



## Agile and Iterative

Using Real-Time Data to Drive Impact



# About Us



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## OUR MISSION

# SERVE, HEAL, LEAD, EDUCATE & INNOVATE.

## OUR VISION

Ochsner will be a global medical and academic leader who will save and change lives. We will **shape the future of healthcare** through our integrated health system, fueled by the passion and strength of our diversified team of physicians and employees.

## IMPACTING LIVES ACROSS LOUISIANA, THE NATION & THE WORLD

Ochsner serves patients from across **LOUISIANA, EVERY STATE** in the nation, and more than **70 COUNTRIES.**

Ochsner is **LOUISIANA'S LARGEST** not-for-profit health system and one of the largest independent academic health systems in the United States.



## OCHSNER BY THE NUMBERS

**75+** Ochsner was founded more than 75 years ago by Dr. Edgar Burns, Dr. Guy Caldwell, Dr. Francis E. LeJeune, Sr., Dr. Alton Ochsner and Dr. Curtis Tyrone.



**40+**

Owned, Managed, & Affiliated Specialty Hospitals

**30K**  Employees

**2.4M** Clinic Visits

**14K** PATIENTS ENROLLED IN DIGITAL MEDICINE IN 2020

**\$4.5B** PROJECTED REVENUE (2020)

**895,500+** PATIENTS SERVED IN 2020

**150+** HEALTH CENTERS & URGENT CARE CENTERS

**\$27M** RAISED IN PHILANTHROPY (2020)

**90** MEDICAL SPECIALTIES & SUBSPECIALTIES

**4,500+** Employed & Affiliated Physicians

**750+** clinical research studies

# Learning Objectives

1

Why it's important to **think outside of the box about data**

2

How to **integrate new insights** seamlessly into your communications

3

Why a **commitment to insights** is a commitment to more effective marketing

# Adaptability

the powerful difference between:



**Adapting to**  
**cope**



**Adapting to**  
**win**

**&**

Walgreens to Open Doctor Offices, What This means for Your Healthcare Services

## Amazon Has a New Partner in Its Health Care Assault

The tech giant may have found its Trojan Horse for the health care industry

**One of Google's top doctors explain how its coronavirus response is feeding into its long-term plans to reinvent how people get health information**

## Can Walmart change healthcare?

Walmart caught the healthcare industry's attention when it began opening primary care centers across Georgia, Florida and Illinois.

**One of Google's top doctors explain how its coronavirus response is feeding into its long-term plans to reinvent how people get health information**

## Amazon's First Neighborhood Health Center Will Be in DFW

The nearsite clinic will offer holistic care and extended hours for Amazon employees and their families in the region.

**CVS adds another Big Health product to its point solutions management program**

Industries are dealing with *changing budgets* along with *daily changes in priorities* depending on pandemic state.


