



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

G NETFLIX

lyft

The
healthcare
market is
responding

Healthcare Disruptors

one medical OAK STREET HEALTH

edenhealth

oscar
OPTUM®

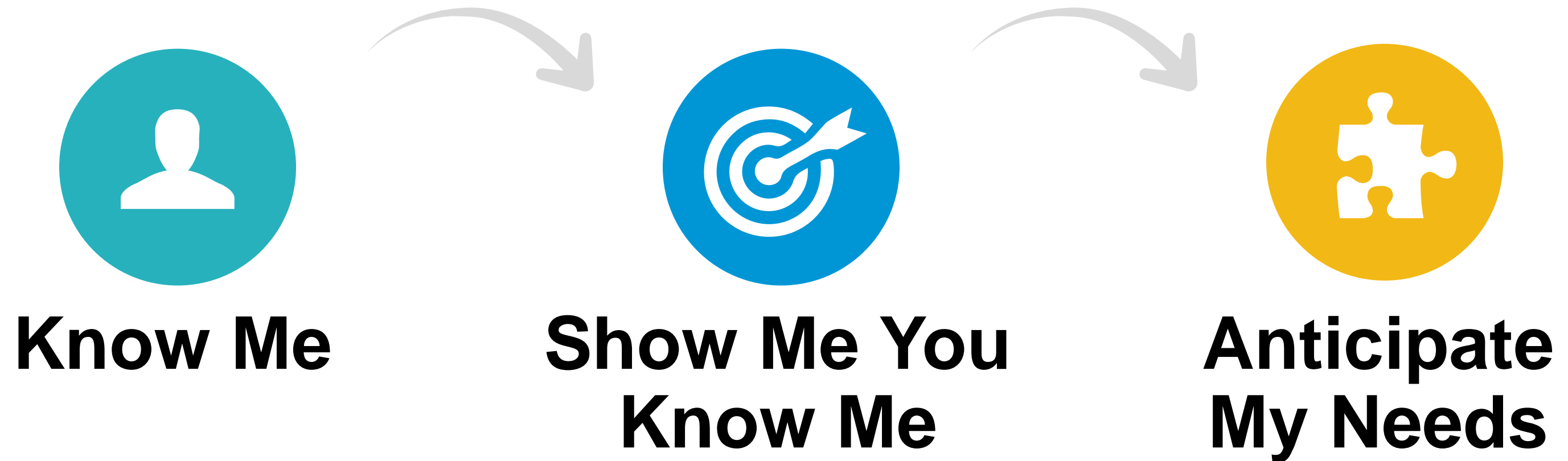
CVS Health. aetna®

zipnosis

TELADOC™

SOC Telemed

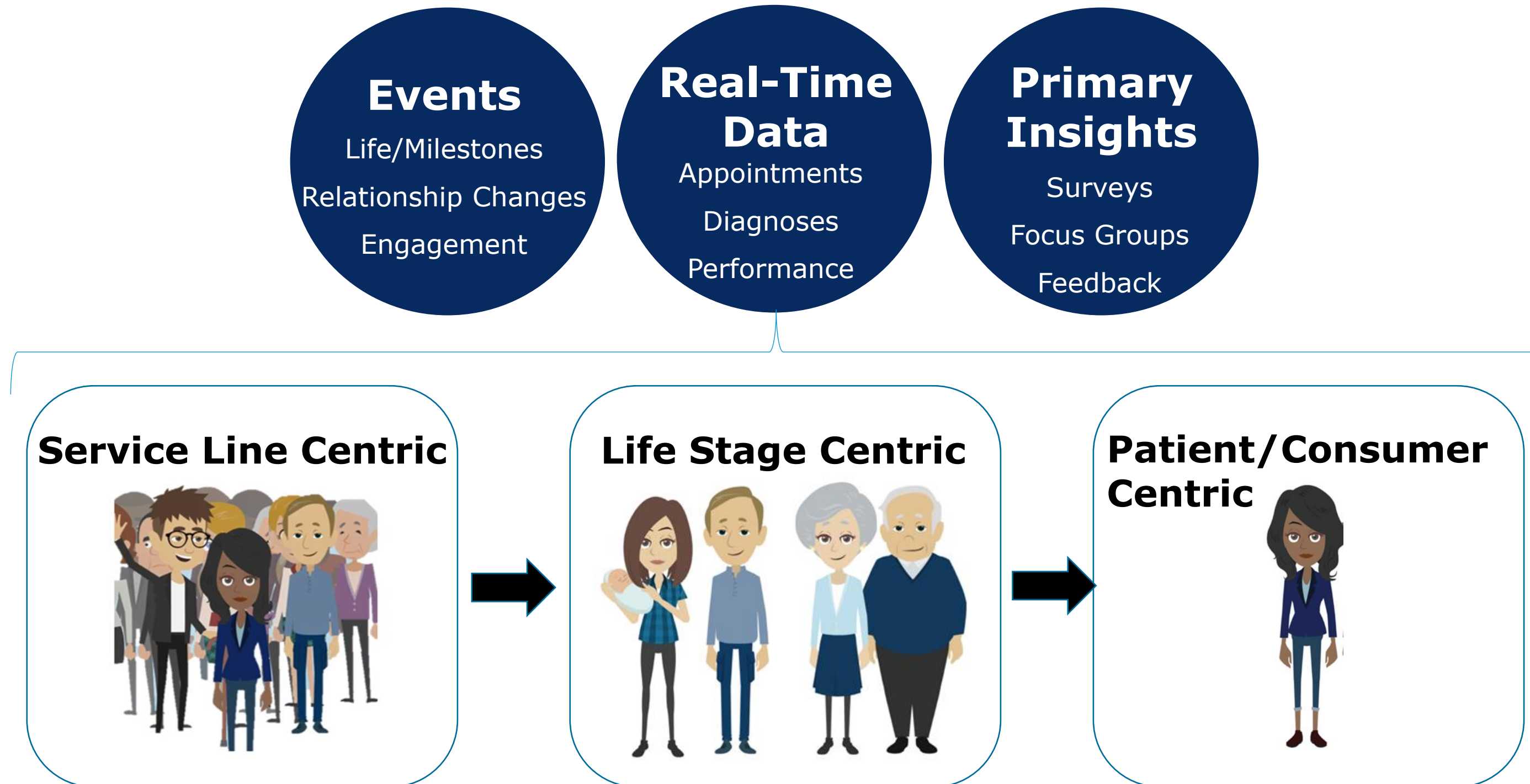
Consumer Expectations



A blurred background image of a group of people. In the foreground, a woman with blonde hair is seen from the side, looking down at a device she is holding. The image has a blue tint and a soft, out-of-focus quality.

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

Using Data to Evolve Strategy



Adopting an Iterative Process

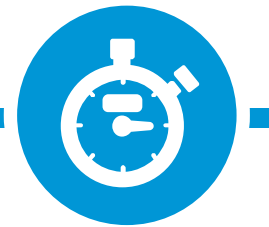


A person wearing a white lab coat is holding a tablet computer. The image is overlaid with a blue gradient, and the text is centered in a bold, black font.

