

“Dealing with Accolade Addiction”

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With the proliferation of healthcare grades, rankings and ratings at both national and local levels, what role should accolades play in your marketing plan?

Learn what works and what doesn't, which accolades matter most to consumers, how to approach marketing differently based on ratings and rankings - *and how to manage internal expectations.*

“Dealing with Accolade Addiction”

Panel Discussion Format

Three high-performing provider CMOs

True, candid panel discussion

No pre-rehearsed questions or answers

Audience Q&A, final 10 minutes

(please defer to provider community)

Panelists



Rebecca Climer

**SVP, Chief Communications & Marketing Officer
Saint Thomas Health (Nashville)**

American Heart Association's "Go Red" Chair
Communications Advisory Board for Ascension Health
Nashville Business Journal "Women of Influence" Award



Rebecca Climer

**SVP, Chief Communications & Marketing Officer
Saint Thomas Health (Nashville)**

"It is usually doctors who want to tout these ratings, providing they 'prove' what the physicians feel about the level of care or the outcomes described. From a quality and marketing perspective, we focus on the foundational measurements of quality – CMS, HCAHPS, etc.

"There's a difference in setting goals for your organization that are truly related to improving quality or experience and may have an external reward to validate your efforts (Baldrige, Magnet Status for Nurses, etc.) - and paying tens of thousands of dollars to organizations that had a great idea for marketing themselves."



Don Stanziano

**Corporate VP, Marketing and Communications
Scripps Health (San Diego)**

Former print and broadcast journalist

Accredited in Public Relations (APR) by PRSA

Marketing Health Services magazine Editorial Board



Don Stanziano

**Corporate VP, Marketing and Communications
Scripps Health (San Diego)**

"We are one of two health systems in our market who are fortunate to have earned national listing by US News in multiple specialties. I have paid to use the (US News) badge because I believe it is recognized by consumers as....a mark of quality."

"We also use Truven Top Hospitals (because) again, we were among a small group of health systems to be rated among the best in the nation and the only one in our market. And we didn't have to pay to use it."



Matt Gove

**Chief Consumer Officer
Piedmont Healthcare (Atlanta)**

AMA/Atlanta “Corporate Marketer of the Year”

American Business Awards “Marketing Executive of the Year”

15 local/national marketing awards since 2013



Matt Gove

Chief Consumer Officer Piedmont Healthcare (Atlanta)

“Generally speaking, we only use (accolades) to validate the choices people are already making. You might see a standing banner outside our heart center touting our #1 heart hospital award from HealthGrades or (others). That placates doctors and can’t hurt the patient experience.

“The (other) place they’re...useful is in lead generation campaigns. We use them on the landing pages to help validate Piedmont to folks we’ve lured in through social or other channels. Using an award cannot differentiate you because your competitors can always trot out a different set of accolades and confuse the market.”

Panel Facilitator



Kerry Graham

Vice Chairman, CEO

BOHAN Advertising | Marketing (Nashville)

Saint Thomas Health/Nashville

Arnold Palmer Children's Hospital/Orlando

Methodist Stone Oak Hospital/San Antonio (Neuro Practice)

BlueCross BlueShield of Tennessee

Ad Age "Southeast Small Agency of the Year," 2014

Nashville Business Journal's "Best in Business" winner, 2015

Points of Discussion

Accolades and rankings have been
ubiquitous in health care marketing
for years





BECKER'S —————
Hospital Review



2014

WOMEN'S CHOICE AWARD®

AMERICA'S 100 BEST HOSPITALS
FOR PATIENT EXPERIENCE



But the rules of engagement are shifting





Healthcare Blue Book



healthgrades®

How America finds a doctor.®



PRESS GANEY™

Outcomes driven. Performance strong.

In a new era of consumer involvement
and insurance reimbursement
based on new criteria...

While also working on meaningful use,
population health, clinical integration...

...performance measures and outcomes...

What role do accolades play today?

Which ones count?
Which don't?

Do consumers care?
Do physicians?

The
Next
Big
Thing



The most important rankings are now based
on CMS and Joint Commission data
(HospitalCompare.com)...