# Daily Life

**GRUBHUB™**

Uber prime

 **TaskRabbit**

amazon echo

 **NETFLIX**

lyft

The  
healthcare  
market is  
responding

# Healthcare Disruptors

 one medical  OAK STREET HEALTH

edenhealth

oscar  
 OPTUM®

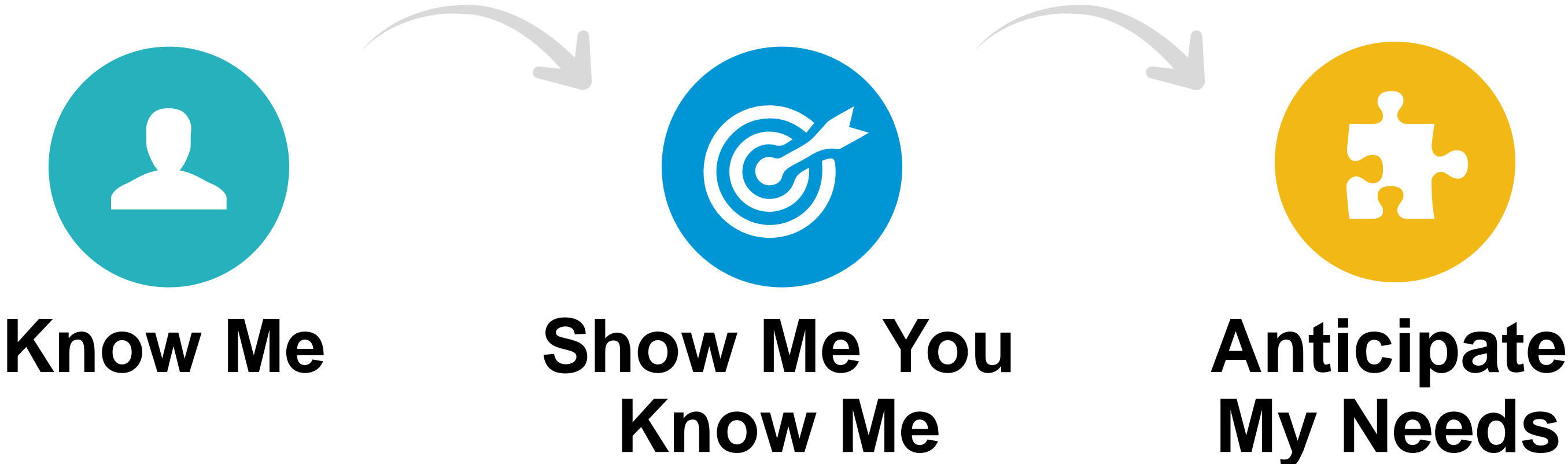
 CVS Health | aetna®

zipnosis

 TELADOC™

 SOC Telemed

# Consumer Expectations

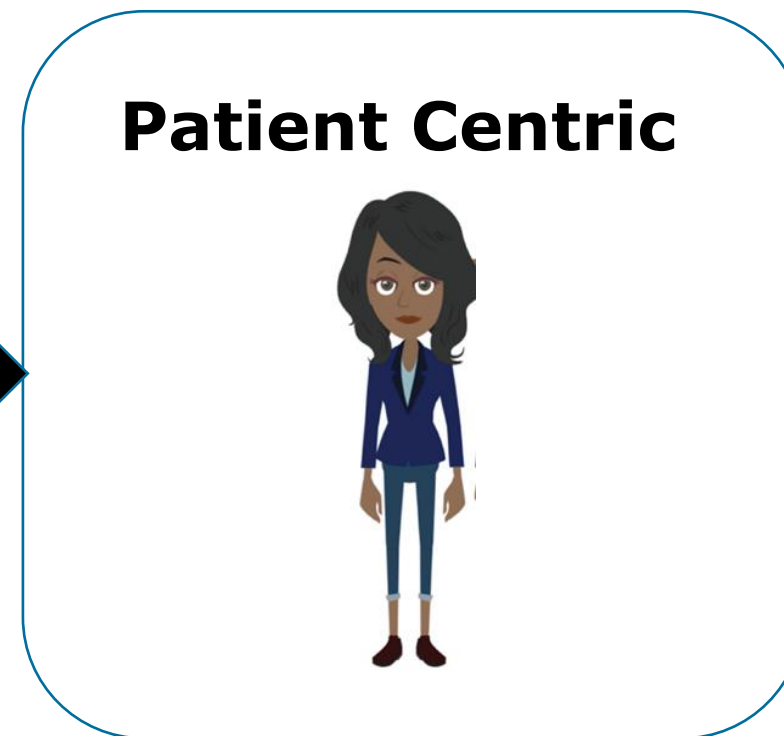
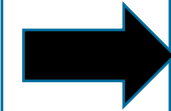
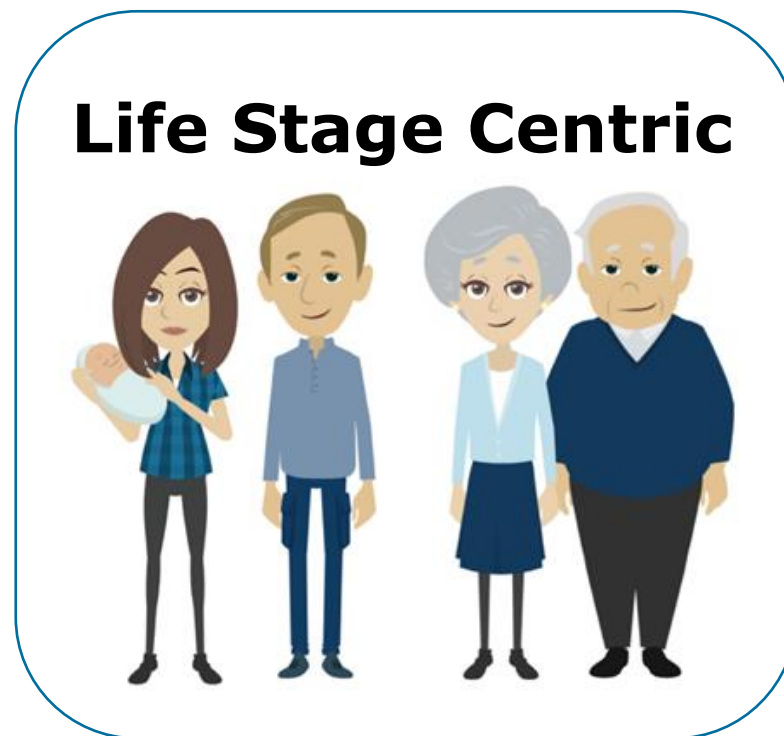
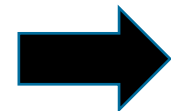
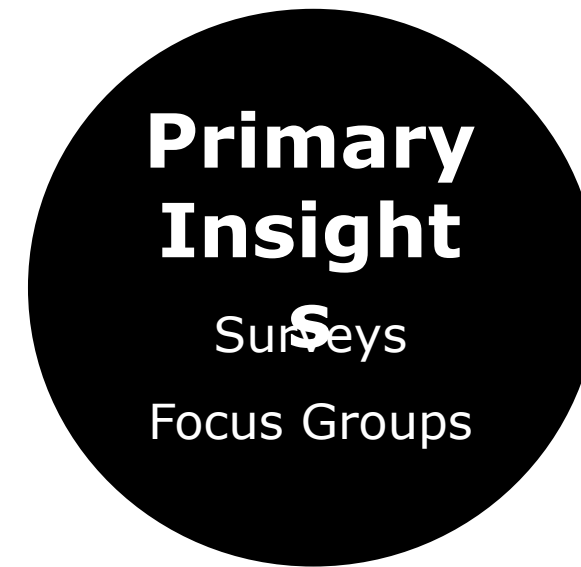
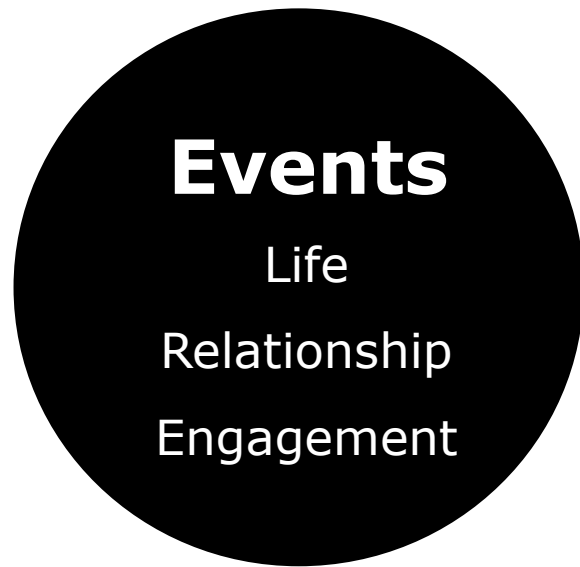