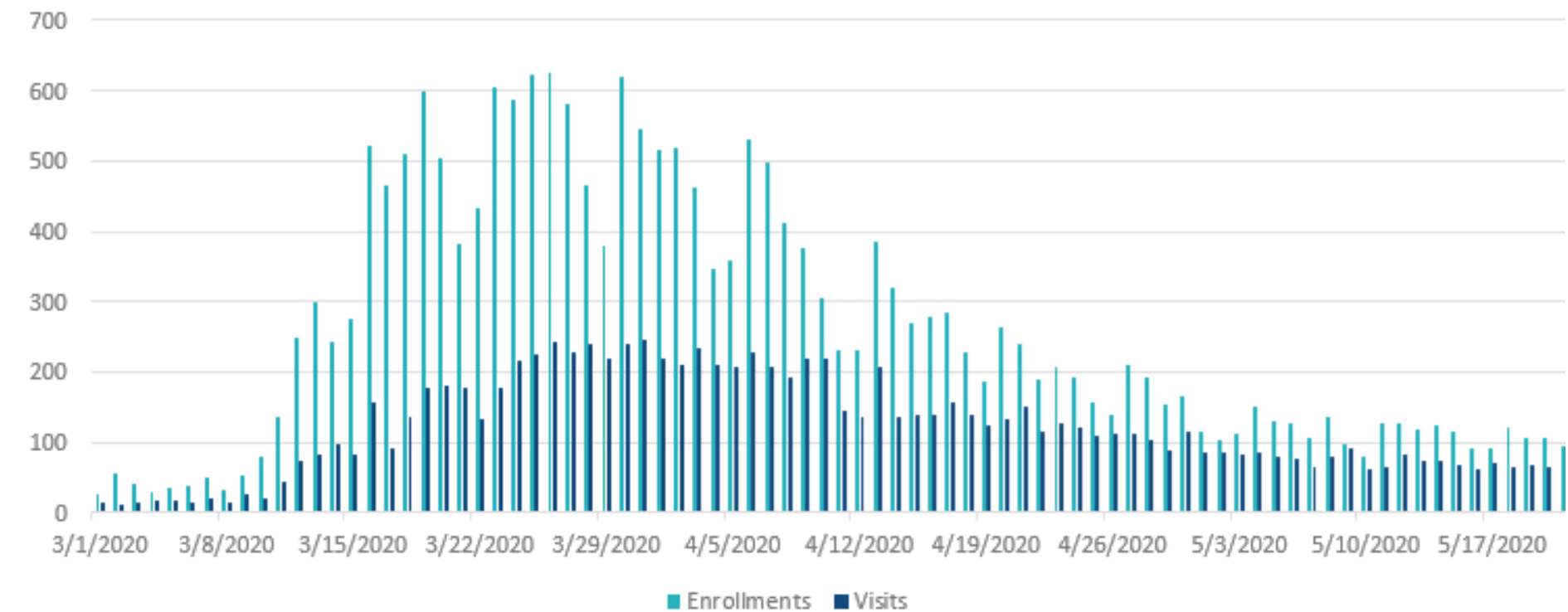
Informing Virtual Visit Communications Throughout the Pandemic

