



Re-Position and Retain—How Rural Hospitals Can Improve Awareness of Strategic Value & Keep Patients

2018 IRHA Conference



A heroic effort

- ▶ You, your board, your staff and your fellow professionals work tirelessly to create high-impact services

A heroic effort

- ▶ You, your board, your staff and your fellow professionals work tirelessly to create high-impact services
- ▶ Then you see a billboard right in the middle of town touting **the orthopedic wonderfulness** of a large urban-based ortho surgery center



As you watch your prospective orthopedic patient drive right past your hospital en route to the mega-ortho center, how does that make you feel?



A Tale of Momentum and Inertia

<https://www.youtube.com/watch?v=Lg2dqFCU67Q>

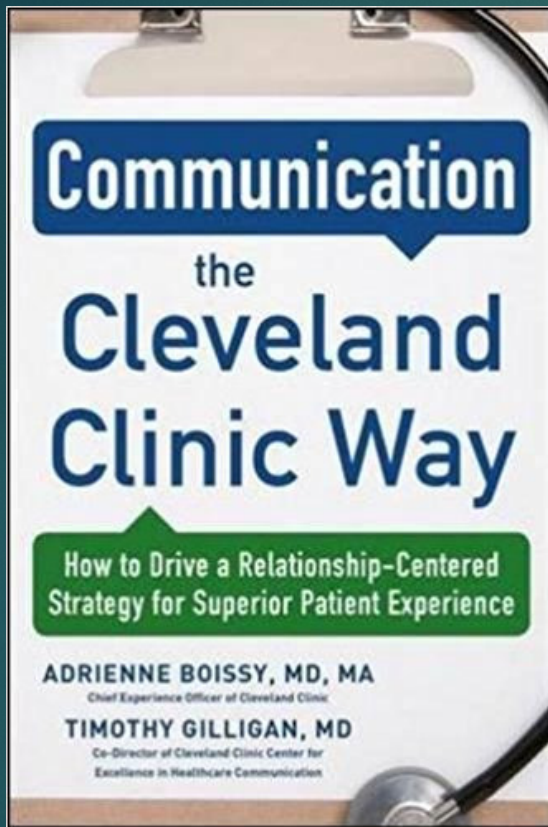
© 2015 HouseSpecial



So that's one
(humorous) response.

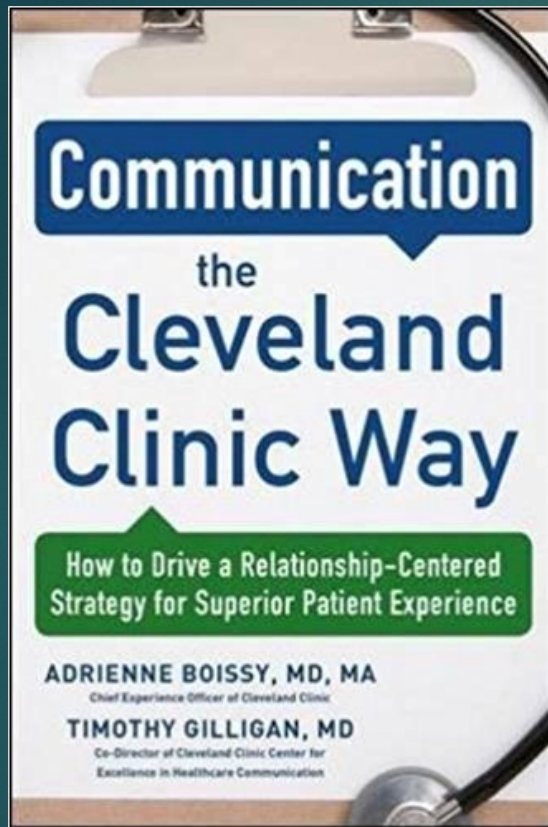
What's the solution?

Attractiveness, Trust and Relevancy



You're patient-
centric.

Why doesn't it
work?



Your
“customers”
(patients) *wish*
they didn't
have to use
your services.

Consumer vs. Healthcare Focus

Consumer product/service

- ▶ Attractive
- ▶ Desired
- ▶ Fulfills a need
- ▶ Perceived high value
- ▶ Provides pleasant distraction

Healthcare product/service



- ▶ Produces anxiety & uncertainty
- ▶ Intrusive
- ▶ Inconvenient
- ▶ Possibly only marginally effective
- ▶ Expensive
- ▶ Relief may be short-lived

A man with short dark hair, wearing a light blue button-down shirt, is giving two thumbs up. He has a wide, happy expression with his mouth open, showing his teeth. The background is a plain, light-colored wall. A solid red rectangle is visible in the top right corner of the image.

Meanwhile...

Everyone wants your patients!

So how do you
build
attractiveness,
trust and
relevancy?