**Shift to a data-driven and consumer-focused approach.**

# Using Data to Evolve Strategy



# Adopting an Iterative Process

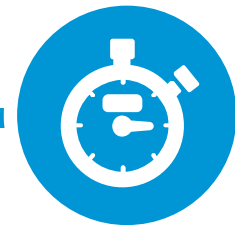




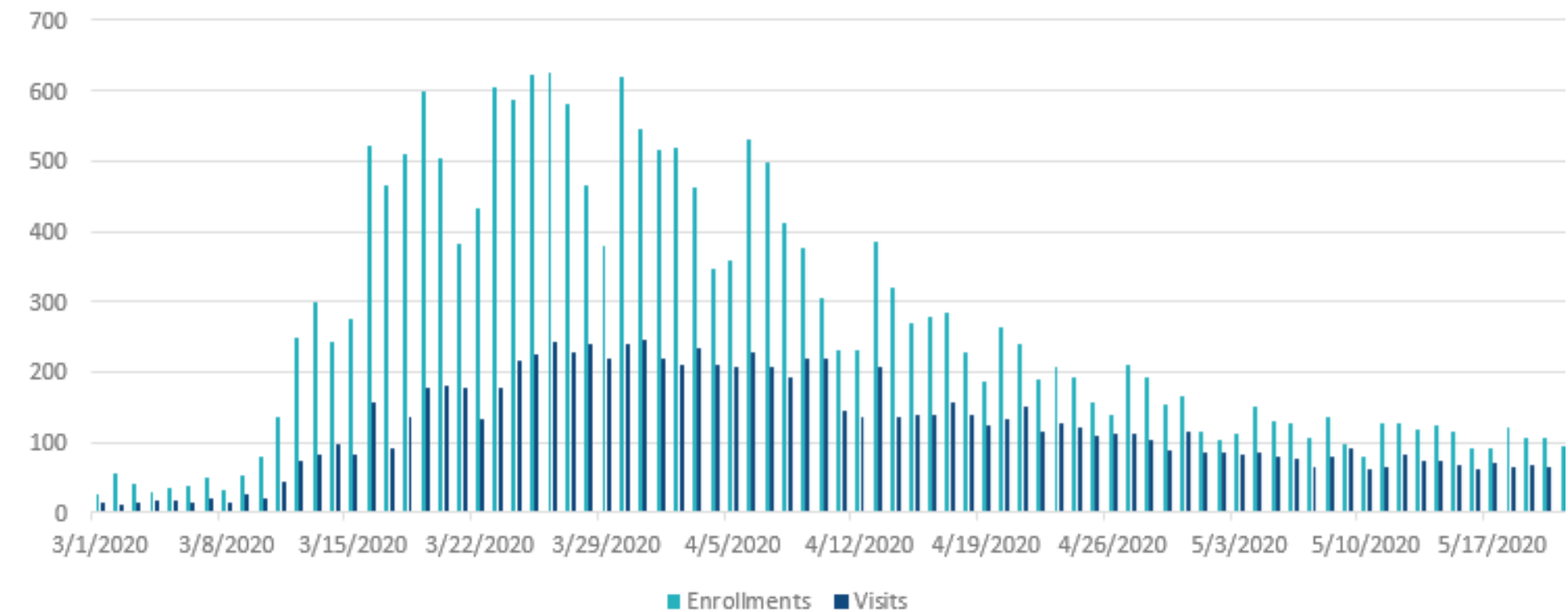
**Informing Virtual Visit  
Communications Throughout the  
Pandemic**

