

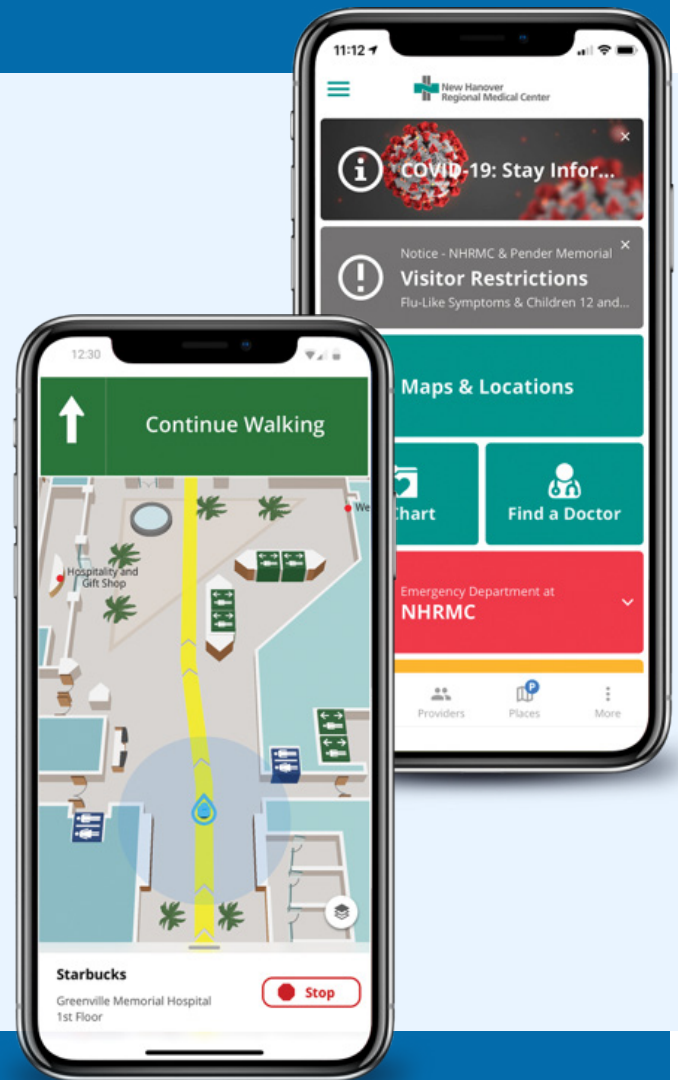
THREE KEYS TO CREATING THE MOST SUCCESSFUL MOBILE STRATEGY

COVID-19 permanently altered the way in which consumers think about and access care, fueling a 25% increase in downloads of digital health offerings, a rise in virtual specialty care and a surge in demand for technologies that put consumers in control of their care. The importance of digital entry points to care and information has become so important that it affects consumers' healthcare purchasing decisions.

But it takes more than an app to create the capabilities consumers seek. You must develop a tightly integrated mobile strategy that ties together all consumer-facing digital elements to create a seamless experience that strengthens loyalty and revenue.

THE THREE KEYS TO SUCCESS WITH A MOBILE STRATEGY ARE:

- ✓ Provide a digital companion for patients across their healthcare journey.
- ✓ Use data to create the digital experiences consumers crave.
- ✓ Prioritize flexibility in mobile app functionality.



01 Provide a digital companion for patients across their healthcare journey.

The best mobile solutions act as a patient companion, bringing all consumer-facing applications into one easy-to-access location to provide a digital hand-holding experience throughout the care journey.

The mobile app uses location-aware technologies for wayfinding—guiding patients from their home to the parking lot to the point of care. After the encounter, these apps continue building on care connections. They help keep patients in network by putting all follow-up options for care at their fingertips—critical for preventing revenue leakage. They can also alert patients to new activity, from test results to account balance updates, with the ability to access these results, pay their bill or even enroll in patient payment plans.

02 Use data to create the digital experiences consumers crave.

To create a consumer-centric digital experience, you must leverage user data to determine which solutions patients most want. Use customer service data to determine where pain points exist in the patient journey and solve for those digitally.

There is a compelling business case for using consumer input. The more consumers rely on your mobile app, the more likely they are to schedule appointments for care. One health system saw a 32% jump in new patients who scheduled appointments online—69% of whom were commercially insured—simply by adding an online scheduling feature to its mobile app.

03 Prioritize flexibility in mobile app functionality.

Agility within the design of a mobile solution is critical to gaining optimal value. The right digital platform will offer the flexibility to enable and manage mobile app features and functions quickly when circumstances change. This ensures you can proactively respond to shifts in demand. It also establishes you as a trusted resource in a rapidly evolving environment.

For example, just as other industries use geofencing to push out time-sensitive offers and reduce customer wait times, in the past year, health systems have increasingly found value from targeted push notifications, from ZIP code-based notifications about vaccine availability to instructions on where and how to seek care. They have also found value in other digital features, like the ability to use chatbots that triage COVID symptoms, and offer urgent care wait times and scheduling.

By designing a mobile strategy that anticipates customers' needs, amplifies convenience and supports highly coordinated, seamless care, healthcare organizations can engage consumers in these offerings beyond the point of care. It's a modern approach that deepens connections with consumers while strengthening an organization's bottom line.