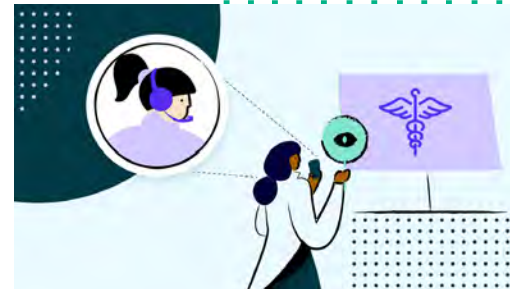# INVOCA + University Hospitals

Reimagine Patient Journeys for Better Experiences Across Digital and Human Connections

November 17, 2022

Hello from today's speakers!

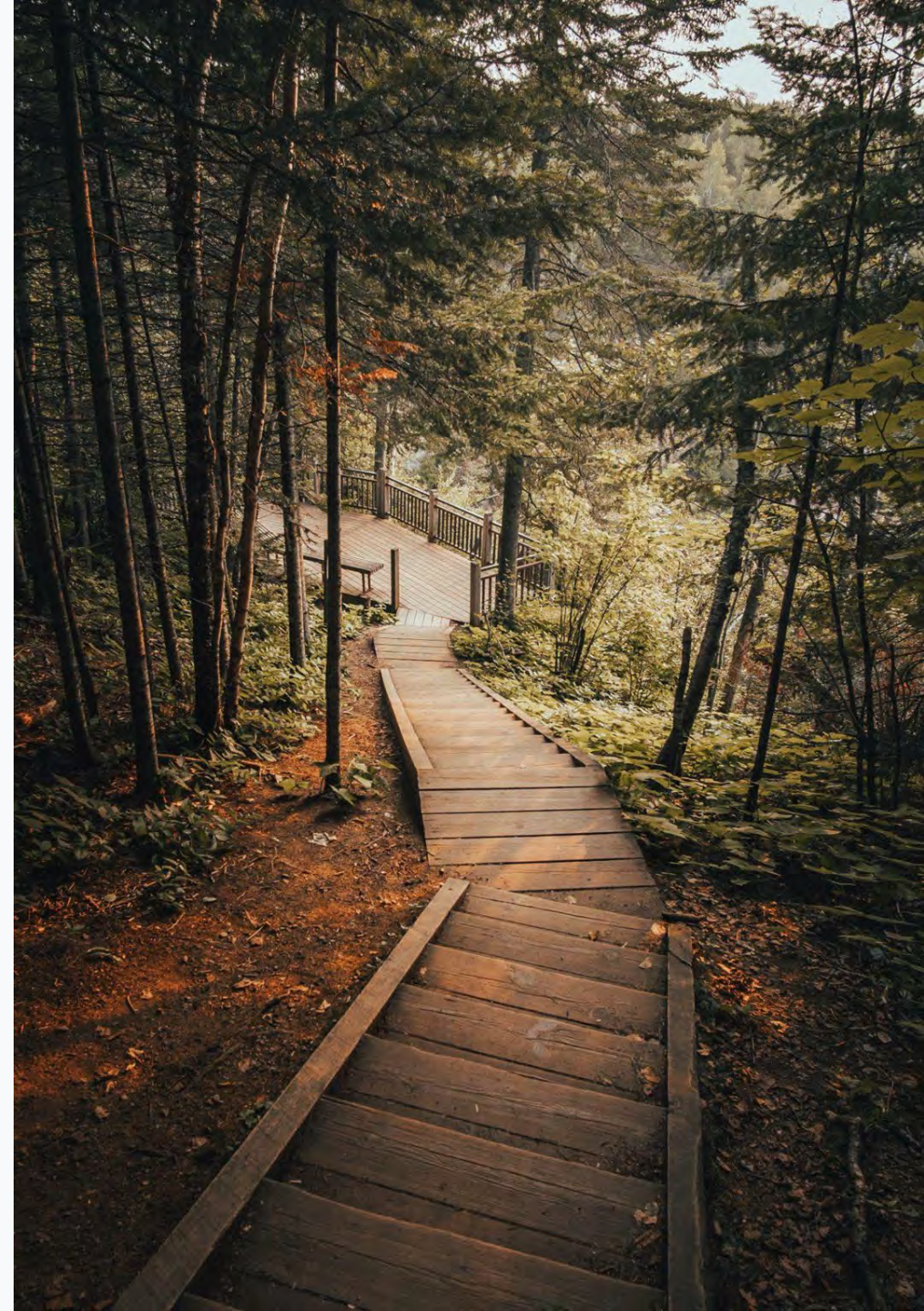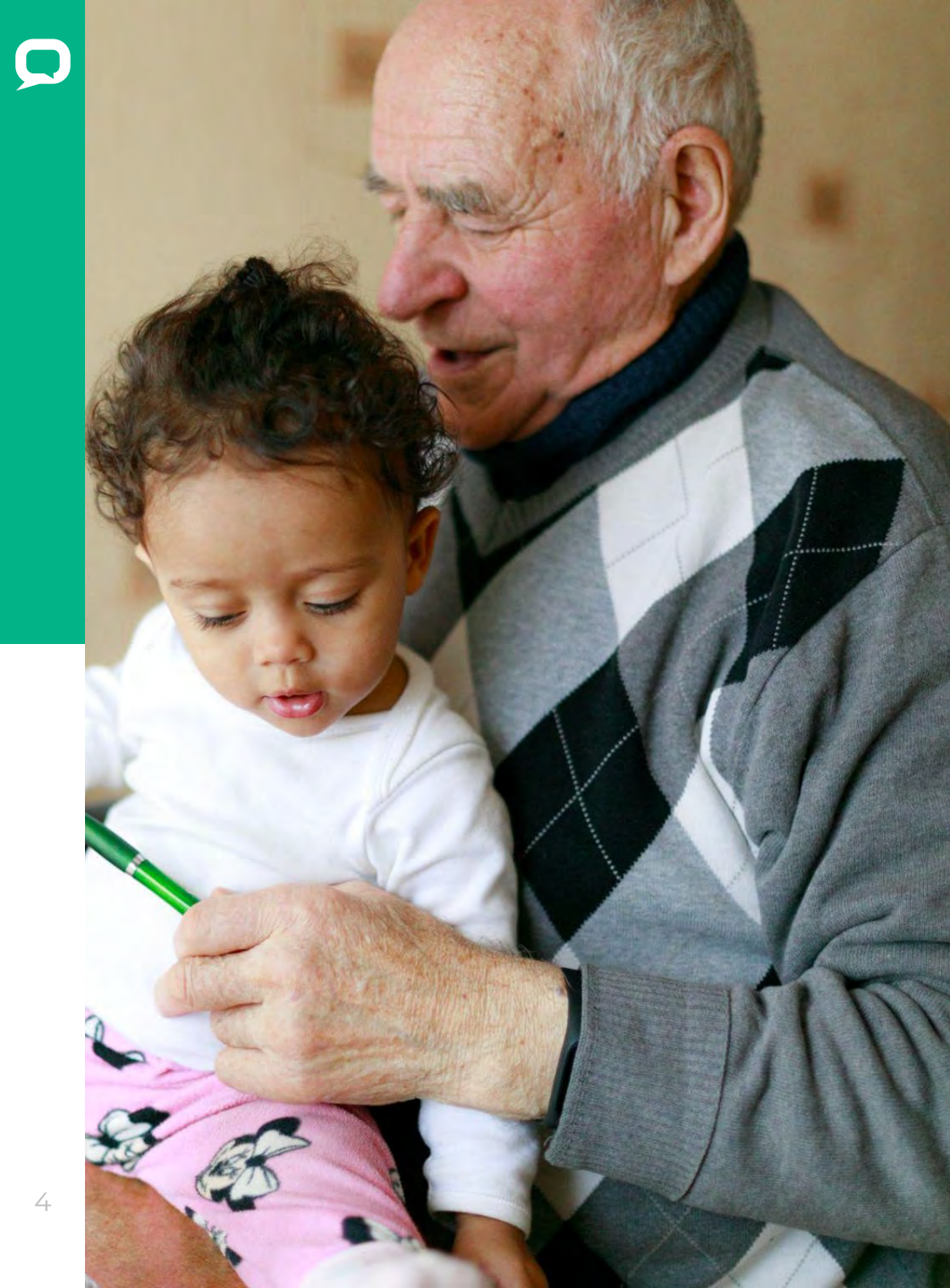**Joanna Laytin**
VP Brand Marketing,
University Hospitals