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

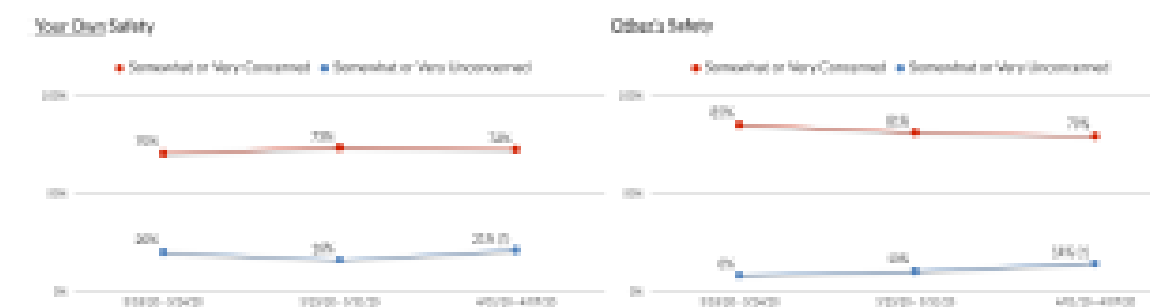


Tracking Consumer Behavior Amid COVID-19

Week 3: 4/1 - 4/7

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

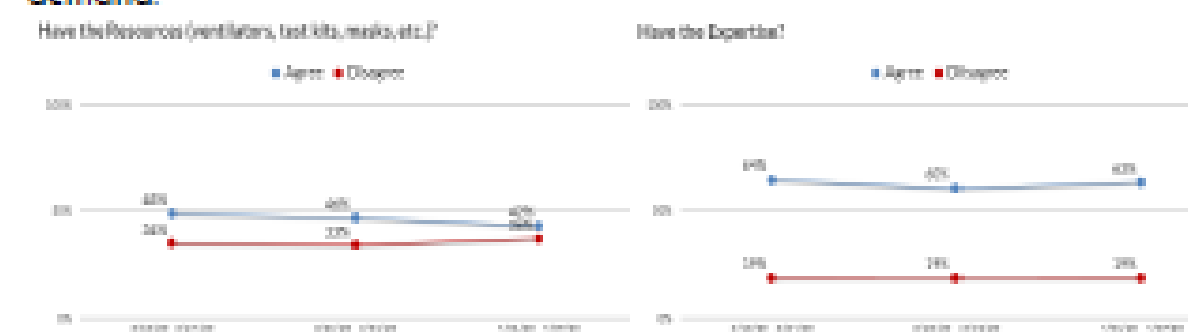
While this week is supposed to be the deadliest, consumers are reporting feeling slightly better about themselves and others.