# Data Reveals Patient Needs

## Real-Time Data



- Enrollments and visit volume
- Online reviews and patient surveys
- Digital campaign performance monitoring



## What did we learn?



- Patients were appreciative of the virtual options
- New users needed more resources

# Regular Data Sharing

## Primary Data



- Weekly patient experience tracker
- Collaboration on topics and questions
- Discuss insights and implications weekly

## What did we learn?



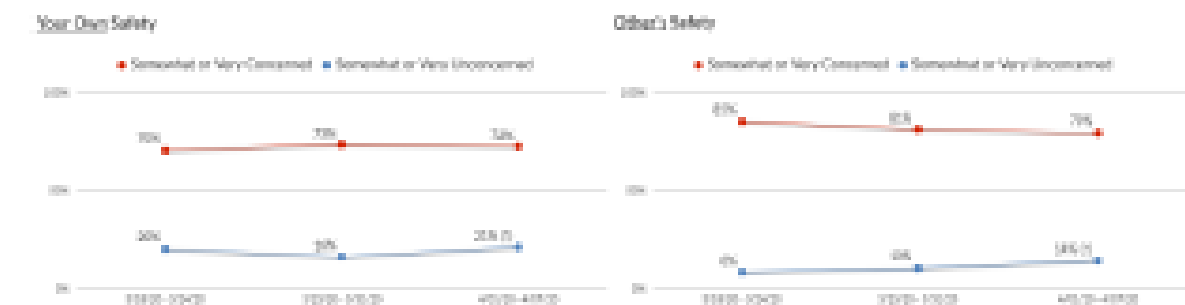
- Participation leads to more participation
- Messaging pivoted from safety to convenience
- Millennials, Caretakers, and High-Income Males are particularly interested in virtual care

## Tracking Consumer Behavior Amid COVID-19

Week 3: 4/1 - 4/7

Consumers are beginning to see the light at the end of the tunnel.

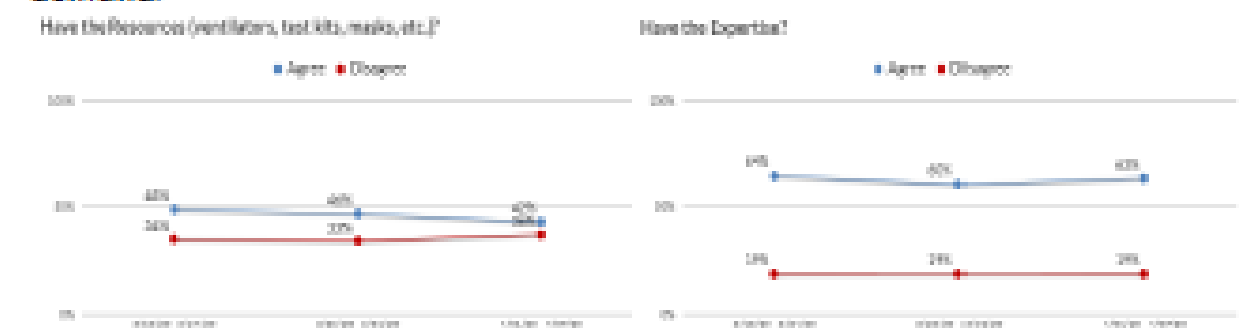
While this week is supposed to be the deadliest, consumers are reporting feeling slightly better about themselves and others.



People remain concerned about their local healthcare providers having proper resources, but continue to trust in their expertise.

The number of people who are concerned that their healthcare providers do not have the resources to keep up with demand has risen 3 percentage points in the last week. This suggests that people are starting to be more concerned about the supplies of their local healthcare providers. This could be due to reports of the US Government running out of its stockpile of masks, the ventilator shortage, multiple independent companies making flights to pick up supplies, etc.

There was, again, no change in the percent of people who are concerned about their local healthcare systems having the expertise to keep up with demand.