And these rankings are generally
unknown and unexplained.

But reimbursement is based on their numbers.

So how do we market and
make a difference today...?

How do we influence
consumer brand perception
and physician selection...

How do we drive volume to available access?

And differentiate from competitors
in our markets?

In every channel...

In a way that satisfies our doctors...

In a world that no longer
talks about fee-for-service?

Is traditional healthcare marketing dead?

If all of the previous rankings are taking a back seat to the new government standards...

And no one truly understands
these new standards...

Shouldn't you be revisiting what you know
and have some control over?

Your brand promise.

Then...what role do accolades
and rankings play?

What has been your experience with the use of accolades and rankings in marketing?

What are you doing differently now?

What advice would you give providers who don't have the resources, access or service line expertise your organizations do?

How are organizations with the research and data to conduct traditional rankings adapting to these changes?

APPENDIX

Marketing by accolades

FIVE STARS^{AND} TOP 10 PERCENT

WHAT DOES IT TAKE?



EXCEPTIONAL
OUTCOMES



EXPERIENCED
PHYSICIANS



LEADING-EDGE
TECHNOLOGY



COMPASSIONATE
CARE



ADVANCED
PROCEDURES

It's no surprise that Carle Foundation Hospital is **five-star rated** for treatment of heart failure and atrial fibrillation and ranked among the **top 10 percent in the nation** for Cardiology services. With each beat of your heart, we're shaping a healthier future. Changing the way heart disease is treated. Unlocking secrets that can save lives. And helping people get back to their lives.

Why take your heart anywhere else? Learn more at www.carle.com/hospital



Carle
Carle Foundation Hospital

A
**TOP
50**
U.S. HEALTH SYSTEM

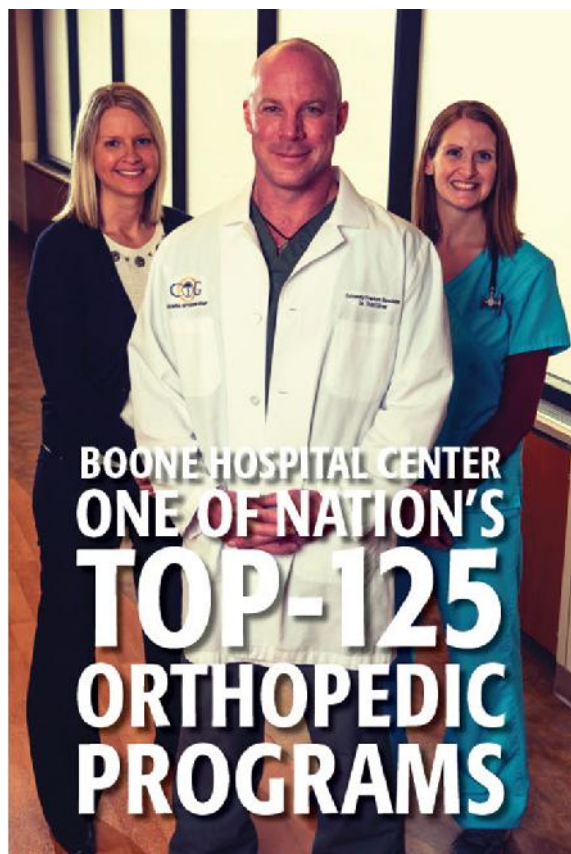
Close to home.

Few places in the U.S. can offer this level of care. Thanks to our dedicated team of highly specialized experts who bring together the soul and science of healing, we can. **SMDC was recently ranked among the top 50 U.S. health systems by Thomson Reuters**—joining the likes of Mayo Clinic, Cleveland Clinic and others with the best patient care results.

Because we combine compassionate care with leading-edge treatments, technologies and research, you get world-class care—very close to home. **SMDC.ORG**



The soul and science of healing.



BOONE HOSPITAL CENTER ONE OF NATION'S **TOP-125** ORTHOPEDIC PROGRAMS

Your community knows Boone for the compassion of our staff. The medical community knows us for our skill. Boone has been nationally recognized – again. We're the only mid-Missouri hospital found on Becker's Hospital Review list of "125 Hospitals and Health Systems with Great Orthopedic Programs."

