reminder: how to prep for flight 48 hour reminder: flight is soon! 24 hour reminder: time to check in!	1-2 week reminder: how to prep for appointment 48 hour reminder: appointment is soon! 24 hour reminder: appointment is soon, maybe including instructions on parking, internal wayfinding, etc.
Day Of Experience(s)	SMS text message incorporating weather and other elements to prompt me to arrive on time (so that I don't miss my flight). Gate reminder SMS text.	SMS text message incorporating weather, parking availability, even a "welcome" text "We are looking forward to your visit" 1 hour reminder via SMS text.
Post-Experience	Email or SMS text message asking for feedback about the experience	Email or SMS text message asking for feedback about the experience

The consumer healthcare journey is evolving and is unique



4 in 5

consumers use search engines to find information



50%

of patients will abandon their search experience due to inaccurate provider information



90%

of patients use reviews to evaluate a provider before making a decision

What we've heard



Every healthcare
journey is
individualized



**"Not a one size fits
all"** approach to
providing care



Systems are not
designed with the
patient in mind

Why? Healthcare Journeys are Extremely Personalized

One of the easiest ways to focus on personalization — without having to make significant website or ad targeting investments — is to **think about what people are searching for** with respect to their healthcare today



We are not talking about holding your Protected Health Info (PHI) or Cookies

Personalization

Help patients and consumers feel like they can connect and get the answers they need, even from a distance

It's not the same as

1

Create different access points

2

Use patient preferred communication channels

3

Leverage multiple sources of information along journey

Protected Health Info (PHI) or Cookies

How to Personalize

Meet the Patient or Consumer Everywhere

1. **Collect** and organize your data
2. **Syndicate** data out
3. **Capture** specific Intent
4. **Drive** an AI search based experience
5. **Inform** through evaluation
6. **Unify** and adapt

Collect

Collect data about how consumers are finding you today and the data you already have about your providers, facilities, insurance accepted and more.

Then, identify whether you can answer the questions consumers are asking by performing test searches on places where consumers are looking for information about you: on and off your website.

To collect **consumer data**:

- Use analytics tools (Google, Adobe, Yext analytics) to find query data
- Use call center “top questions” to find top topics individuals are calling about

To collect **provider, facility and other data**:

- Identify where your data lives today (Excel? CMS? Credentialing?)
- Aim to pull this data into a singular place where marketing can access it (and change it)

This gives you insight into what people are looking for. This also allows you to clean up your data that you already have and then you can unite it all together.

Syndicate

4 in 5 consumers use search engines to find information

- Once you've identified where consumers are looking for information about you, you now need to make sure your data is present and accurate on and off your site.
- No two journeys are the same, which is why the information needs to be accurate anywhere (Google, Facebook, WebMD, etc.)
- **Properly structured sites like Google** leverages other structured data sites to ensure the org or provider info they have matches up

