

Rebounding from COVID-19

*How to prepare for
reopening + drive growth*



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&

JARRARD

PHILLIPS
CATE &
HANCOCK

BrightTALK

- Check computer sound settings
- Attendees will be muted
- Use the “**Ask a question**” feature to post questions during the discussion
(We’ll collect your questions for discussion at the end of the presentation)



Poll Question 1

Which of these current
healthcare themes is affecting
your organization the most?

Today's Presenters



Annie Haarmann

Head of Consulting Services,
Healthcare and Life Sciences,
Reputation.com



Reed Smith

Vice President, Digital
Strategy
**Jarrard, Phillips, Cate &
Hancock**



Eric Schmuttenmaer

Associate Vice President,
Digital Strategy and Innovation
AMITA Health

Key Themes



Caregiver Support

Caregivers are managing a major crisis. Simultaneously, public perception of caregivers has risen. We must leverage this trust moving forward.



Safety Concerns

Fear of the virus is extraordinary. Today, it is a significant obstacle for patients, driving an apparent lengthened return to “normal” for healthcare providers.



Revenue Crisis

After months of temporary closures, the need to increase revenue-generating volumes is more critical than ever.



Increased Innovation Speed

“New” modes of care are poised to stay, and there is desire for even more non-traditional modes of care.



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Personal Impact



45%*

personally, or someone in their household have, had a change in their employment status due to the coronavirus.

Of those,

26%

Lost their health insurance

15% Yes, lost their job

12% Yes, someone else in their household lost their job

15% Yes, had their salary or wages cut

10% Yes, someone else in their household had salary or wages cut

55% No, did not have a change in employment status

28%*

personally have, or knows someone who has been, infected with the coronavirus.

4% Yes, they have been infected

2% Yes, someone else in their household has been infected

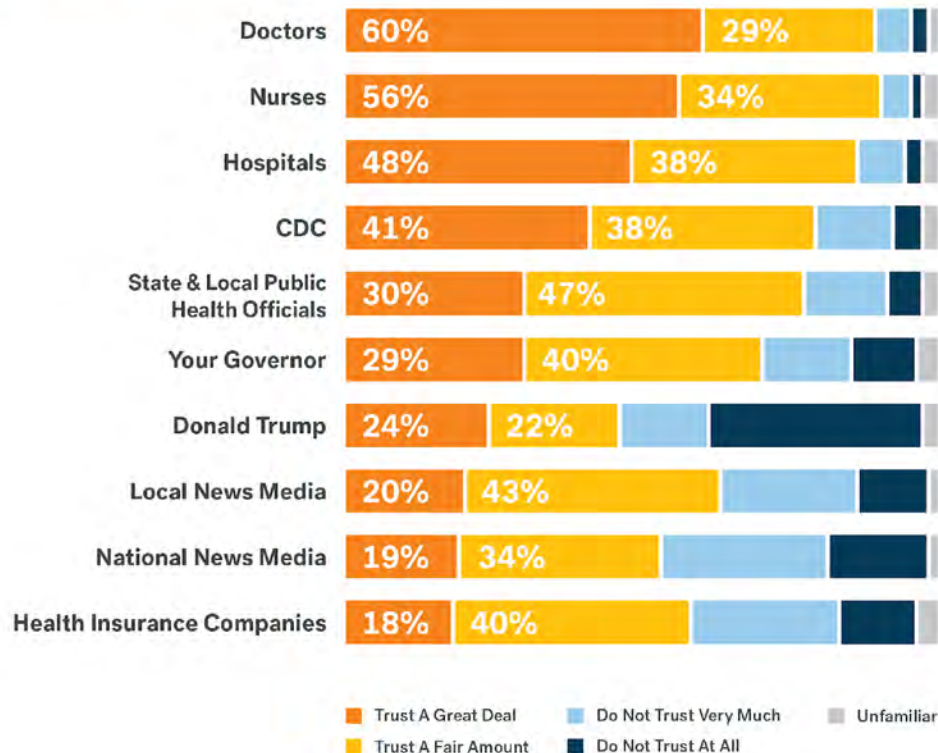
23% Yes, someone outside of their household has been infected

72% No, does not know anyone who has been infected

* Multiple responses accepted

Trust + Opinions

Ranked by trust on critical healthcare issues



INCREASE OF TRUST
SINCE THE CORONAVIRUS



Nurses



Doctors



Hospitals

Safety

51%

rated their feelings of safety in a healthcare facility as a 5 or lower on a 10-point scale.