Our orthopedic team is leading the way with quality patient care for prevention, diagnosis and treatment. It's just another reason to choose Boone.



An “America’s 50 Best” hospital six years running.



Recognition for St. Elizabeth Healthcare continues to grow. For the sixth consecutive year, HealthGrades™ has included St. Elizabeth in their annual listing of America's Best Hospitals. This prestigious, independent award is achieved by a select few hospitals across the country which makes us one of only four hospitals in the country to be named America's 50 Best, 100 Top Hospitals® by Thomson Reuters and designated as a Magnet® Hospital. And while we're undeniably proud of the recognition, we're most proud to provide our community with the highest quality care, year after year. stelizabeth.com



Known for hospital·ity and recognized for patient safety.

It's not just our focus on exceptional care that makes Crittenton so unique. It's the confidence that comes from knowing Crittenton was ranked among the top 5% in the nation for our commitment to patient safety*. So you can feel comfortable that whenever you place the care of a loved one in our hands, you can be sure they're in the safest hands possible.

Winner
2013
healthgrades
**Patient Safety
Excellence
Award**

*To find out more about the Patient Safety Excellence Award or to read the report, visit healthgrades.com.



  crittenton.com

CRITTENTON

Get Better Here™



WE
CANCER
BEAT
THIS.



Leading the Way.

Every day, patients facing the challenge of fighting cancer come to the Stanford Cancer Center for help, hope, and healing. Recognized for advanced clinical care, scientific research and technology breakthroughs, we are focused on finding new and better ways to fight cancer. As a National Cancer Institute designated cancer center and one of the best hospitals in America for cancer treatment according to U.S. News & World Report, the Stanford Cancer Center is at the forefront of high quality patient care. For more information, call 1.877.668.7535 or visit cancer.stanford.edu



Brand promise marketing



Nothing *shall be* impossible.



Saint Thomas
Health







Nothing *shall be* impossible.

 Saint Thomas
Health

STHealth.com/rehab





 better

 **Piedmont**
HEALTHCARE

It's time to get better.