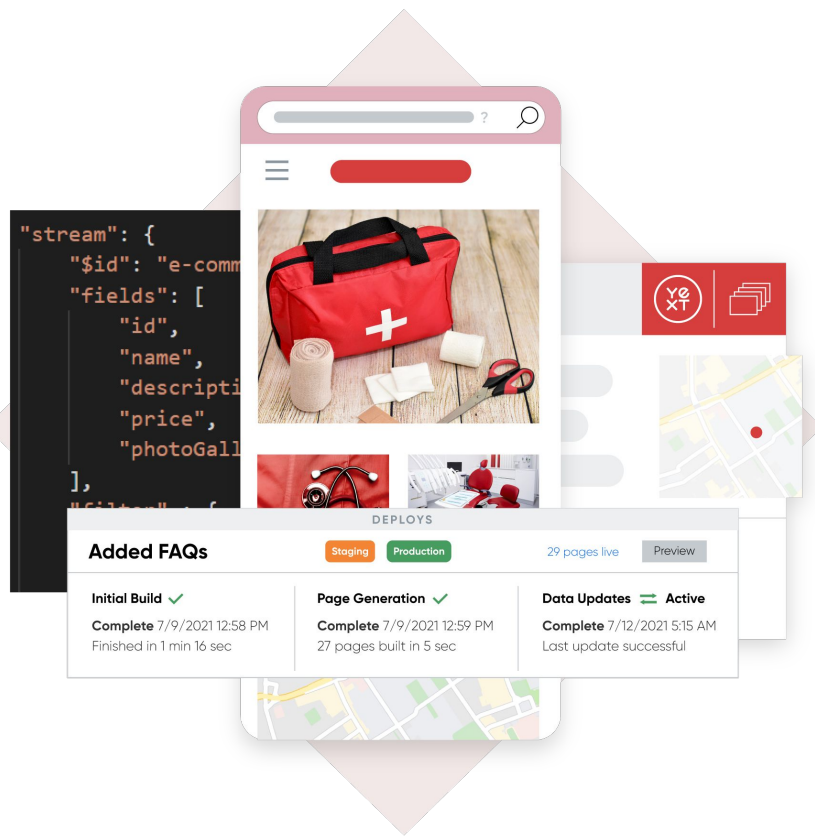


Capture

+74%

average year over year increase
in Google Search views with
SEO-optimized landing pages

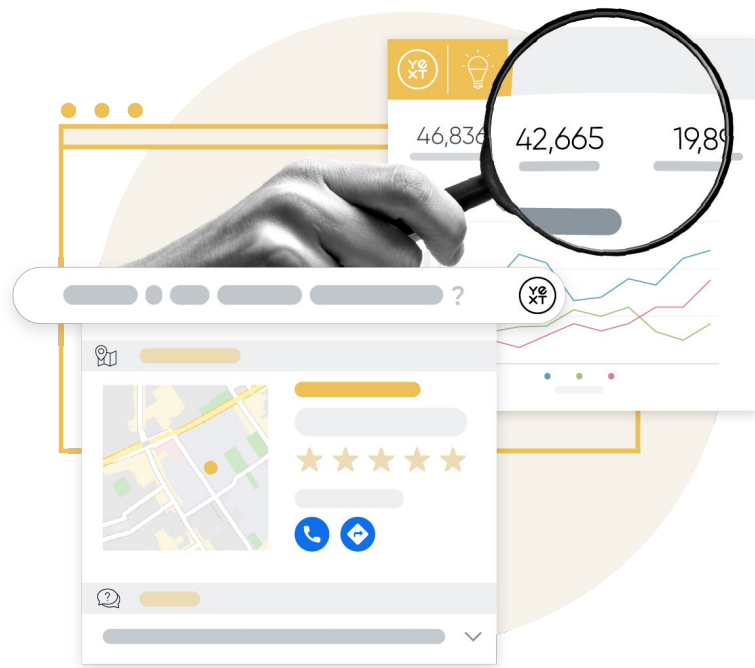
- **Capturing** your patient or consumer can happen at any stage of the journey, which is why optimization and structure is key for conversion
- Capture more **unbranded searches with landing pages** for your providers and facilities
- Ensure your consumers and patients are able to navigate to and from your pages



Drive AI Search Experiences

60% of patients say they have a higher expectation of online experiences since the beginning of the pandemic