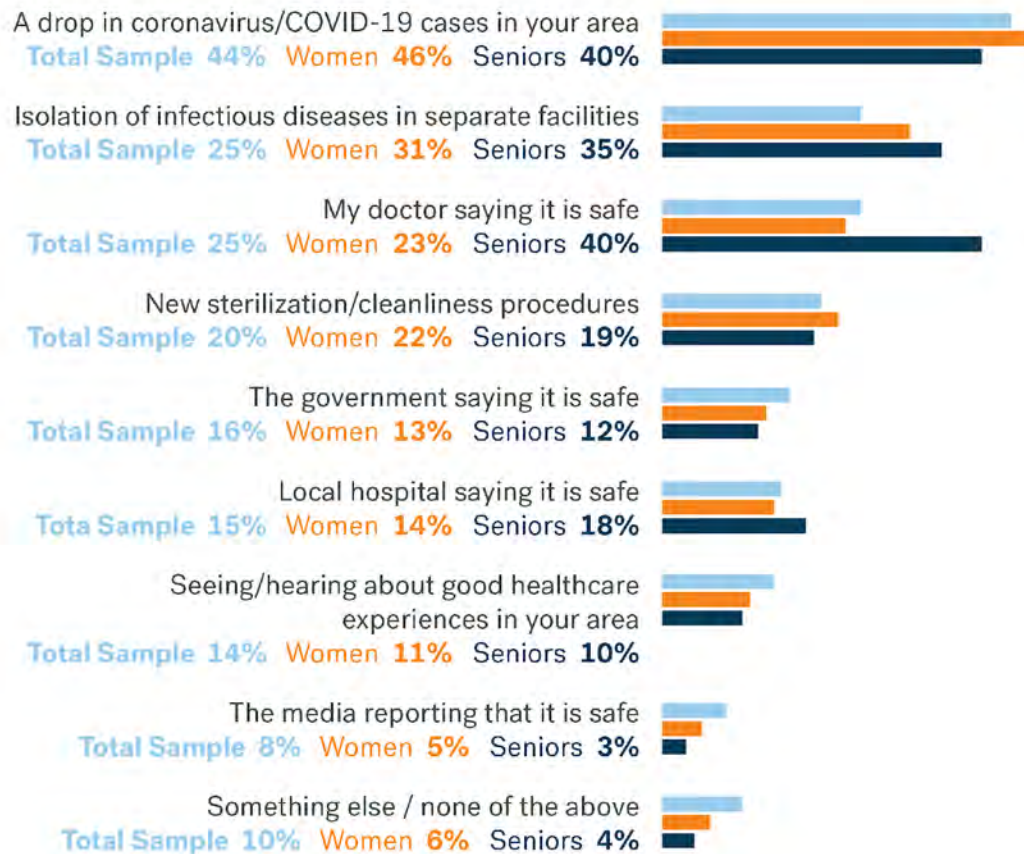


Women express less confidence in healthcare facility safety.

	MEAN SCORE		MEAN SCORE		MEAN SCORE
GENDER		AGE		ETHNICITY	
Men	6.0	18 to 34	5.0	White	5.4
Women	4.8	35 to 44	5.5	Black	5.1
		45 to 54	5.6	Hispanic	5.2
		55 to 64	5.3		
		65+	5.9		
TOTAL MEAN SCORE 5.4					

Regardless of how safe you feel today,

what are the most important things you could hear that would make you feel more safe going to a hospital, urgent care facility or other medical facility as a patient?



Caregiver Support & Encouragement

Employees are Stressed and Scared

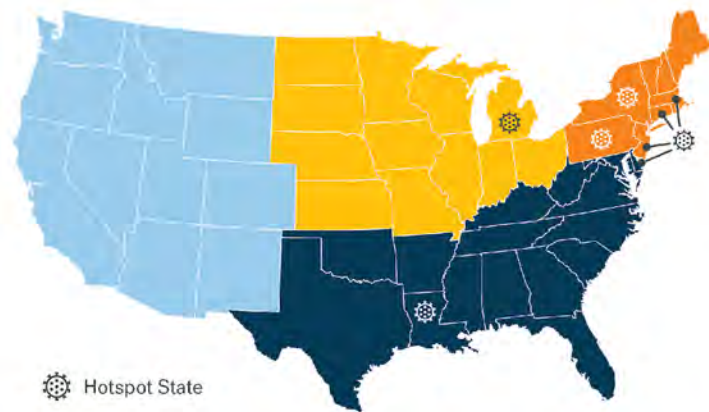
- COVID-19 adds pressure to an already stressful profession
- Trying to stay informed on new processes, perform new tasks
- Worried about their health, health of their families

Many Healthcare Providers are Working to Ease Stress

- Clear and timely updates
- Providing childcare resources
- Offering meals and places to stay overnight

Electives

Doesn't matter if you're in a hotspot state or not, the “return to normal” timeframe is pretty similar across the country.