piedmont.org

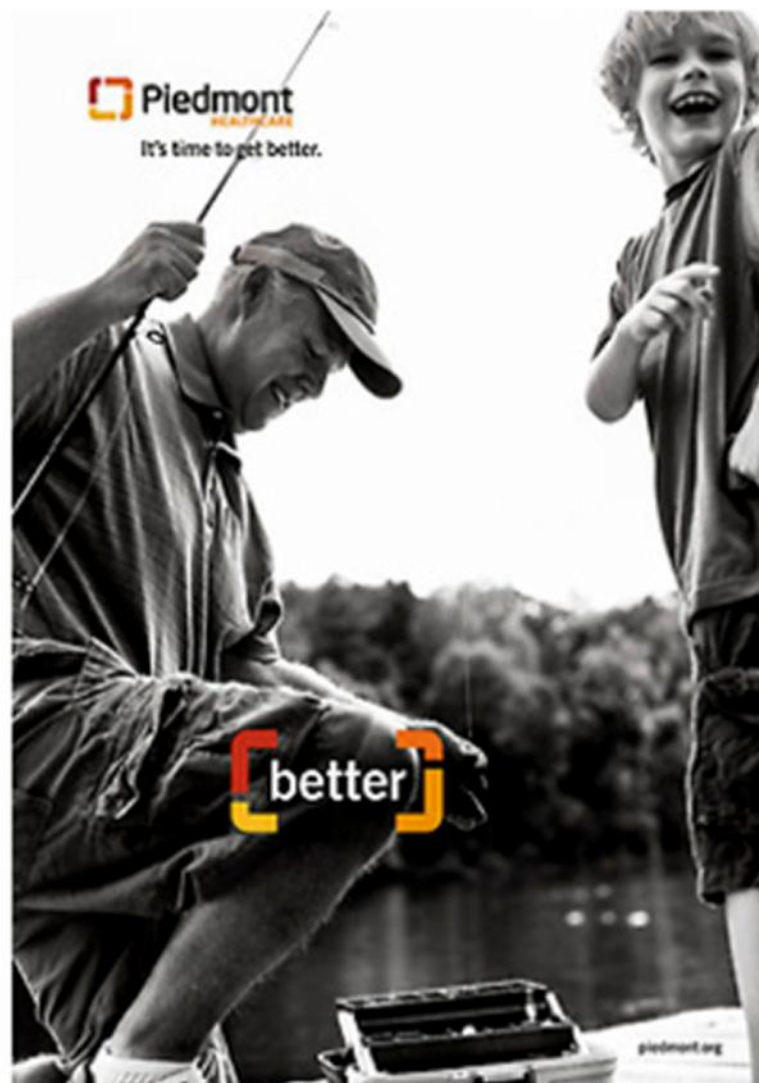


 better

 **Piedmont**
HEALTHCARE

It's time to get better.

piedmont.org





MDAnderson
~~Cancer~~ Network®
Certified Member

Better together.



"This mayo tastes funny."

 **Piedmont UrgentCare**
BY *WellStreet*

"Is this thing on?"

 **Piedmont UrgentCare**
BY *WellStreet*





"Think this branch will hold us?"

 **Piedmont UrgentCare**
BY *WellStreet*

A hybrid approach

THERE'S A TIME IN EVERY FAMILY'S LIFE
WHEN HEALTH CARE MATTERS MORE.



THAT'S WHEN SCRIPPS MATTERS MOST.

We all want the best possible health care – whenever and wherever we need it.

It all starts when you choose a primary care doctor at Scripps. As the quarterback of your health care team, your physician will listen and guide your care from wellness and prevention to treatment and recovery. For everything from the birth of a child to hospice care, and all of life's events in between, we're here for you.

At Scripps, we have everything you need – a network of more than 2,600 primary care doctors and specialists, 26 neighborhood medical centers, five hospital campuses, four emergency departments and three urgent care centers – all minutes from your home or work.



Excellence all around you.

But it's not just about convenience. It's about excellence in your care. Excellence means always putting the patient first, in everything we do. That's the Scripps way, and it's why generations of San Diego families have trusted us for more than 90 years.

We've been nationally recognized for excellence in six specialties, including being named among the top 20 hospitals for cardiology and heart surgery. And Scripps was honored as one of the top 5 large health systems in the nation this year.

The most important doctor is yours.

We know how important it is to feel comfortable with your primary care doctor, so we've made it easy to choose your perfect match. Visit [Scripps.org/YourHealth](https://www.scripps.org/YourHealth) or call us at 858-800-XXXX to talk with a physician referral specialist.



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**A RUGBY TACKLE
SHATTERED HIS ANKLE.**

**SCRIPPS MADE SURE IT
DIDN'T SHATTER HIS HOPES.**

Torran Raby
Rugby Player
Orthopedic Patient

Even as ankle injuries go, this was a bad one. Torran Raby was far away from home, practicing with the High School All-American rugby team in Lisbon, Portugal, when the first hit came. Then a second hit. His leg twisted the way legs shouldn't twist, and his ankle broke. His fibula bent and broke, and the ligaments were severely damaged.



*Scripps has been named among the
best in the nation for orthopedic
care by US News & World Report.*

While Torran was flying home with a medic at his side, his family was asking everyone they could where to find the best orthopedic care. Scripps came up over and over again. Scripps orthopedic surgeon Dr. Steven Copp performed a four-hour surgery, putting a plate and 11 screws into Torran's ankle.

Now, after extensive physical therapy, Torran is back in the game. In fact, he's just been accepted to West Point Academy—on the rugby team.

To learn more, go to scripps.org/torran. For referral to an orthopedic specialist, call 855-395-3429.



US News accolades support “best in market” positioning

Good.
Better.
Best.

**BEST
HOSPITALS**
A WORLD REPORT
U.S. News
NATIONAL
RANKED IN 8 SPECIALTIES
2014-15

**BEST
HOSPITALS**
U.S. News
NATIONAL
2014-15

**BEST
HOSPITALS**
U.S. News
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U.S. News
NATIONAL
2014-15

We believe in best. And we have the results to prove it.