Jennifer Bassik
Sr. Director, Growth Marketing
Invoca

What we'll explore today

✓ Marketing-led insights that **improve patient scheduling and staffing efficiency**

✓ Personalized messaging to **meet patients along their journeys**

✓ Creating a **data-driven feedback loop** to eliminate silos across teams

What Patient Journeys Look Like Today

- Digital-first

- Convenient

- Consumer-like

- Transparent

- Accessible

What Do Patient Journeys Look Like at University Hospitals?

- 20+ hospitals, more than 50 health centers and outpatient facilities, and over 200 physician offices in 16 counties throughout northern Ohio

- 500K monthly appointments

- +22% Online appointment scheduling

- New patients vs existing

- 13% appointments come through marketing touchpoints

Challenges Organizations Face in 2022

Staffing Crisis Impacting Care

Recruitment
Retention
Workload

Surges in Illness

Crowded care centers
Long wait times
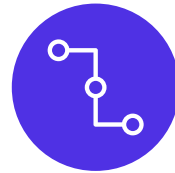

Tight Marketing Budgets

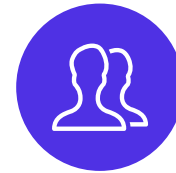Economic pressure
Do more with less

3 Practical Ways Marketing Can Make an Impact

Promote online scheduling to help contact center employees

Route calls based on need to reduce hold times

Prioritize urgent, complex calls needing human assistance

Incredible Conversion Rate Increase by Personalizing Calls From Email Campaigns

Key Enabling Technologies

Session-level attribution
Salesforce Marketing Cloud Integration

Results at a Glance

50%
reduction in call hold time

300%
increase in conversion rate

"We can use the Invoca connector for Salesforce Marketing Cloud and include the number in the email that links directly to the healthcare provider. Just being able to personalize this experience has given us a big increase in the experience for those patients."

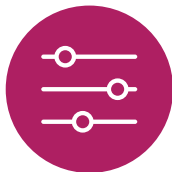Noah Brooks, Manager of Digital Engagement & Analytics

University Hospitals

Budgets Under Pressure

- Competition for patient acquisition

- Knowing where to allocate ad spend

- Must be able to measure and track ROI and impact to the organization

How Can Marketing Data Inform Better Budget Decisions?

Personalization
Understand what the patient needs

Optimization
Eliminate duplicate or irrelevant audiences from paid media

Scheduling
Drive them to book an appointment as quickly as possible

More Than a Feedback Loop
Empathy at Scale

Safety concerns

New or existing patient

Contact center engagement

Clinical preferences

Tailored communications

Scheduling urgency

Improves Patient Experience and Dramatically Reduces Call Transfers and Calls Sent to Voicemail

Key Enabling Technologies

Session-level attribution

Signal

Results at a Glance

580%

increase in appointments scheduled

"Implementing Invoca at University Hospitals was one of the biggest wins of our department in 2018, and it gave us the data needed to significantly improve performance."

Matthew Eaves, Vice President of Digital Marketing

What Additional Insights from Calls Have Improved Patient Journeys?

- Understand patient inquiries and if their questions are getting answered

- Develop FAQs + stronger messaging on webpage based on patterns we hear

- Feedback can be shared with service lines to improve overall experience

- Change script to calls are handled more quickly

What Does the Future of Marketing in Healthcare Look Like?

- ✓ Does it solve the consumer's problems?

- ✓ Location-based

- ✓ Personalized, 1:1

Q & A

Have a question for the speakers? Enter it in the Q and A pane at the bottom of your screen.

Thank You