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



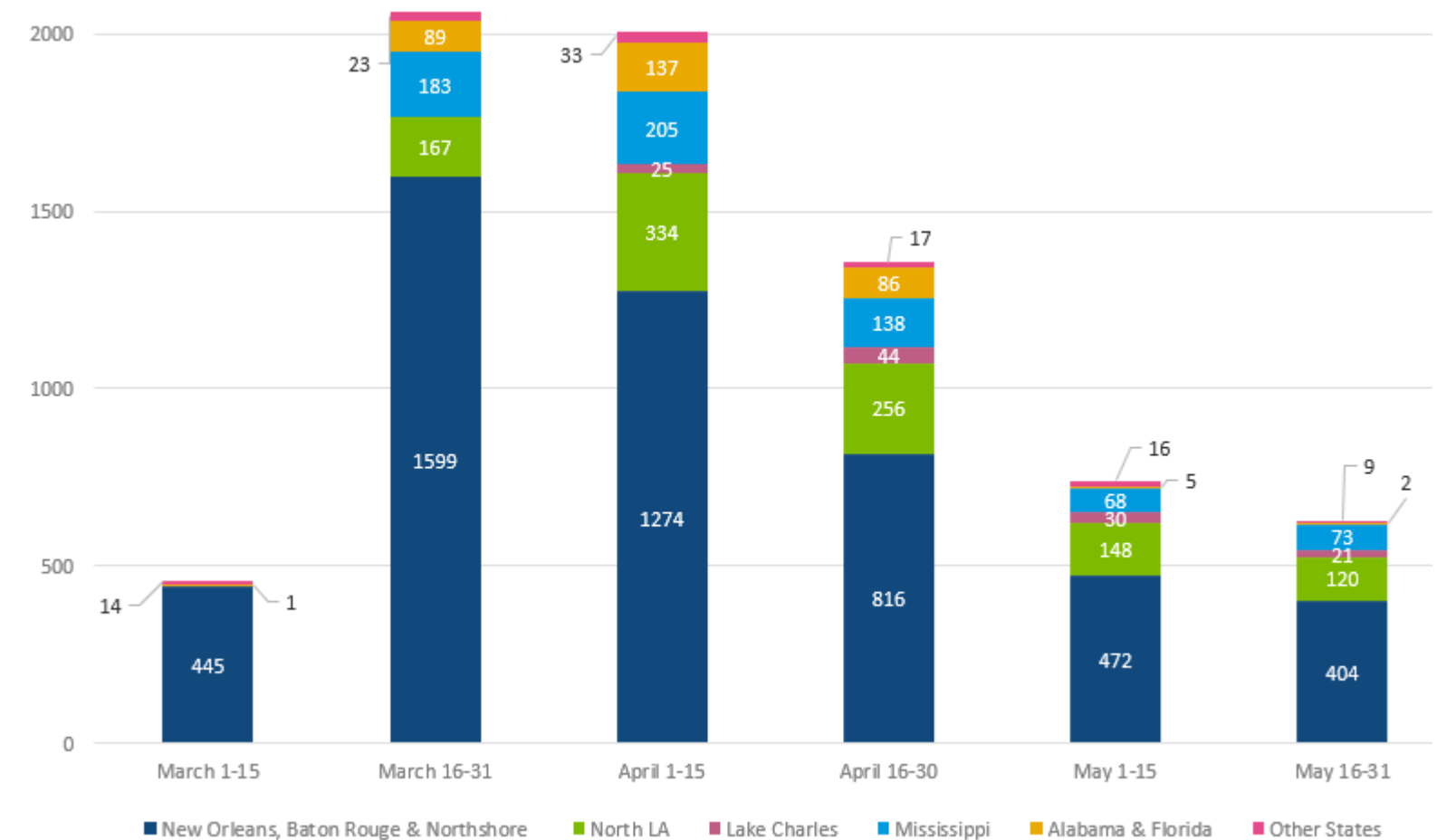
- Adjusted campaign targeting and messaging throughout the pandemic
- Created additional user guides and online FAQs
- Changed price of Ochsner Anywhere Care urgent care virtual visits