Scripps Health is ranked among the nation's best hospitals by U.S. News & World Report in eight specialties.

We've also been named one of the Top Five Large Health Systems in the country by Truven Health Analytics for three years.

There is a best in health care. Scripps.

For more information and to find a Scripps physician who is right for you,
call 1-800-SCRIPPS (727-4777) or visit scripps.org.

 **Scripps**

San Diego's Best Heart Care Just Got Better.

PREBYS CARDIOVASCULAR INSTITUTE

When you believe in best, you're always committed to being better.

That's why Scripps — the region's top rated heart program — has now opened the most advanced heart care center on the West Coast: the Prebys Cardiovascular Institute. This unique center brings together some of the nation's most renowned cardiovascular experts to deliver life-changing heart care to our patients.

With innovations such as wireless heart monitors, dissolvable stents and minimally invasive valve replacements, patients can take advantage of the latest proven treatments as soon as they are available. And our pioneering work in genomic medicine means treatments for heart disease can be more individualized than ever before.

The Prebys Cardiovascular Institute is designed for healing. Every room is private, featuring floor-to-ceiling windows to bring in the natural environment. Floors are designed so a nurse is always close by. Just as important, each room offers a comfortable sleeping area for loved ones to stay near.

For more than 30 years, Kaiser Permanente cardiologists have partnered with Scripps cardiovascular surgeons to care for Kaiser Permanente heart patients. And more people trust Scripps for their heart care than any other place in San Diego. The Prebys Cardiovascular Institute is another example of our commitment to keep earning that trust.

To learn more about the Prebys Cardiovascular Institute or for physician referral, visit scripps.org/heartcareinstitute or call 855-399-0959.

Ranked among the top hospitals in the nation for heart care for nearly a decade.

Heart Care



Find a Cardiologist in San Diego at Scripps

When you need to find a cardiologist, you want one you can trust. That's why more San Diegans turn to Scripps to treat their cardiac disease. Whether you need a cardiologist to help manage a heart condition, or are looking for a leading provider in heart surgery, Scripps provides some of the most advanced technology, innovative cardiac treatment options and quality care.

If you think you are having a heart attack, call 9-1-1 immediately.

Find a Cardiologist



The cardiologists and cardiac surgeons at Scripps Health help more patients with their heart conditions than any other health care system in San Diego. Find a cardiologist that

Heart Surgery at Scripps



The Scripps Cardiovascular and Thoracic Surgery Group combines extensive experience with the most advanced technology. Learn more about our heart

> Prebys Cardiovascular Institute

> Why Choose Scripps

Diabetes



Diabetes Services in San Diego at Scripps Health

More than 30 years of clinical and research excellence in diabetes

Founded in 1981, Scripps Whittier Diabetes Institute is Southern California's leading diabetes center of excellence, committed to providing the best evidence-based diabetes screening, education and patient care in San Diego.

Our mission is to improve the quality of life for individuals with gestational, Type 1 and Type 2 diabetes through innovative educational programs, clinical expertise, leading-edge research and professional cross-disciplinary collaborations in pursuit of prevention and a cure.

Scripps dedication to diabetes care has earned Scripps Memorial Hospital La Jolla, Scripps Green Hospital and Scripps Mercy Hospital recognition among America's best hospitals for diabetes and endocrinology medicine by U.S. News and World Report.

How can we help you?

Scripps operates programs in patient self-management education, clinical research, community-based diabetes care, prevention, professional training and education, and basic science research.

> Why Choose Scripps

> Patient Education

> Events

> Locations

Find Help for Diabetes

Call 877-944-8843 for information on diabetes screening, clinical care and education programs.

Related Doctors

- Matthew Levine, MD**
Endocrinology, Diabetes & M...
- Sandeep Chaudhary, MD**
Internal Medicine, Endocrin...
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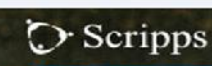

Web site –
specialty content


On-campus branding



But it's not used always. We aren't ranked in cancer....