	WEST	MIDWEST	SOUTH	NORTHEAST	HOTSPOT	NON-HOTSPOT
3 Months or Less	24%	20%	17%	24%	22%	22%
3-6 Months	32%	24%	23%	27%	27%	27%
6-12 Months	20%	25%	28%	26%	26%	26%
1+ Years	20%	25%	28%	20%	21%	21%
Never	6%	7%	8%	3%	8%	8%

There is no consensus on when people will return to healthcare facilities.

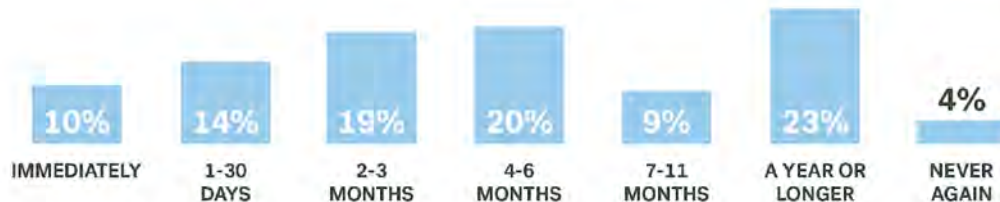
Schedule a routine visit in your doctor's office.



Schedule an elective procedure in a hospital.



Schedule an elective procedure in a non-hospital medical facility, like an outpatient medical center.



Rebuilding Consumer Confidence

Start Internally: Employees are most important audience

- Employees are feeling, and will continue to feel, stress
- Provide timely, transparent updates
- Personally engage employees
- Take quick action to address concerns

Remember: Responsible Transparency Builds Trust

- Share information at appropriate time to bring a sense of purpose and confidence
- Responsibly share information to limit panic and confusion
- Match the messenger with the message

Communicating Readiness to Reopen

- Coordinate Communications
- Identify the right messengers
- Showcase Clinician Spokespeople to Separate Facts from Fear
- Start Internally: Employees are most important audience
- Remember: Responsible Transparency Builds Trust
- Have a plan to communicate most likely COVID-19 scenarios

The Future of Care

Americans are split on the focus of healthcare in the future.

43%

believe we should focus on **disease prevention** and wellness so people are healthier.



52%

believe we should focus on **hospital preparedness** to deal with any future disease outbreaks or emergency situations.

5%

No strong opinion/Undecided

Rapid Innovation

Virtual Care

Scaling for rapid growth

- AI-powered symptom checkers and chat
- Expansion of telemedicine services and options — **29%** of patients have now tried telemedicine
- Drive access to in-network care, collect feedback to improve operations

Chat

Have you been exposed to anyone who tested positive for COVID-19?

No

Do you currently have a cough, shortness of breath, fever or sore throat?

No

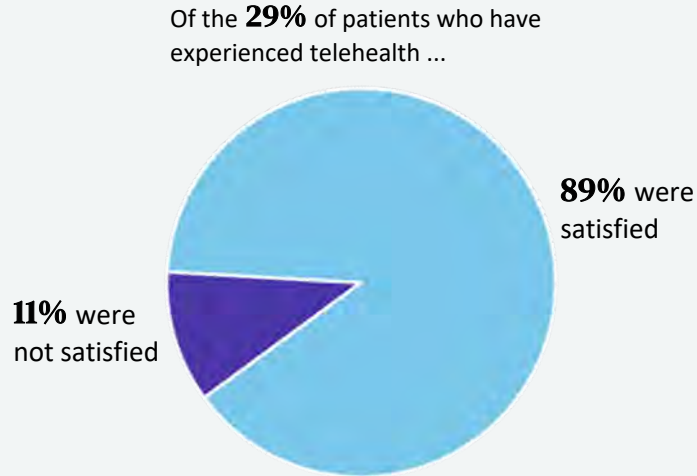
Your risk for COVID-19 is low.

Select from one of the following options:

- Find care nearby.
- Start a virtual visit.
- Provide feedback.