Research Optimizations



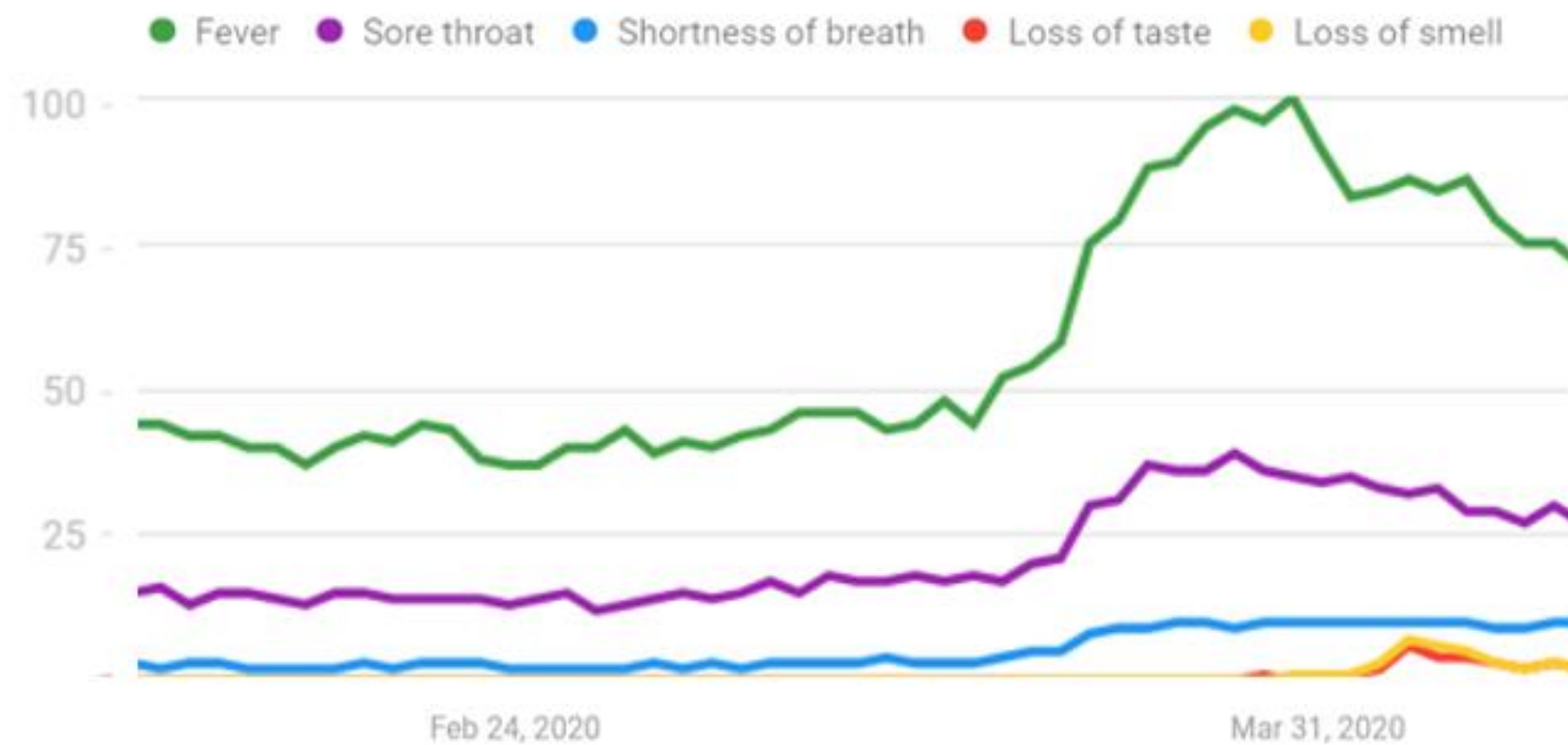
- Developed stand-alone study in order to identify pain points and opportunities for improving the experience

