

# Patient Journey Landscape

IMPROVING PATIENT ACQUISITION AND CLINICAL OUTCOMES



**The U.S. Department of Health and Human Services has set a goal of tying 85% of all traditional Medicare payments to quality or value by 2016 and 90% by 2018.**

**Are you ready for evolving healthcare consumer demands and changing payment models?**

Patient journeys look at the entire patient engagement cycle from consideration to advocacy, or as healthcare marketers often think of it from acquisition to outcomes. Oftentimes healthcare systems look at their services lines in silos. However, that is not consistent with the way your patients experience them throughout their journeys. Service line strategies and the patient journeys within them need to build off one another in order to increase volume, improve clinical outcomes, generate greater revenue and result in patients being advocates.

# Patient journeys service line landscape.

Patients are increasingly behaving like consumers of their own healthcare. This creates an opportunity for you to effectively acquire and retain patients by controlling journeys through the integration of digital media strategy, web presence and patient journeys.

## PRIMARY CARE

Incorporates four acquisition campaigns to be more targeted and ensure greater conversion rates, as well as three subspecialty journeys to add value to the patient consumer by meeting individual needs.

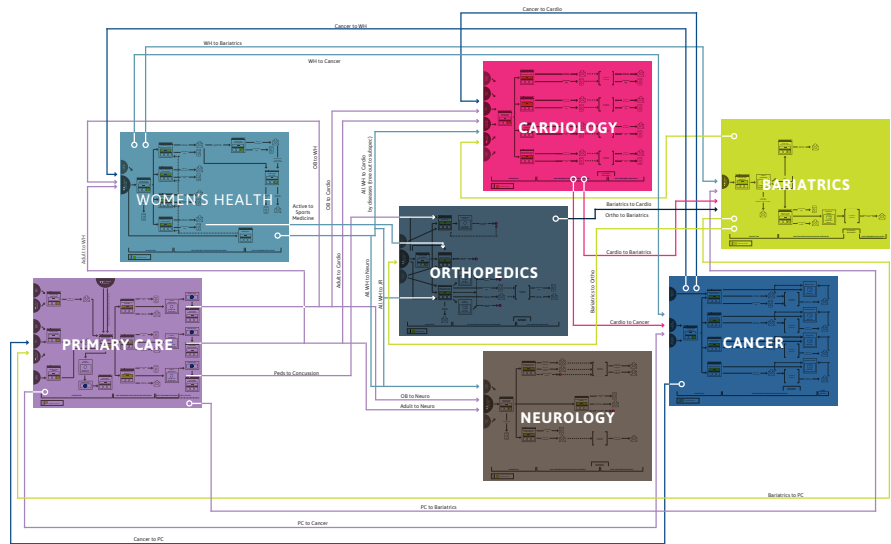
## WOMEN'S HEALTH

Women's health looks at all of the healthcare needs of a woman: physically, emotionally and spiritually so she has easy access to tools and services to better manage her healthcare needs. This is done by connecting women to the services they need through the reasons they are seeking care, including:

- Expecting a baby
- Looking for a primary care gynecologist
- Having specific health concerns
- Being over age 65

## ORTHOPEDICS

Orthopedics is often a top revenue generating service line. Increased volume, as well as medication and post-treatment adherence, can help revenue sky rocket. The orthopedic journey answers the key objections of patients to shorten conversion times to surgery and engages patients to ensure treatment compliance through a guided step-by-step process of care delivery.



## CARDIOLOGY

Cardiology service lines have multiple connection points with other health services throughout a system and have the greatest emphasis on medication and treatment compliance. To ensure this is addressed, we break down the journey by disease type and treatment process to provide step-by-step treatment education and tracking tools that support and encourage behavior change.

## NEUROLOGY

Neurology targets both patients who need to access services due to an immediate acute event and the patient consumer who will do significant research for complex neurological issues. The journey builds their individual patient treatment content as they move forward with care. It also provides tools and resources to track their progress and connection with additional education content for comorbidities.