Telemedicine

Opportunities to collect feedback, improve sentiment and drive SEO benefits



Connect virtual and in-person visit feedback

to improve SEO for individual providers and locations online

Feedback

Thank you for using virtual care.

Please rate your overall experience:

Please tell us about your experience:

The doctor was friendly and reassuring as she listened to my concerns. Unfortunately, the app was slow and crashed once when I used it. If the app had worked, I would have given five stars.

Consumerism and Digital Transformation

Patient experience shared across multiple business functions



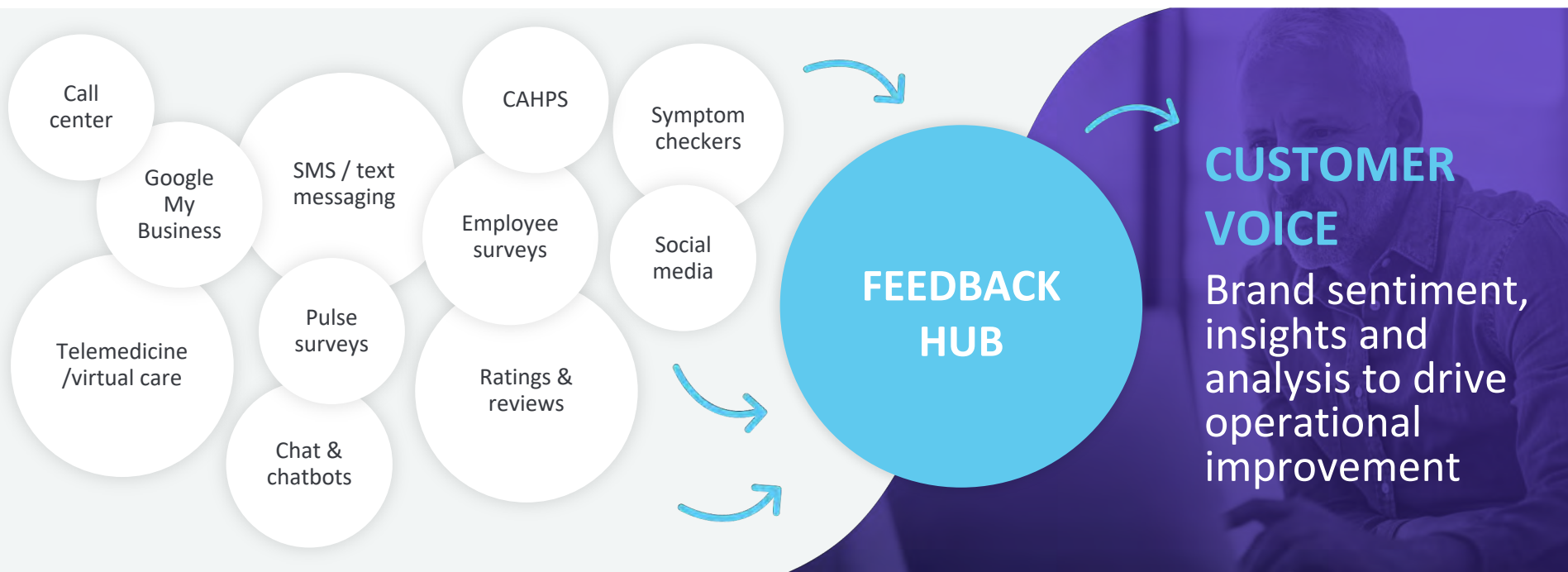
Consumerism and Digital Transformation

Reputation and experience management come together to create a single patient experience



Establish a Patient Experience Feedback Hub

Collect feedback from all experiences and access points

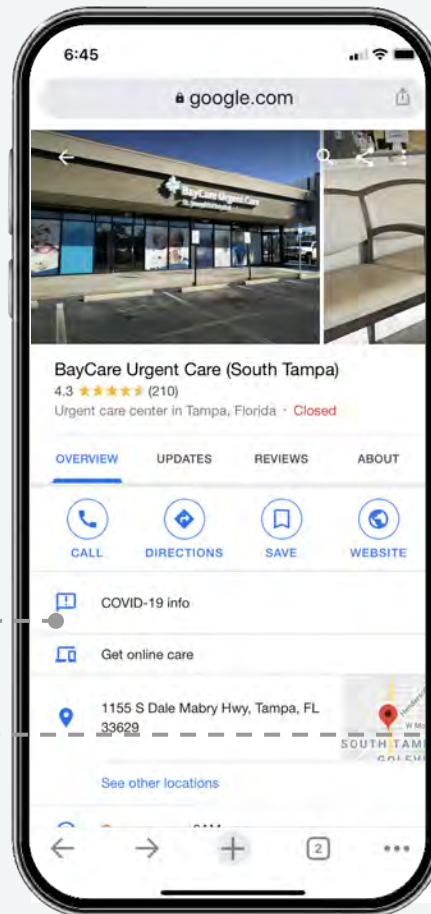


Revenue Recovery

Google My Business

Get found. Get chosen. Drive revenue where it is needed most.