# Optimizations

## Immediate Optimizations



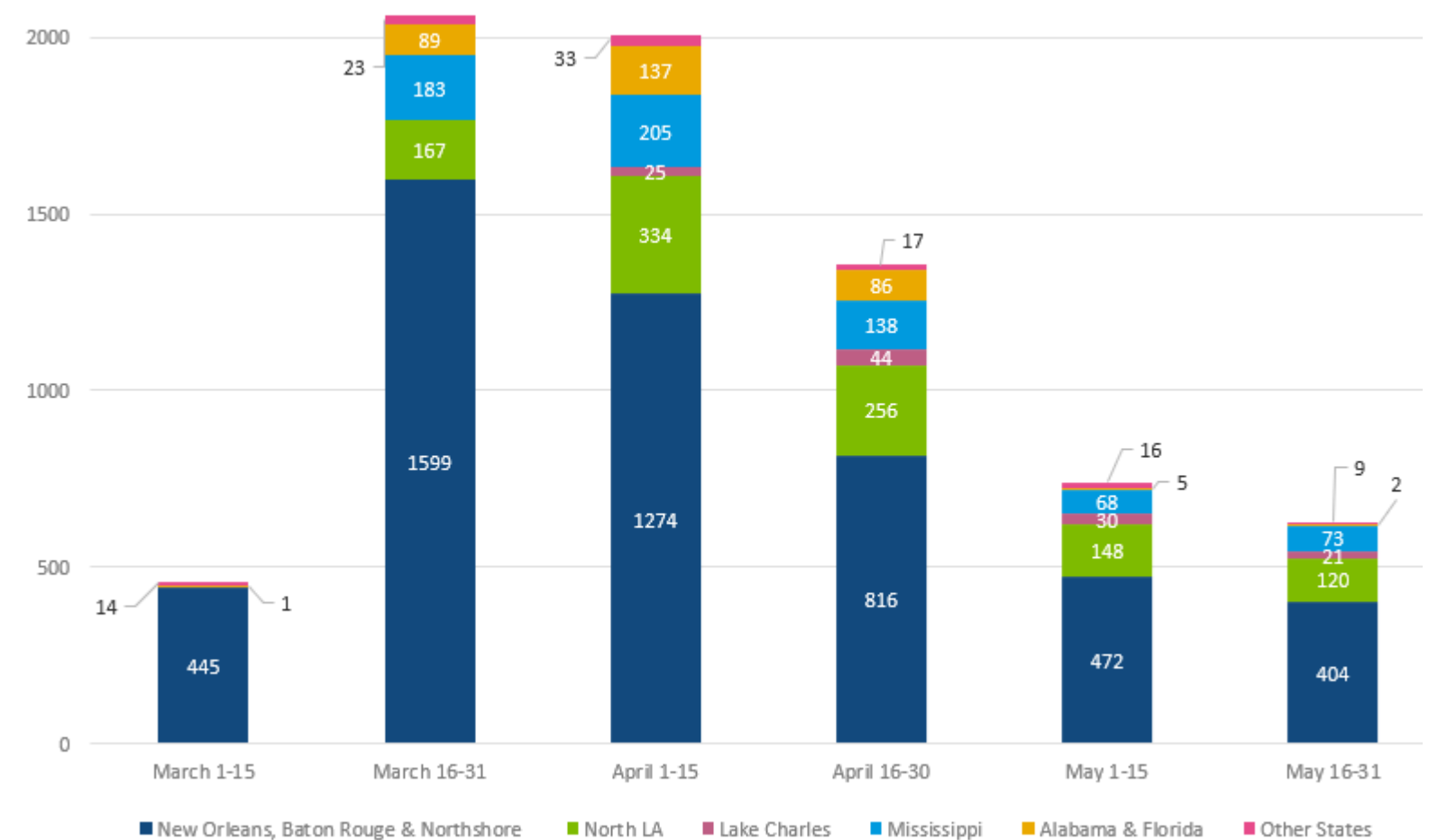
- Adjusted campaign targeting and messaging throughout the pandemic
- Created additional user guides and online FAQs
- Changed price of Ochsner Anywhere Care urgent care virtual visits