Campaign Leads



Using Insights to Optimize Our Campaign

Google Searches for COVID-19 Symptoms

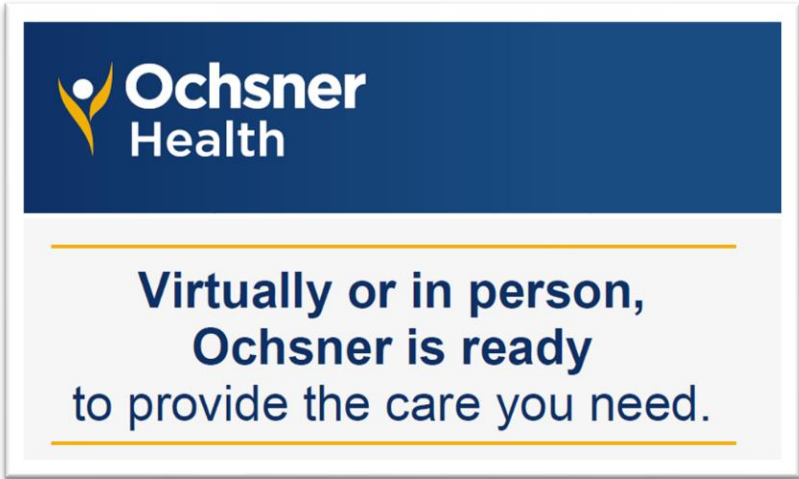
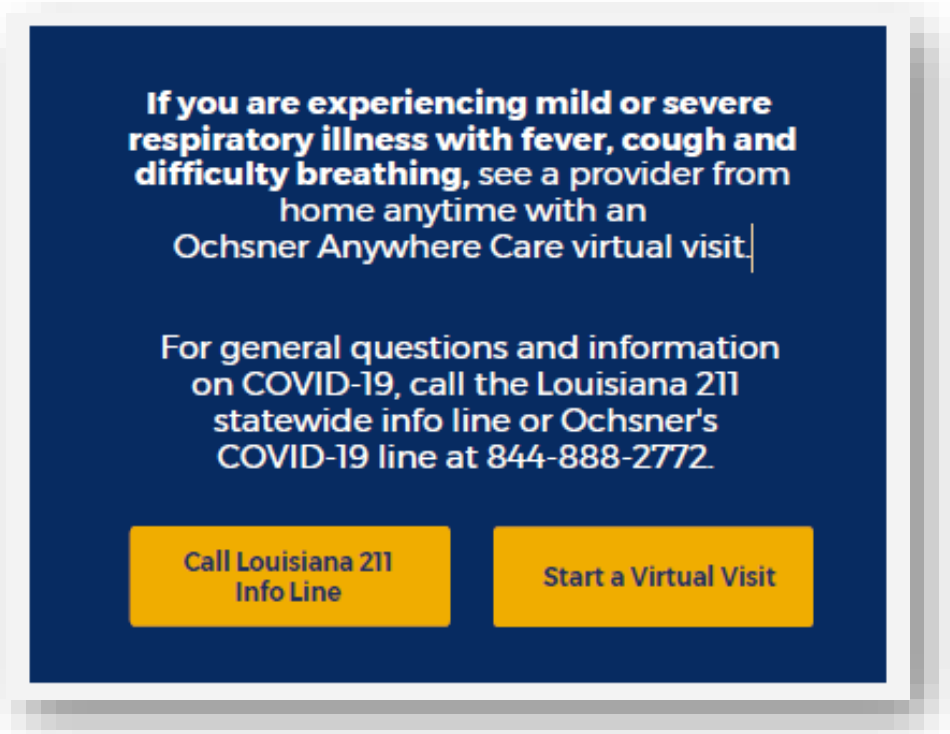
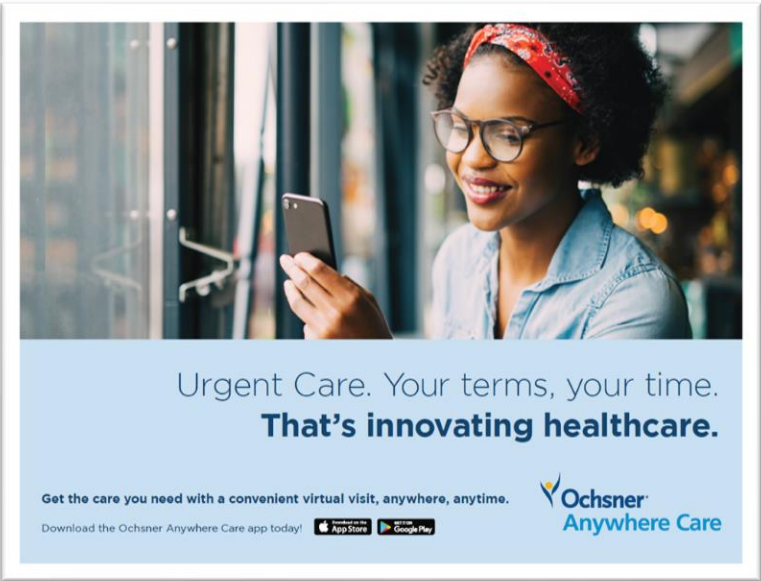
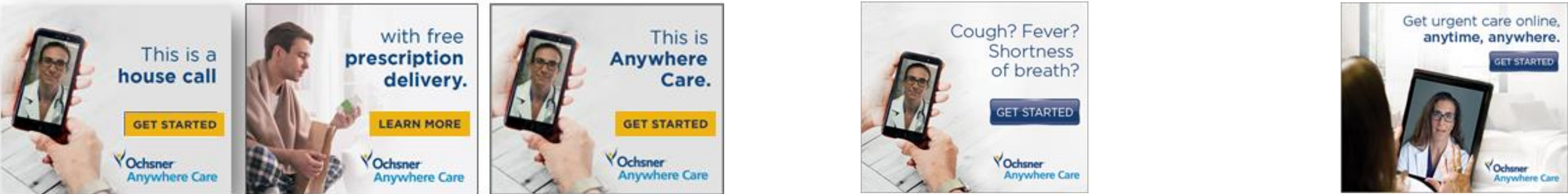