## CANCER

Cancer is a complex disease type with custom treatment plans based on primary diagnosis and comorbidities. Content is aggregated and delivered to the consumer as they need it to reduce the stress of the unknown. It empowers patients and loved ones with content that gives them the opportunity to self-advocate and the tools to help manage daily care and leverage all means of external support.

## BARIATRICS

Key components to success for bariatric services include:

- Eliminate barriers for prospective patients
- Shorten the decision time when moving toward surgery
- Provide content and tools to help patients change behaviors to ensure long-term success

With automated assessments, online educational sessions and engagement campaigns the journey meets and exceeds those keys to success.

# Patient journeys service line specialties.

The journey architecture below demonstrates the complex structure of the patient journey and how to simplify it to the individual patient. For healthcare systems' top service lines there are many patient journeys that can take place within each service line.

These journeys should be identified based on the main service line. Bluespire has worked with many service line specialties — which of these does your organization have?

## PRIMARY CARE

- Internal Medicine
- Family Medicine
- Pediatrics
- OB-GYN services
- Gerontology

## WOMEN'S HEALTH

- Traditional Approach
- Obstetrics
- Gynecology Services
- Maternity Services
- Mom and Baby
- Comprehensive Women's Programs
- Having a Baby
- Looking for a Primary Care Gynecologist
- Specific Health Concerns
- Over 65

## ORTHOPEDICS

- Joint Replacement (Upper and Lower)
- Podiatry
- Sports Medicine
- Concussion
- Rehabilitation Services

## CARDIOLOGY

- Women's Heart Care
- Heart Disease Prevention
- Structural Heart Disease
- AFib
- PAD/PVD
- Cardio-Oncology
- Cardiovascular Surgery

## NEUROLOGY

- Stroke
- Brain Tumors
- Parkinson's Disease
- Complex Spine Surgery
- Gamma Knife or CyberKnife

## CANCER CARE

- Skin Cancer
- Breast Cancer
- Genetic Testing
- Colon/Rectal Cancer
- Lung Cancer
- Leukemia/Lymphoma
- Pediatric Cancer
- Brain Cancer
- Prostate Cancer
- PAD/PVD
- Cardio-Oncology
- Cardiovascular Surgery

## BARIATRIC SERVICES

- Bariatric Surgery
- Medical Weight Loss



**Patient journey success — client results**

**\$35 million**  
New revenue from patient journeys

**14%**  
Average growth in market share

**5.3%**  
Improved readmission rates

# Orthopedic patient journey.

## CLIENT CASE STUDY

### OPPORTUNITY

- Joint Replacement program had a very high readmission rate at 8.3%
- Needed to develop a program to engage patients to adhere to both treatment program and medication regimen