## Research Optimizations



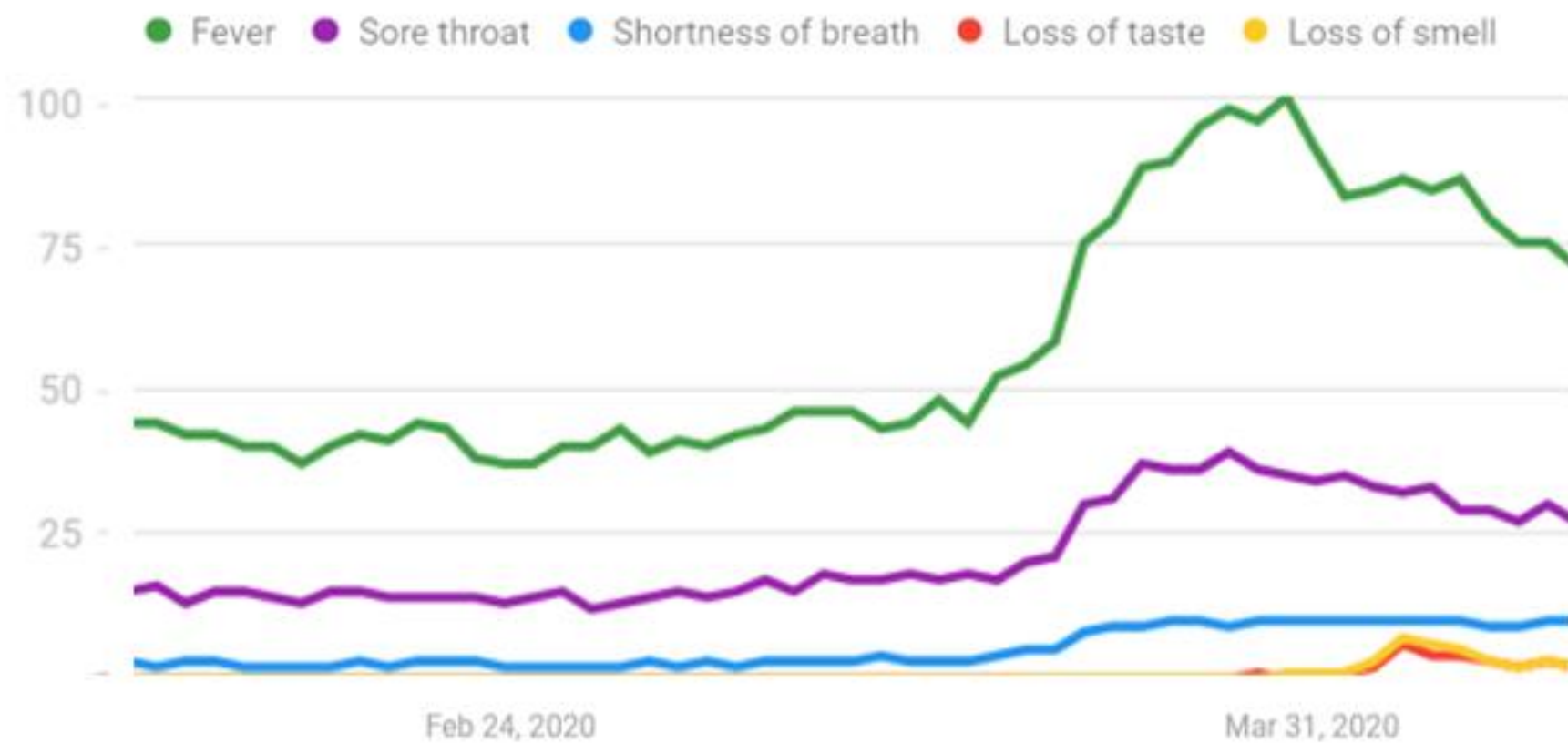
- Developed stand-alone study in order to identify pain points and opportunities for improving the experience

Campaign Leads



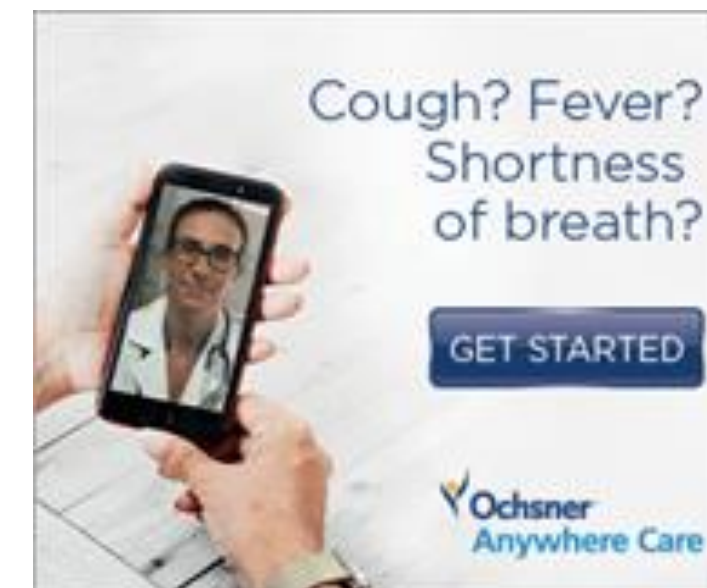
# Using Insights to Optimize Our Campaign