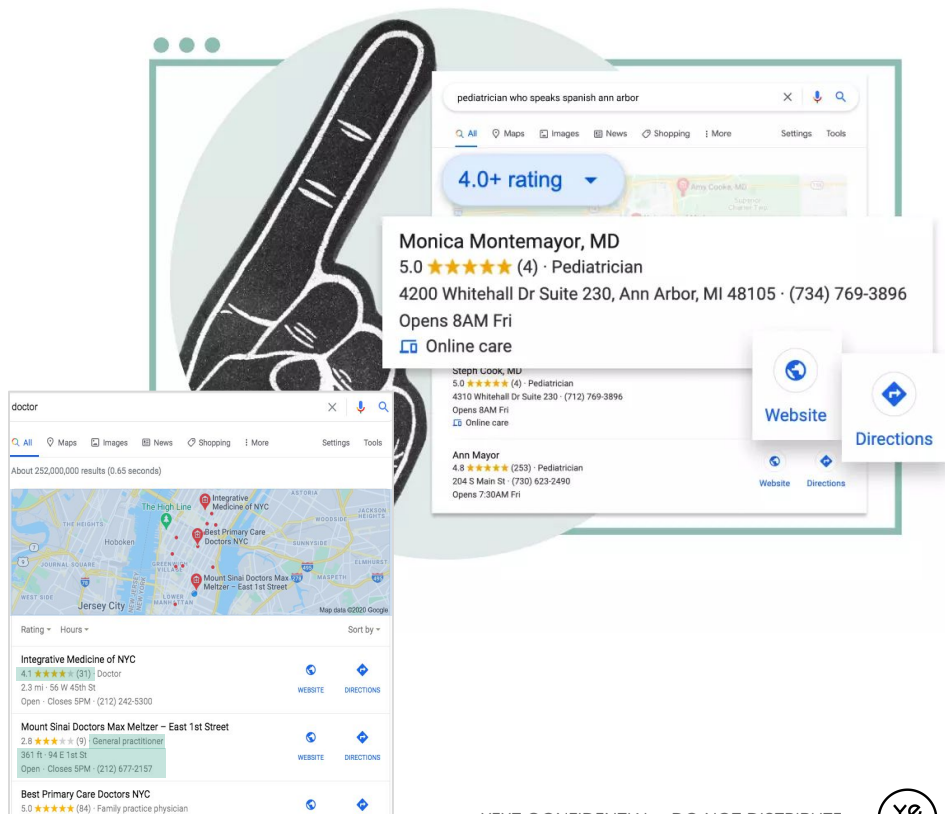
- Once a consumer is on your site, don't lose them with a poor search experience, lead them to your site first next time they start their journey
- Help consumers find what they need by incorporating rich snippets, provider profiles, FAQs, maps and more – all within your search results experience.
- Give consumers the **same experience** they expect to see, similar to an Amazon or Google
 - ex. Reviews, Images, Clear Results, Filters



Inform through Evaluation

90% of patients use reviews to evaluate a provider before making a decision

- Consumers are more likely to trust an organization with a high volume of positive reviews and responses
- **Prominence** is one of the three criterias Google states they take into account when ranking any organization, which are Reviews
- Get the most out of your reviews whether they influence the beginning, middle or end of a consumer's journey