You can have great docs,
world-class state-of-the-art
equipment and a brand-new
facility, but if you don't have
_____, your HCAHPS outcome
might leave a few things
wanting.


Here's a hint:

Physician asks opening question:
“What brings you here to see me
today?”

Patient starts to answer.

**18 seconds later, the physician
interrupts.**

(source: Cleveland Clinic research)



“Could a greater miracle take place
than for us to look through each other’s eyes
for an instant?”

– Henry David Thoreau

https://www.youtube.com/watch?v=cDDWvj_q-o8

© 2013 Cleveland Clinic

The main takeaway?

Empathy

Empathy builds positive relationships.

Positive relationships are mega-attractive.



[Take that to the bank.]



And don't forget content development & public relations!

Attractiveness Emanates from Brand

- ▶ Whether you want one or not, every institution, every person has a brand
- ▶ Brand represents a promise
- ▶ Brand represents the summation of believed perceptions (good and bad)
- ▶ Brand is much more than a logo
- ▶ Brand lives between your patient's ears



Brand
attractiveness
impacts brand
loyalty

How do you
build trust?



Recognize that a challenge exists

“As physicians, patients rely on us to help them make life-saving decisions. And we need patients to be honest with us so that we can give the highest quality medical advice. Yet, there has been an erosion in this relationship over recent years...**The public is losing their trust in us. They see us as driven for profit.** They feel we don't listen to their concerns anymore and don't care what they want or need.”

“Patients need to regain our trust, and our profession needs to re-establish its integrity.”

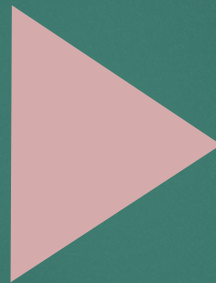
Source: Physicians Weekly



Deliver on your promises.

Brand = promise. A broken promise can be **lethal** to a brand, and to whether or not a patient will return.

You're thinking about
being attractive
(brand benefits and
attributes) and
building trust
(delivering on your
promises and telling
people that you're
doing it).



**How can you
be relevant?**

Don't sell
healthcare

Focus on
health



What does that thing the model is holding in her left hand have to do with health? Who knows? It's an meaningless abstraction. Avoid it!

SAVE THE CAT!

The Last Book On Screenwriting That You'll Ever Need



BLAKE SNYDER

- ▶ Capture and Showcase Great (authentic) Stories
- ▶ Develop a “log-line” (One sentence summary)
- ▶ Give me the same thing – only different!
- ▶ Irony & emotion
- ▶ A compelling mental picture
- ▶ Create authentic heroes & tell their story (localize content)

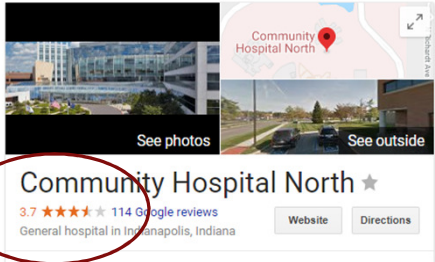
Impossible to Read Slide No. 1

Tactics for building, communicating and sustaining a trusted brand

- ▶ Improving patient experience (fulfill promises)
- ▶ Meeting patient expectations (confirm with research)
 - ▶ It's not just about HCAHPS
- ▶ Identify positive brand evangelists & give them a megaphone
- ▶ Capturing and relating real-time patient stories online
 - ▶ Backlinks to site content builds SEO
 - ▶ Video. Video. Video.
 - ▶ Cookie-cutter curated peer-review content is fine, but localized content sings!

Impossible to Read Slide No. 2

- ▶ Develop & sustain content management strategy
 - ▶ Localized info (in addition to peer-reviewed content)
 - ▶ Up-to-date CRM of patient preferences, interests
 - ▶ Digital-based relevant information (patient portal, online reviews, targeted & information online display ads) – consumer-generated info more believable & influential than government data (A local YELP rating may have more impact than official CMS data)
 - ▶ Opt-in patient friendly e-mail campaigns
 - ▶ Preventative health info
 - ▶ Video content (YouTube is 2nd largest search engine)
 - ▶ Social media participation

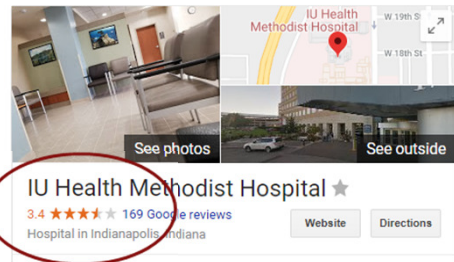


Community Hospital North ★
3.7 ★★★★★ 114 Google reviews
General hospital in Indianapolis, Indiana

See photos See outside

Website Directions

This listing for Community Hospital North shows a 3.7 star rating based on 114 Google reviews. The listing includes a main photo of the hospital building, a smaller photo of the exterior, and a map snippet. The text 'Community Hospital North' and the star rating are circled in red.