### ENGAGEMENT

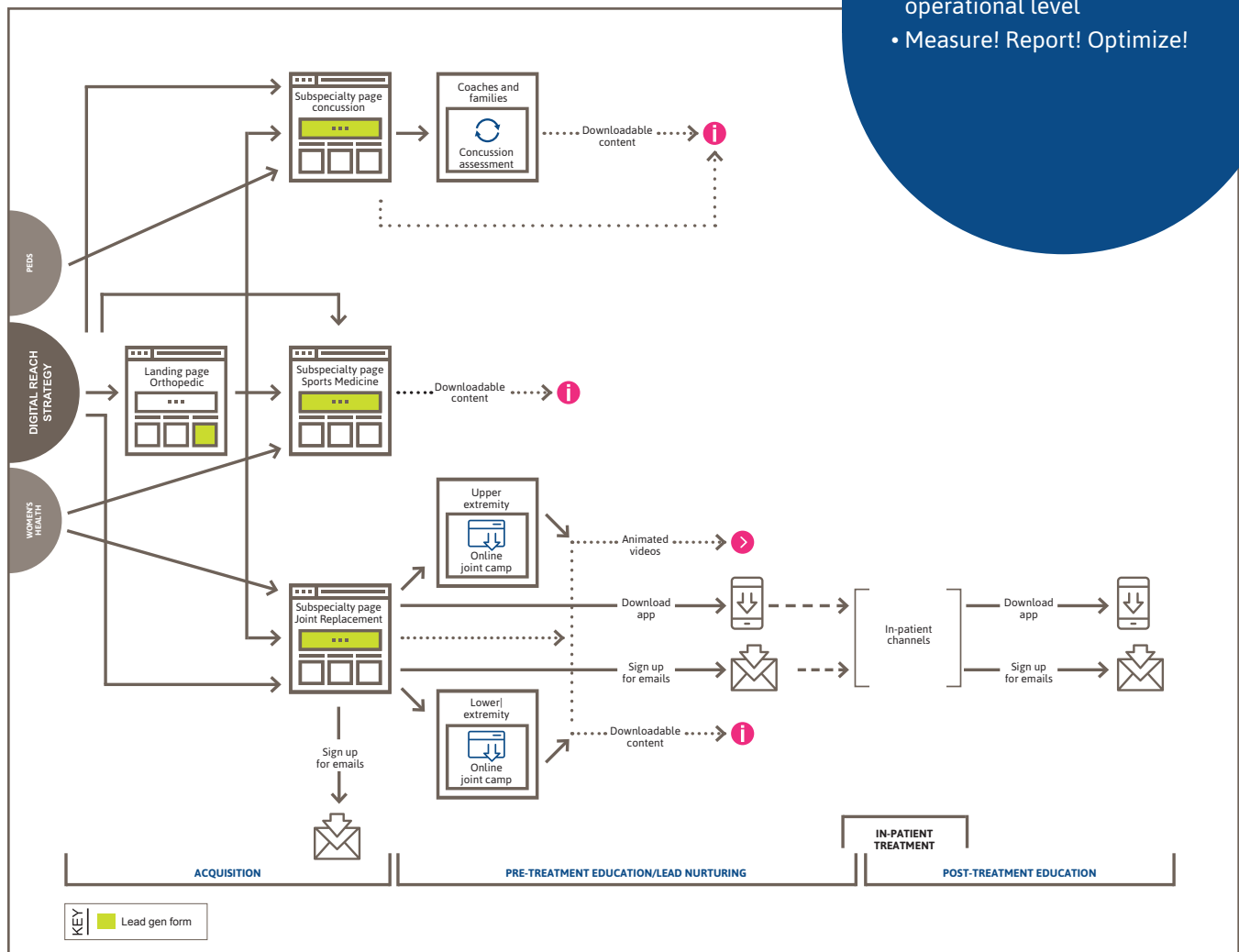
- Develop a targeted, multichannel experience to provide patient education throughout the treatment process
- Help engage patients to be active participants in their care, and to change their behavior to improve clinical outcomes

### IMPACT

- Improved readmission rates, began at 8.3% —down to 2.2% in 12 months

### GETTING STARTED

- Get your service line directors and clinical team involved
- Get your web, content strategy and digital media foundation in place
- Develop a rollout strategy for internal stakeholders to support approach on operational level
- Measure! Report! Optimize!





