

Consumer Innovation: ShareMD Connect

This direct-to-consumer solution finds and proactively engages qualified, high lifetime value consumers who may not have considered your health system.

Landscape

Health systems have lost billions of dollars over the last two years, with projected margins substantially below pre-pandemic levels. Additionally, the use of referrals to find a provider has declined 44% since 2018. To combat this, providers must shift their approach from reactive to proactive, focusing on activating high lifetime value health care consumers.

Recent research shows that 81% of hospitals and health systems nationwide prioritize improving customer experience, yet only 11% have the capability to execute

a best-in-class customer experience. To address this, providers are increasingly turning to specialized marketing firms to manage new, large-scale health care consumer acquisitions and create personalized, segmented communications that build brand awareness.

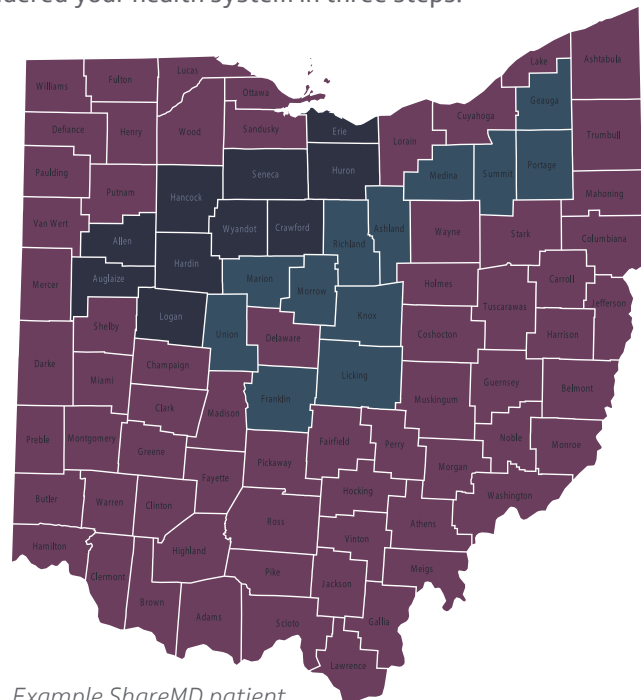
In today's environment, that is not enough. The bottom line is health systems need to acquire new patients, and that requires more than finding and capturing "marketing qualified leads." It means creating a seamless consumer experience for prospective patients.

Driving health care consumer activation

ShareMD Connect engages with patients who may not have considered your health system in three steps:

1. Identify the right patient growth opportunities

Each ShareMD market analysis identifies where opportunities exist to drive consumer engagement. We look at the market potential based on condition and procedure. Then we overlay that information with behavioral data to understand specific consumers who are most likely to need health care services. **Proprietary health care consumer segmentation allows ShareMD to target consumers more accurately,** select appropriate marketing channels, make strategic decisions around audience composition and messaging, and provide a more engaging and consistent customer experience.



Example ShareMD patient growth opportunity map

2. Engage health care consumers to fuel growth

Each ShareMD campaign focuses on a specific consumer journey based on a medical condition. **A unique journey is built around the consumer's pain points, informational needs and clinical triggers for action.** This informs our marketing strategy and content model. Each unique campaign requires in-depth consumer insight research, dozens of custom entry points, a targeted nurture journey, and personalized content and outreach. **The end goal: activate a consumer to take action.**

Apathetic

People from poorer yet highly diverse communities with poor access to convenient transportation and, by proxy, healthcare.

Goals
Ignore the problem till it goes away.

Pain Points
No insurance and lack of transportation options greatly affect motivation. Low fluency in English, so communication can be difficult.

Motivations
They are encouraged by urgency and take action when it comes to emergencies. Being made aware of lower-cost options is big, too.

Messaging Considerations
Money is always tight for members of these communities, so being made aware of lower-cost options can really help move them along. Empathy is key. Communicating how urgent something is (without being too alarmist) can really help motivate them as well.

"I don't go to the doctor unless I'm really sick... I mean really sick."



AGE: 35
EDUCATION: HIGH SCHOOL DIPLOMA
HOUSEHOLD INCOME: \$50K
PRIMARY LANGUAGE: NON-ENGLISH

Scorecard

CATEGORY (20 PTS EACH)	OVERVIEW	MOTIVATORS	CATEGORY SCORE (OUT OF 20)
Language, Cultural, Social	Often non-English speaker	Access to multilingual practitioners	7 /20
Technological	Often has no transportation	Help with arranging transportation	9 /20
Economic	MHI: \$50K	Discussing cost incentives	6 /20
Environmental	Little access to healthy foods, some sedentary habits	Dietary and exercise guidance	15 /20
Coverage	Primarily Medicaid, some private	Communicating with empathy, reducing stigmas, and sharing the benefits of Medicaid	8 /20

LOW █ **Healthcare Access Index** █ HIGH

FACILITATED █ **Motivation** █ SELF

Healthcare Access Index Total 45 /100

Patient will require multiple touchpoints and coaching

Healthcare Access Index Scoring Ranges 25-49 50-74 75-100

3. Educate and motivate consumers

When a consumer indicates their readiness to act, our team works to assess the consumer's needs, provide educational support and connect consumers to one of our best-in-class client providers. If none is available, we connect the consumer to the next-best option. One of our key points of differentiation from other solutions on the market is our nurses. With decades of collective hands-on experience, our nurses empower consumers through empathy-based education. Fifty-six percent of consumers who speak with a ShareMD nurse choose to schedule an appointment with our client provider. To date, we have a 100% consumer satisfaction rating.



Sources: Pennic J. In-depth report: will 2020 signal the death of provider referrals? *HIT Consultant*. January 31, 2020; Kaufman Hall. *2019 State of Consumerism in Healthcare: The Bar Is Rising*. May 31, 2019.



► To learn more about Consumer Innovation and ShareMD Connect, contact Jon Barlow at jon.barlow@vizientinc.com or 972-910-6129.

Scan the QR code or visit ShareMD online: connect.sharemd.com