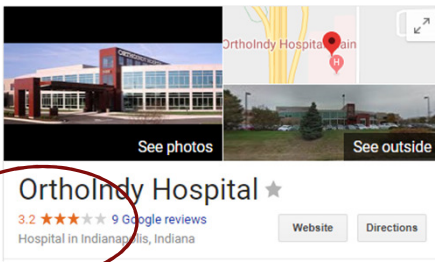


IU Health Methodist Hospital ★
3.4 ★★★★★ 169 Google reviews
Hospital in Indianapolis, Indiana

See photos See outside

Website Directions

This listing for IU Health Methodist Hospital shows a 3.4 star rating based on 169 Google reviews. The listing includes a main photo of the hospital interior, a smaller photo of the exterior, and a map snippet. The text 'IU Health Methodist Hospital' and the star rating are circled in red.

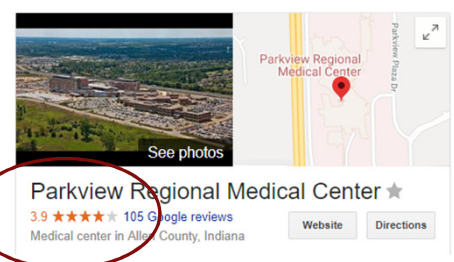


OrthoIndy Hospital ★
3.2 ★★★★★ 9 Google reviews
Hospital in Indianapolis, Indiana

See photos See outside

Website Directions

This listing for OrthoIndy Hospital shows a 3.2 star rating based on 9 Google reviews. The listing includes a main photo of the hospital building, a smaller photo of the exterior, and a map snippet. The text 'OrthoIndy Hospital' and the star rating are circled in red.



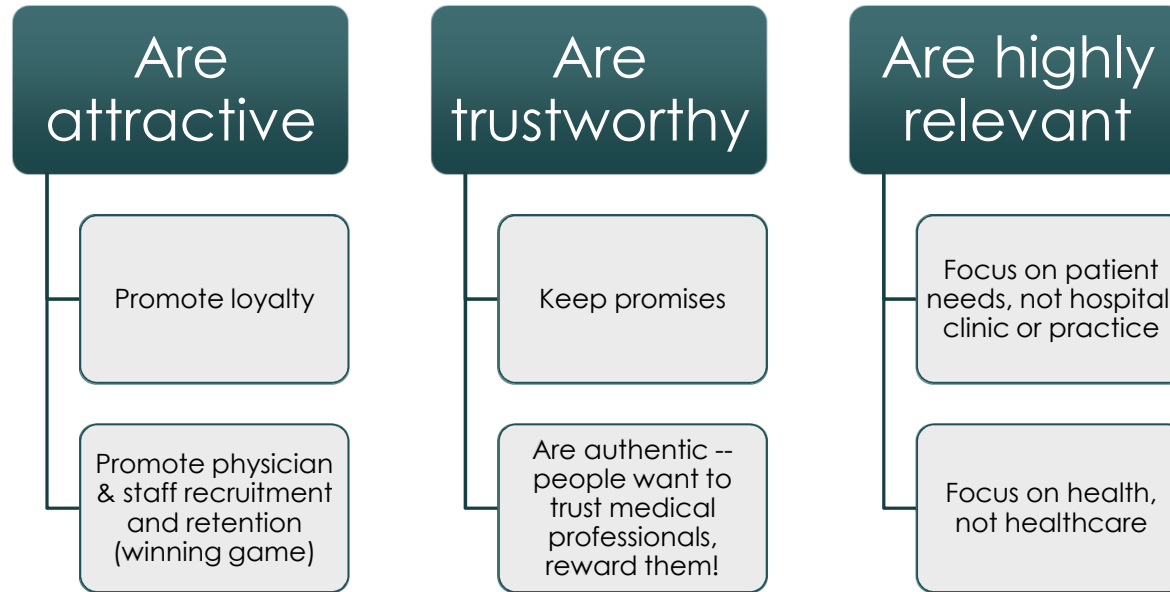
Parkview Regional Medical Center ★
3.9 ★★★★★ 105 Google reviews
Medical center in Allen County, Indiana

See photos

Website Directions

This listing for Parkview Regional Medical Center shows a 3.9 star rating based on 105 Google reviews. The listing includes a main photo of the medical center, a smaller photo of the exterior, and a map snippet. The text 'Parkview Regional Medical Center' and the star rating are circled in red.

The Dreaded Star Ratings



Strong & Positive Brands

Strong brands
re-position the
competition.



People won't remember
what you said.



**But they'll remember how
you made them feel.**



Questions? See us in Booth 49!

Michael Snyder, Managing Principal

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