Adjusted Campaign Messaging

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

Here's How To Start

IDENTIFY YOUR USE CASE / PROGRAM TO OPTIMIZE

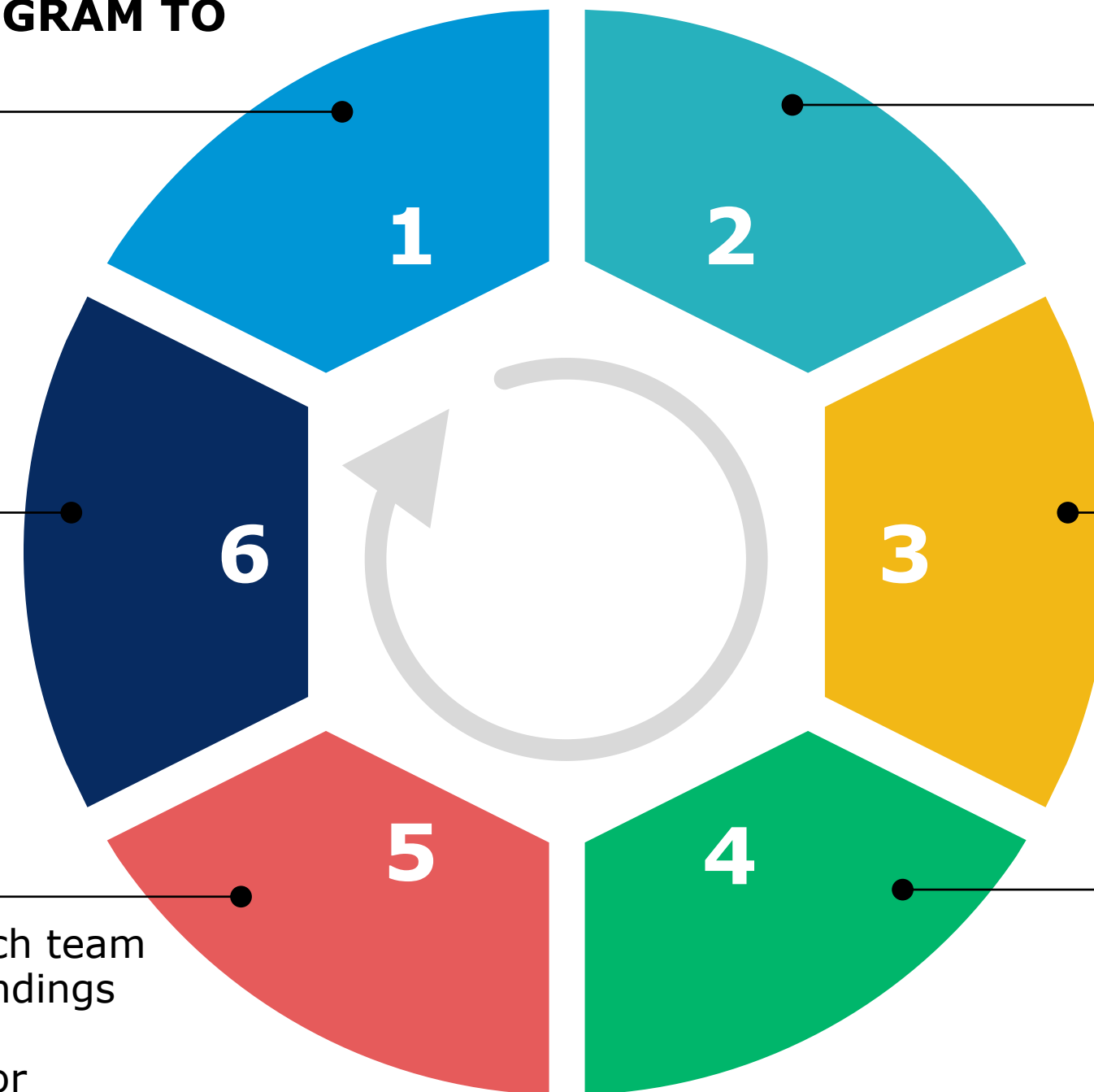
- What campaign or initiative is a priority?
- Continue with initial program and add another

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
- Identify applications and optimizations
- Create new campaigns/efforts

EXECUTE OPTIMIZATIONS

- Interdepartmentally, allow discussion with partners
- Identify applications and optimizations
- Create new campaigns/efforts



Questions?



Ochsner Health

THANK YOU!



MDRG

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