## Google Searches for COVID-19 Symptoms



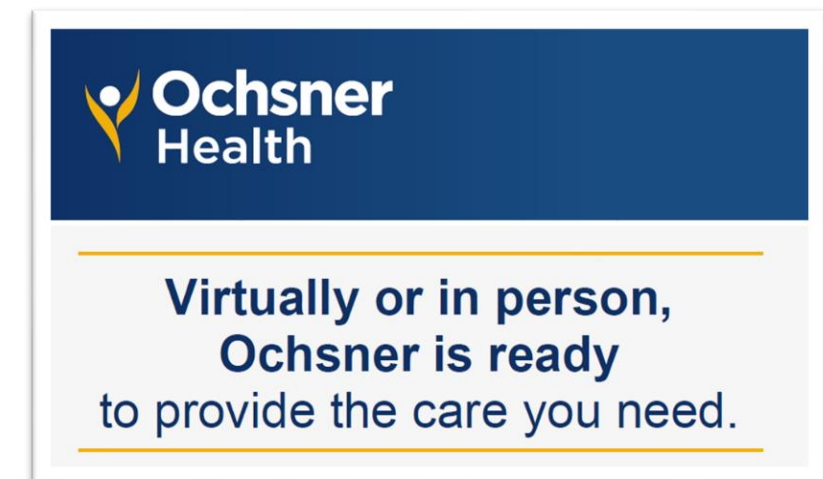
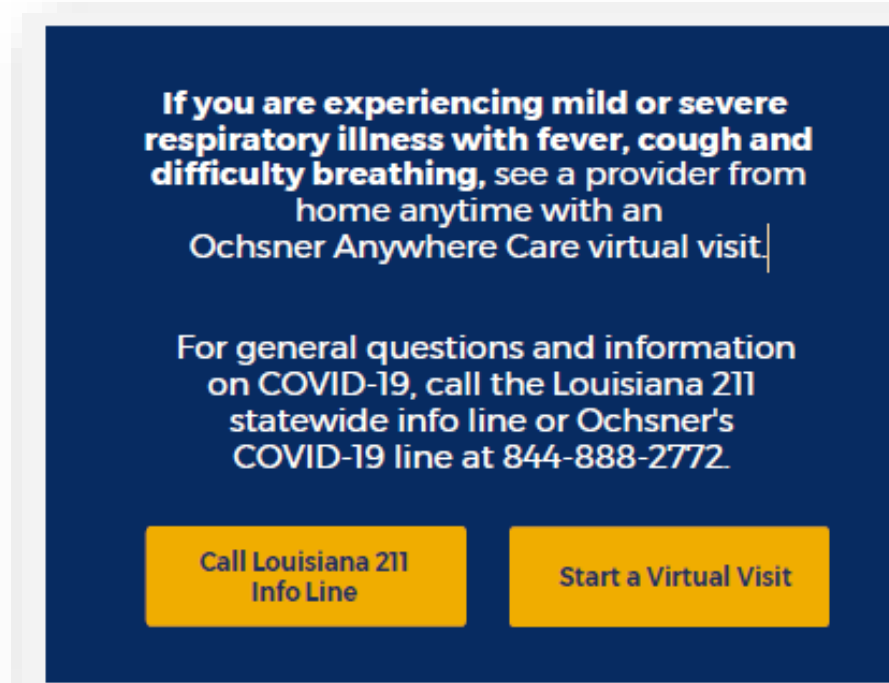
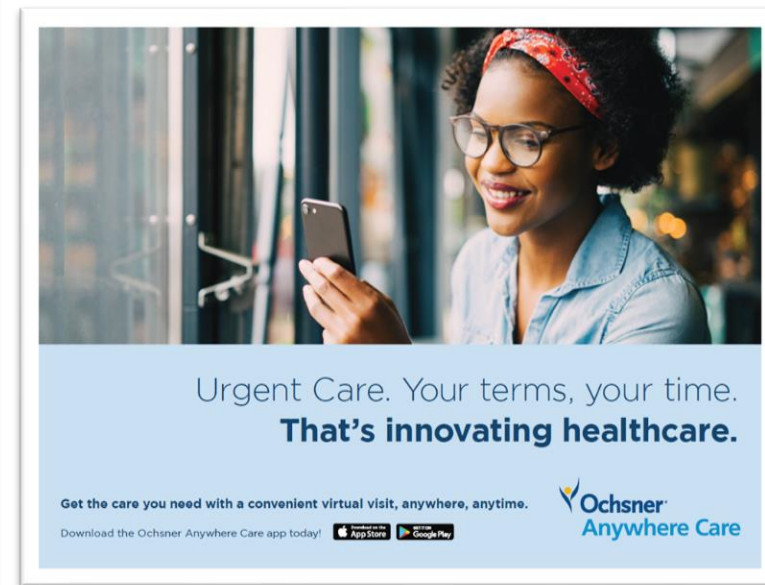
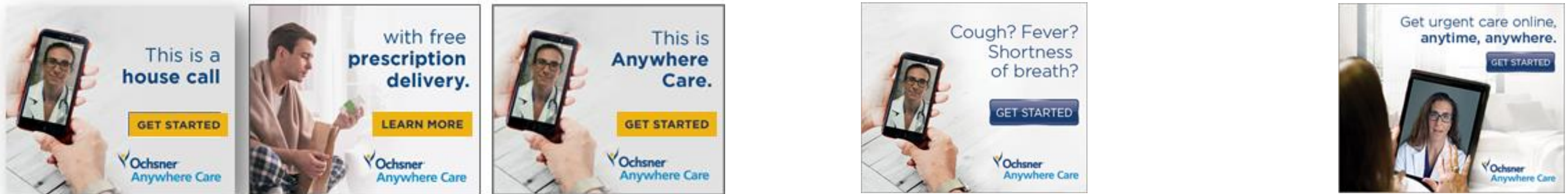
## Adjusted Campaign Messaging

Updated creative week of 3.6.20





# Adapting Campaign Messaging



# Measuring Our Impact

**11,463**

marketing leads in the  
Ochsner Anywhere  
Care digital campaign  
(+592% YOY)

**30%**

of the over 38K total  
Ochsner Anywhere Care  
enrollments in 2020 can  
be tracked directly to  
marketing efforts