- New URLs promote virtual care options, COVID-19 testing
- Use posts to provide protocol updates
- New guidance for healthcare listings



Driving patient volumes where they're needed most



PRIORITY SERVICE LINE, LOCATION TYPE OR GROUP

Determine where marketing focus should be; create subset of doctors or locations to promote

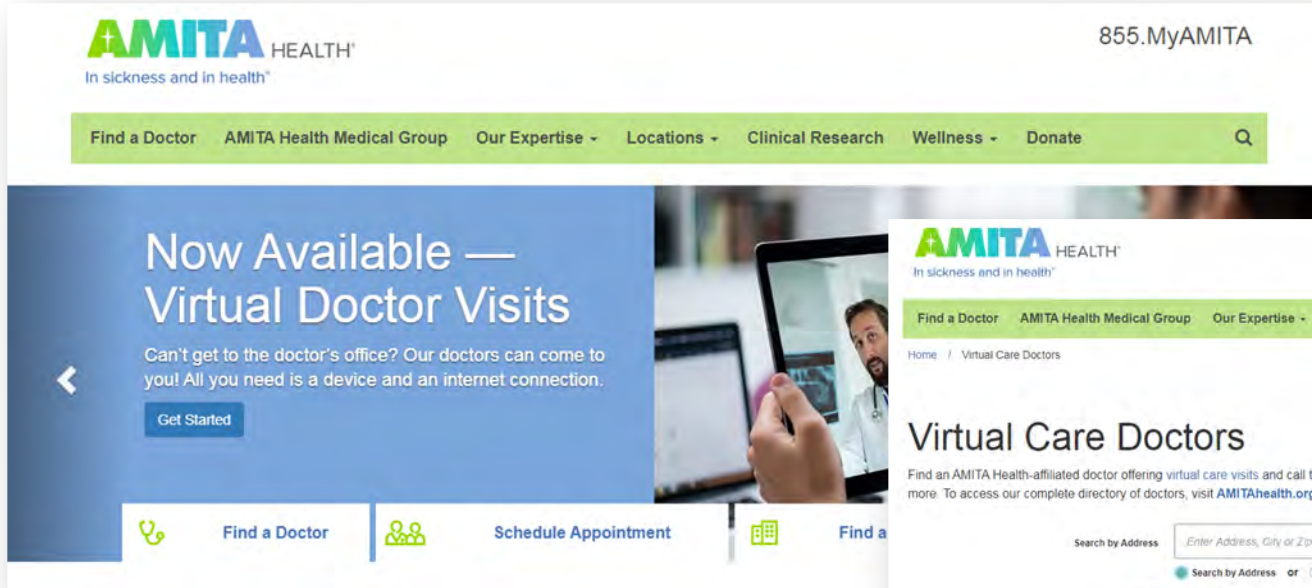


CAMPAIGN + LANDING PAGES

search optimized landing pages for virtual care or specialty campaigns

AMITA Health

Case Study: AMITA Health Drives Virtual Care



The banner features the AMITA Health logo at the top left with the tagline "In sickness and in health". At the top right is the phone number "855.MyAMITA". Below the logo is a green navigation bar with links: "Find a Doctor", "AMITA Health Medical Group", "Our Expertise", "Locations", "Clinical Research", "Wellness", and "Donate". The main content area has a blue background on the left with the text "Now Available — Virtual Doctor Visits" and a sub-headline "Can't get to the doctor's office? Our doctors can come to you! All you need is a device and an internet connection." with a "Get Started" button. On the right is an image of a hand holding a tablet showing a doctor's video feed. At the bottom is a white navigation bar with icons and text: "Find a Doctor", "Schedule Appointment", and "Find a".