PROTON THERAPY CANCER DOESN'T STAND A CHANCE.

[LEARN MORE](#)



Scripps Proton Therapy Center

Fight back against cancer with everything you've got. We'll fight it with you with everything we've got.

[Schedule An Appointment](#)


Proton Therapy for Prostate Cancer – Get The Facts

At Scripps, our team of experts are dedicated to providing the information you need on your treatment options for prostate cancer. Here are the facts you need to know about proton therapy:

- Proton therapy is a highly **precise** and **effective** form of radiation treatment. High doses of radiation can be precisely cancelled to conform to the shape of tumors in the prostate.
- Proton beam sequencing** is the latest technology in proton therapy that allows radiation to stop at tumors within the prostate to minimize harm to nearby organs and nerves.
- Proton therapy is well-suited for people with prostate cancer – patients generally experience **fewer side effects** when compared to other treatments such as brachytherapy.
- Proton therapy is supported by **research**. Many scientific studies have shown a reduced rate of prostate cancer recurrence and treatment-related side effects in proton patients.
- During treatment, people feel no **proton discomfort** and usually spend about 15-30 minutes in the treatment room. After treatment, patients are free to go about their daily activities.


Learn more how Scripps Proton Therapy Center can join your fight against prostate cancer.

[Schedule An Appointment](#) [Watch A Video](#)



Scripps Proton Therapy Center

Fight back against cancer with everything you've got. We'll fight it with you with everything we've got.

[Schedule An Appointment](#)

How To Choose The Right Cancer Treatment

Our team of physician and clinical experts are dedicated to information you need so you can make informed decisions for your cancer treatment.

Beam scanning allows for a high dose of radiation to be **delivered** to the **precise** shape of a tumor. Protons stop where the steps thereby sparing healthy tissue so that people can their treatments better with less side effects.

Intensity is best suited for solid tumors that have not spread beyond near sensitive normal tissue. require high doses of radiation.

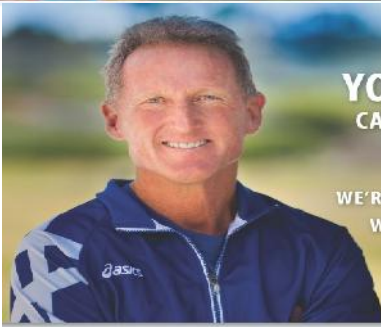
Intensity is recommended for:

- head and neck cancers
- breast cancers
- prostate cancers
- colorectal and bladder cancers
- ovarian cancers
- testicular cancers

physicians and physicists have more than **90 years** of experience in treating cancer.

therapy is supported by **research**. Many scientific studies have shown a reduced rate of secondary cancers and treatment-related side effects in proton patients.

[Schedule An Appointment](#) [Watch A Video](#)



YOU'RE FIGHTING CANCER WITH EVERYTHING YOU'VE GOT.

WE'RE HERE TO FIGHT IT WITH YOU —
WITH EVERYTHING WE'VE GOT.


Steve Scott, Former Olympian

Three-time Olympian Steve Scott is used to overcoming challenges. So when he was diagnosed with prostate cancer, he was ready to fight. Not comfortable with watchful waiting or conventional treatments, Steve went the extra mile to find the best possible treatment — and medical team — to help him beat it.

Steve chose proton therapy at the Scripps Proton Therapy Center in San Diego. Proton therapy is one of the most advanced and precise ways to treat prostate and many other cancers. With minimal side effects, proton therapy also spares healthy tissue. And the center's medical director — Dr. Carl Rossi — had the track record Steve was looking for. Dr. Rossi has treated more prostate cancer patients using proton therapy than anyone else in the world.

Throughout the eight weeks of treatment, Steve didn't miss a workout. Now, he's looking forward to spring track season with his cross country and track teams cheering him on every step of the way.

To learn more proton therapy, go to scripps.org/stevescottstory.
To schedule a consultation with one of our physicians, call 858-969-3751.



SCRIPPS PROTON THERAPY CENTER