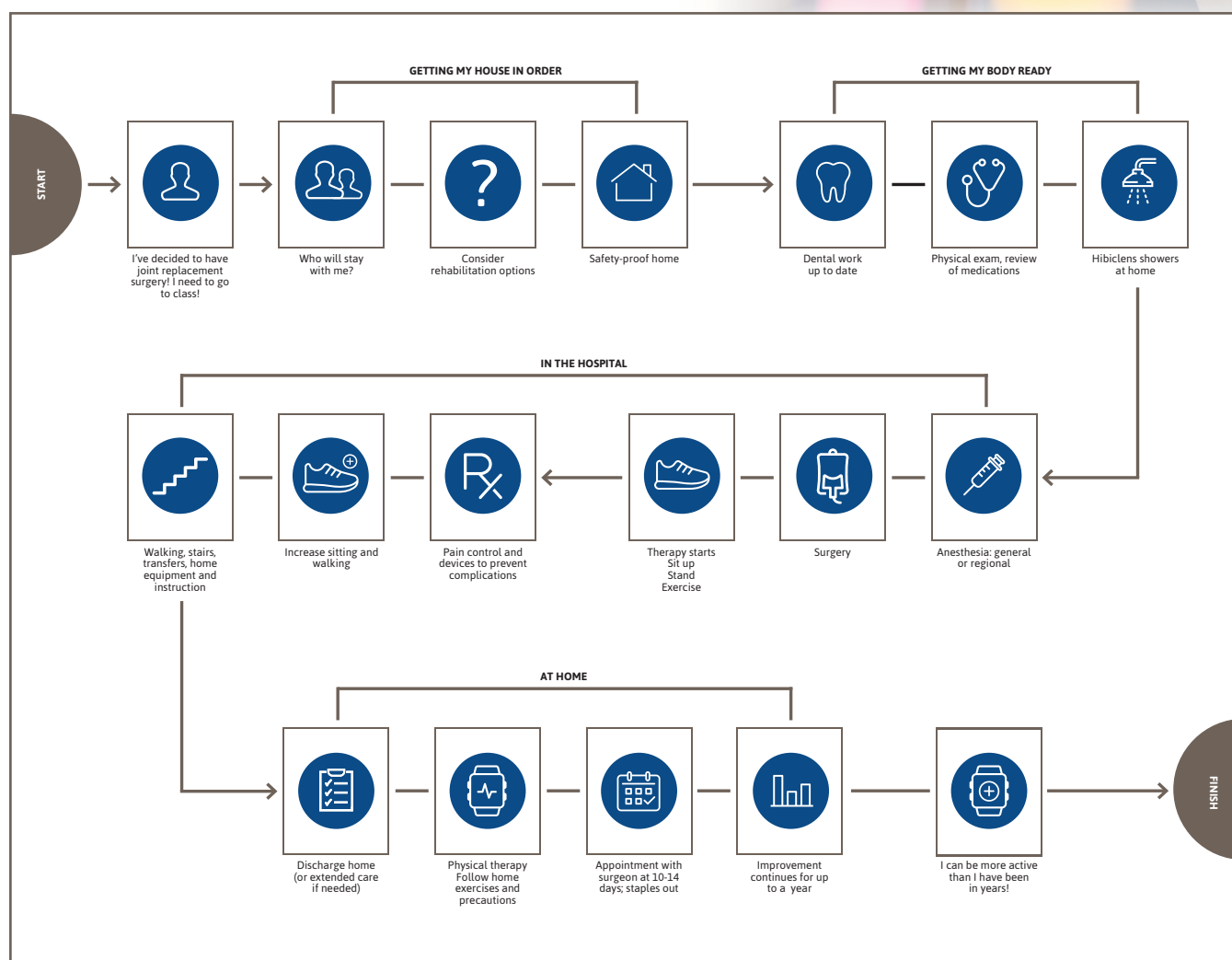
## Example: joint replacement.

**Education is key.** As marketing departments transition from focusing on acquisition to becoming a true business driver within the organization to improve patient engagement and ensure strong clinical outcomes, partnerships and internal advocacy are key to successful implementation.

How to get started with your service line directors and clinical team:

- Identify key clinical outcomes that need to be focused on to ensure strong reimbursement
- Obtain an outline of the current clinical pathway and supporting patient education materials
- Identify any other platforms that may be currently utilized as a part of the patient education process
- Identify all sources that influence the referral funnel

### TOTAL JOINT REPLACEMENT CLINICAL PATHWAY





## WHY BLUESPIRE?

Bluespire's Patient Journeys give healthcare marketers the ability to build personalized engagements for individual service lines, as well as overarching healthcare brands. We help improve the value and volume of your organization's care with technology that drives engagement and cultivates results in a rapidly changing industry.

Bluespire's Patient Journeys help you:

- Prove ROI without adding significant internal resources
- Address population health by answering the proper questions posed by individuals in your community
- Lead patients to and through the right care at the right time and location, with increasing self-service and satisfaction
- Save time by being strategic and intentional, setting up multiple campaigns that are working for you at all times
- Build out better processes for addressing a fully omnichannel marketing strategy across disparate systems

Bluespire provides personalized engagement for life's biggest decisions through the alignment of strategy, technology and content for healthcare and financial services organizations.

**Personalized engagement**  
for life's biggest decisions.<sup>SM</sup>

**Let's get started. Contact us at**  
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