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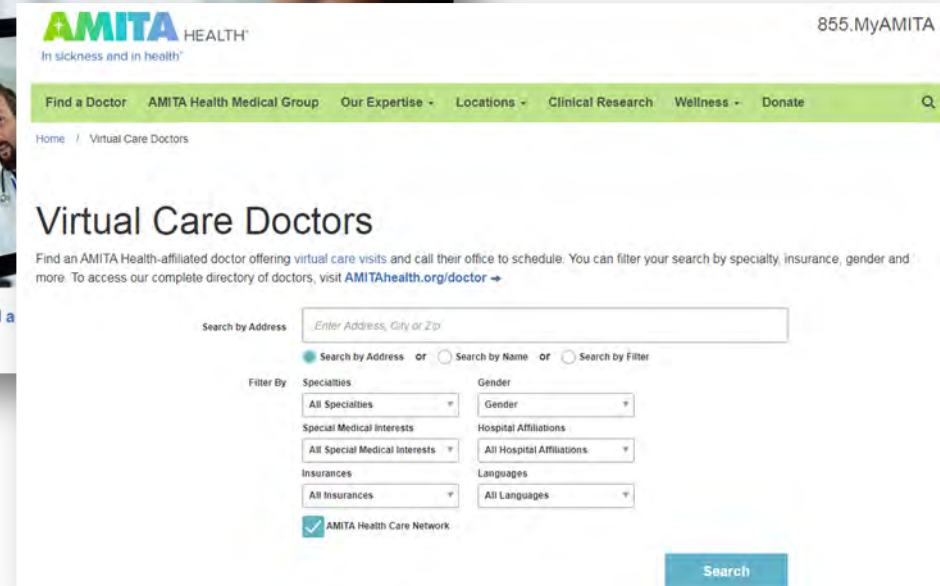
Find a Doctor AMITA Health Medical Group Our Expertise Locations Clinical Research Wellness Donate

Now Available —
Virtual Doctor Visits

Can't get to the doctor's office? Our doctors can come to you! All you need is a device and an internet connection.

Get Started

Find a Doctor Schedule Appointment Find a



This section shows the search results for "Virtual Care Doctors". It includes the AMITA Health logo and tagline, the phone number "855.MyAMITA", and the same green navigation bar as the banner. Below the navigation bar is a breadcrumb trail: "Home / Virtual Care Doctors". The main heading is "Virtual Care Doctors". Below this is a paragraph: "Find an AMITA Health-affiliated doctor offering virtual care visits and call their office to schedule. You can filter your search by specialty, insurance, gender and more. To access our complete directory of doctors, visit AMITAhealth.org/doctor". Below the paragraph is a search filter section. It starts with a "Search by Address" field with the placeholder "Enter Address, City or Zip". Below this are three radio buttons: "Search by Address", "Search by Name", and "Search by Filter". The "Search by Filter" option is selected. Below the radio buttons are several filter categories, each with a dropdown menu: "Specialties" (All Specialties), "Gender" (Gender), "Special Medical Interests" (All Special Medical Interests), "Hospital Affiliations" (All Hospital Affiliations), "Insurances" (All Insurances), and "Languages" (All Languages). At the bottom of the filter section is a checkbox labeled "AMITA Health Care Network" which is checked. A "Search" button is located at the bottom right of the filter section.

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Find a Doctor AMITA Health Medical Group Our Expertise Locations Clinical Research Wellness Donate

Home / Virtual Care Doctors

Virtual Care Doctors

Find an AMITA Health-affiliated doctor offering virtual care visits and call their office to schedule. You can filter your search by specialty, insurance, gender and more. To access our complete directory of doctors, visit AMITAhealth.org/doctor

Search by Address

☒ Search by Address ☐ Search by Name ☐ Search by Filter

Filter By

Specialties

Gender

Special Medical Interests

Hospital Affiliations

Insurances

Languages

☒ AMITA Health Care Network

Search

Poll Question 2

Why did you tune in today?

Q&A

Your Panelists



Annie Haarmann

Head of Consulting Services,
Healthcare and Life Sciences,
Reputation.com



Reed Smith

Vice President, Digital
Strategy
**Jarrard, Phillips, Cate &
Hancock**



Eric Schmuttenmaer

Associate Vice President,
Digital Strategy and Innovation
AMITA Health

Thank you for joining

If you have any questions
please reach out.



JARRARD PHILLIPS
CATE &
HANCOCK

rsmith@jarrardinc.com or at
jarrardinc.com



 reputation.com[®]

healthcarestrategy@reputation.com
or at reputation.com