**In Top 5**

of our highest  
performing  
campaigns in 2020

# How to Start

ONCE YOU'VE IDENTIFIED THE TOPIC OR CAMPAIGN THAT YOU WILL START WITH, YOU ARE READY TO BEGIN INTEGRATING THE AGILE PROCESS

## IDENTIFY YOUR USE CASE / PROGRAM TO OPTIMIZE

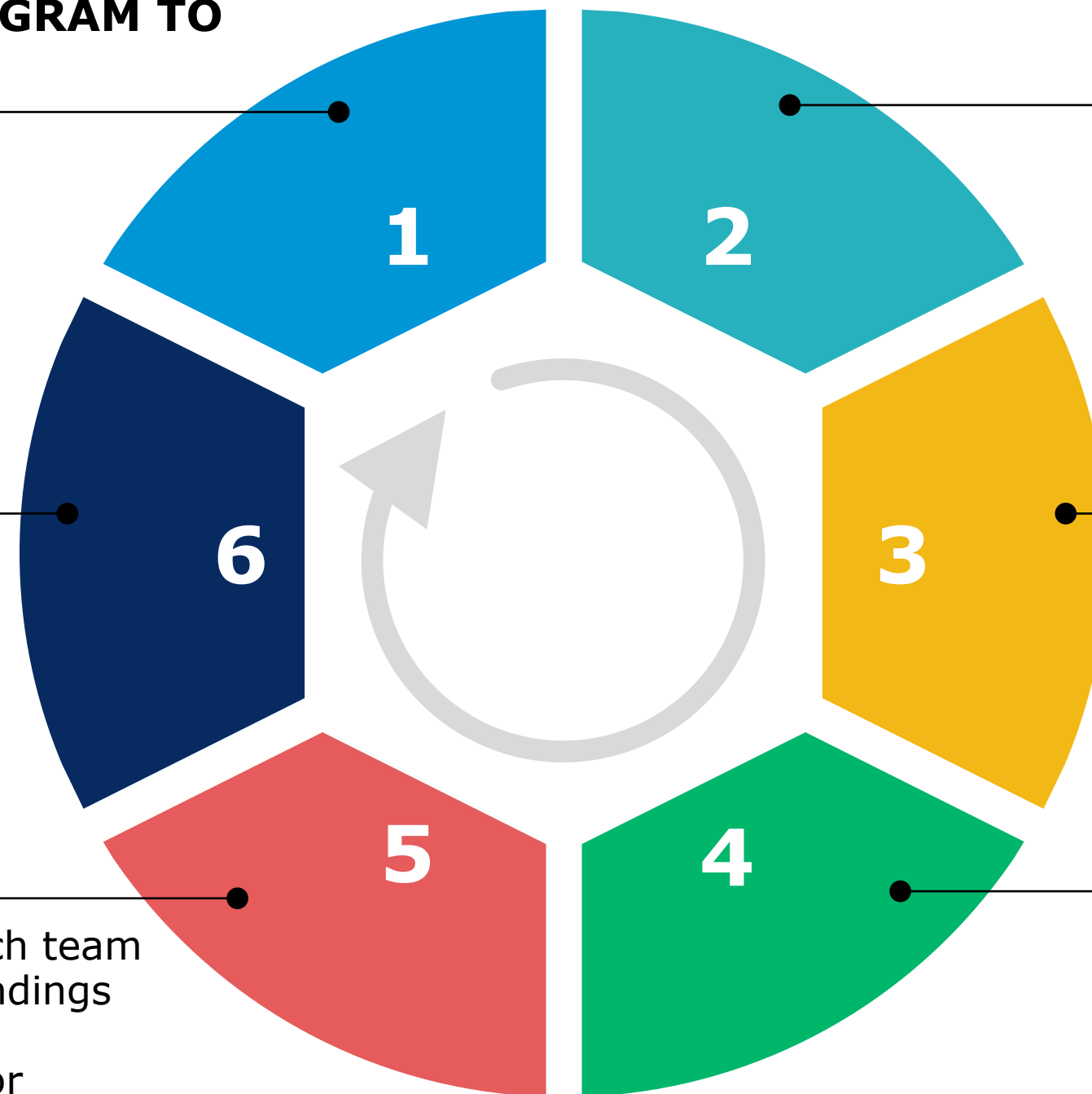
- What campaign or initiative is a priority?
- Continue with initial program and add another

## DISTRIBUTE/ COMMUNICATE TO STAKEHOLDERS

- Communicate results, further learnings, and new priorities

## REVIEW RESULTS

- Marketing reviews results with research team
- Research team downloads on latest findings
- Discuss next round of optimizations
- Discuss additional business priorities or research objectives



## IDENTIFY DATA POINTS

- Identify support needed from outside your department
- Determine benchmarks
- Determine frequency of collection

## COMMUNICATE INSIGHTS

- Interdepartmentally, allow discussion with partners

## EXECUTE OPTIMIZATIONS

A blurred background of people in a meeting, with a hand holding a tablet in the foreground. The image has a blue and white color scheme.

**Questions?**



 Ochsner Health

THANK YOU!

 MDRG

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