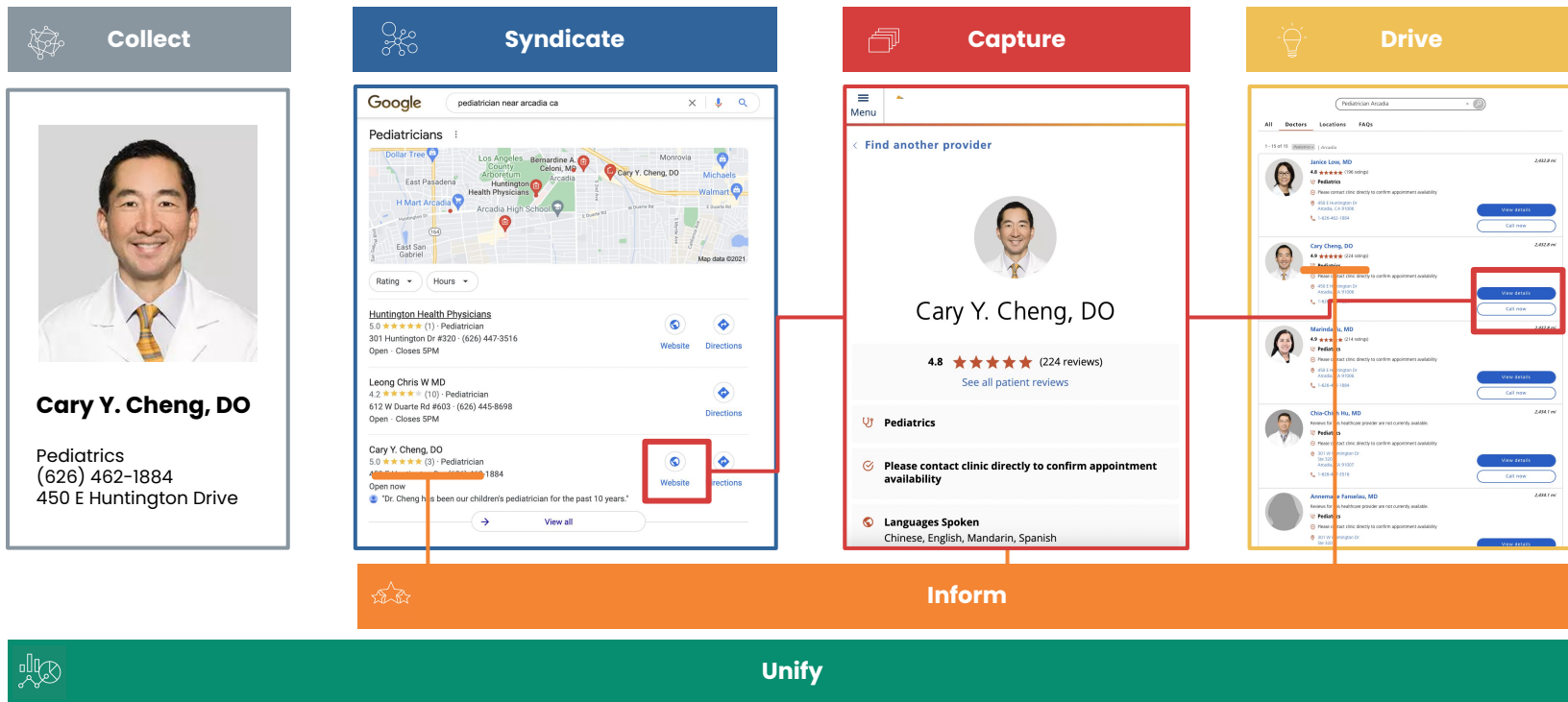


Unify and Adapt

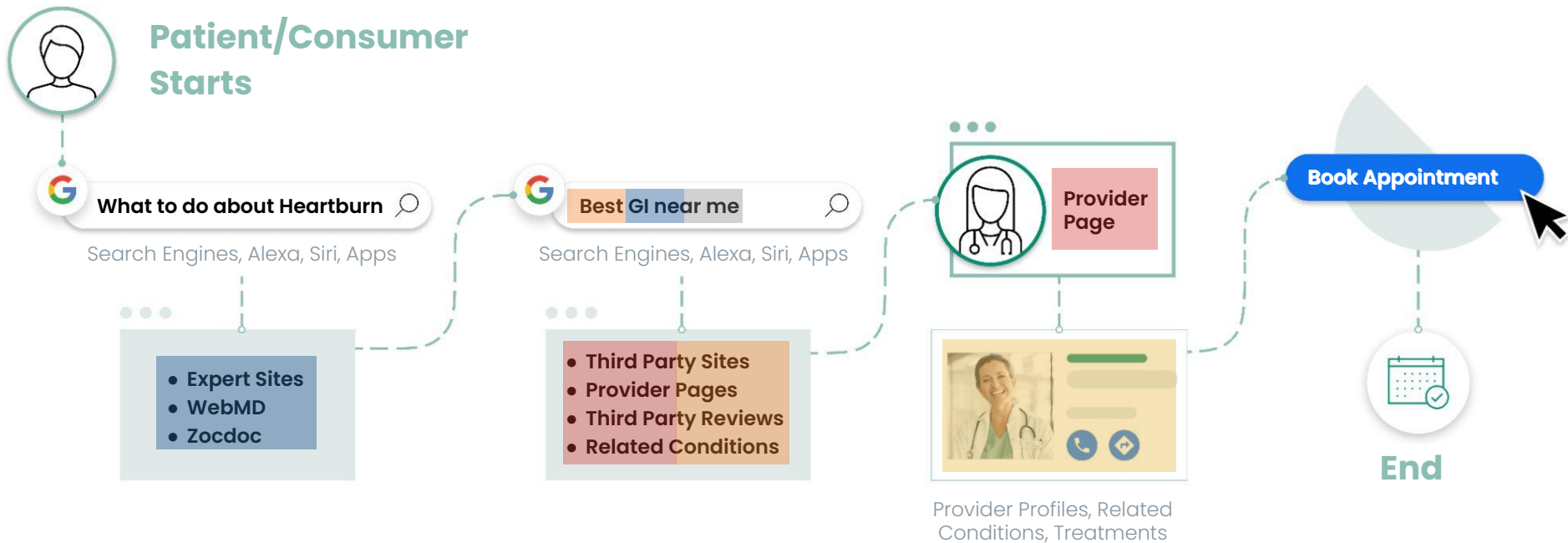
- **Unify data sources** into one platform across your website, search, reviews and third party listings
- **Optimize and understand** each consumer journey to personalize the experience
- Use **Natural Language sentiment analysis** tools to interpret your patients' user experience, understand their interactions with your providers and facilities



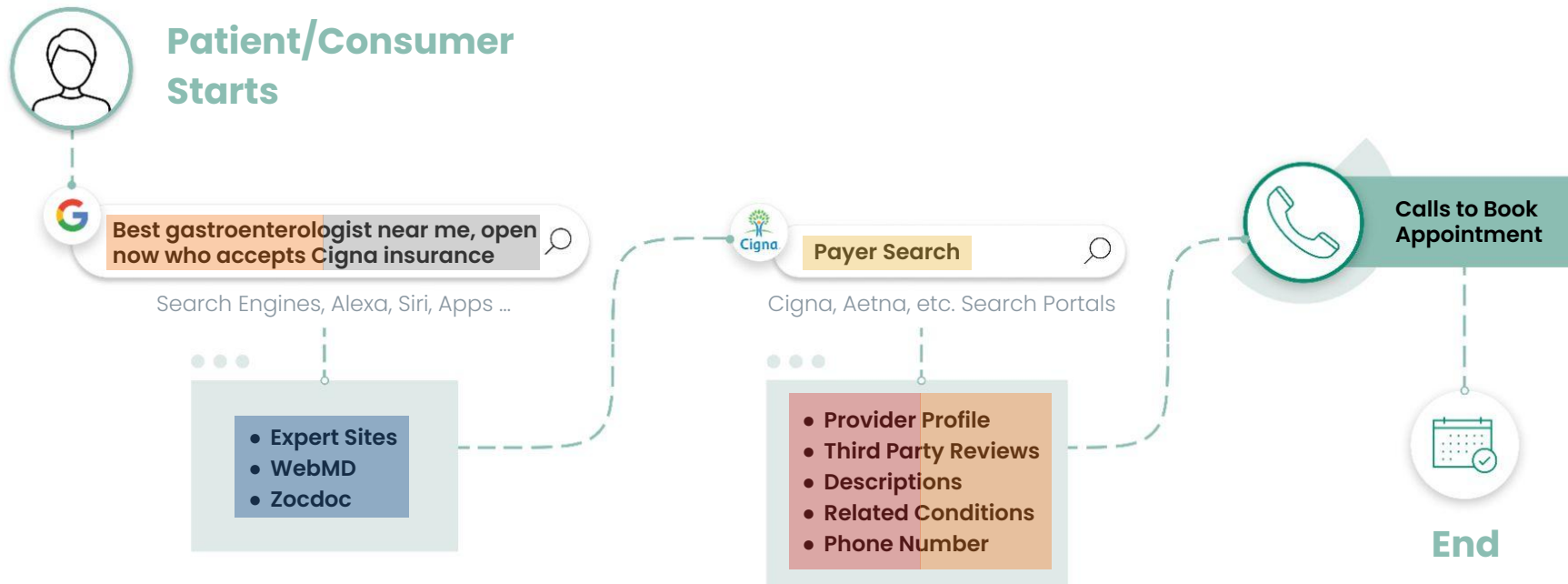
Connect all possible touch points no matter where the journey starts or ends



Healthcare starts with a question and spans many touchpoints & data sources



And each Journey is completely different



Ways to get started today

1. Explore which brands you've fallen in love with – Retail? Travel? Banking? Amazon?
2. Act like you are going to buy something from one of those brands – map the end-to-end consumer journey. Start with your *intent* to research something prior to purchase.
3. List the steps involved in the journey from research to conversion to post-conversion.
4. Now map a few healthcare journeys in your own health system.
 - a. Consider the initial steps:
 - i. how well do you deliver on search, selection and conversion?
 - ii. where are your gaps?
5. **COLLECT** the top questions and queries people are asking during search and selection.
6. Begin to make changes based on these queries – syndicate your data, create pages that are SEO optimized to surface early and often during the research phase, provide an excellent search experience on your site.
7. Keep a schedule – do this analysis on a regular basis and regularly update your healthcare journeys



For more information

Carrie Liken
Head of Industry, Healthcare

Carrie@yext.com



Thank You



