Podium + Healthcare

Podium is modernizing local business

Our Investors: IVP · Accel · Summit Partners · Y Combinator

Our Awards: Fast Company 2019 Most Innovative Companies · Forbes The Next Billion-Dollar Startups 2018 · Inc. 500 America's Fastest-Growing Private Companies · Forbes 2018 Cloud 100 The World's Best Cloud Companies

Patient expectations are rapidly changing.

> Healthcare Practices increasingly differentiate themselves through their patient experience and the online/offline models each offer unique approaches to stand-out with patients

OFFLINE

- Ability to provide immediacy
- Unique experiences
- Deeper relationships

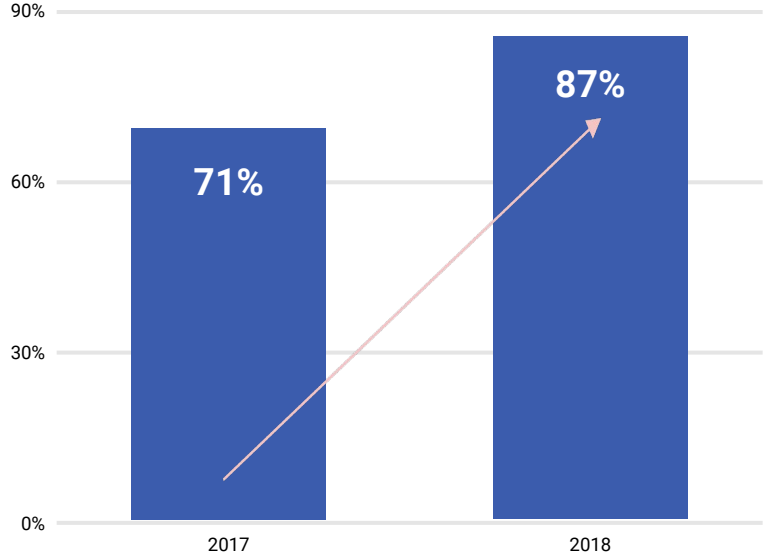
ONLINE

- Increased convenience
- Better analytics
- Ability to personalize

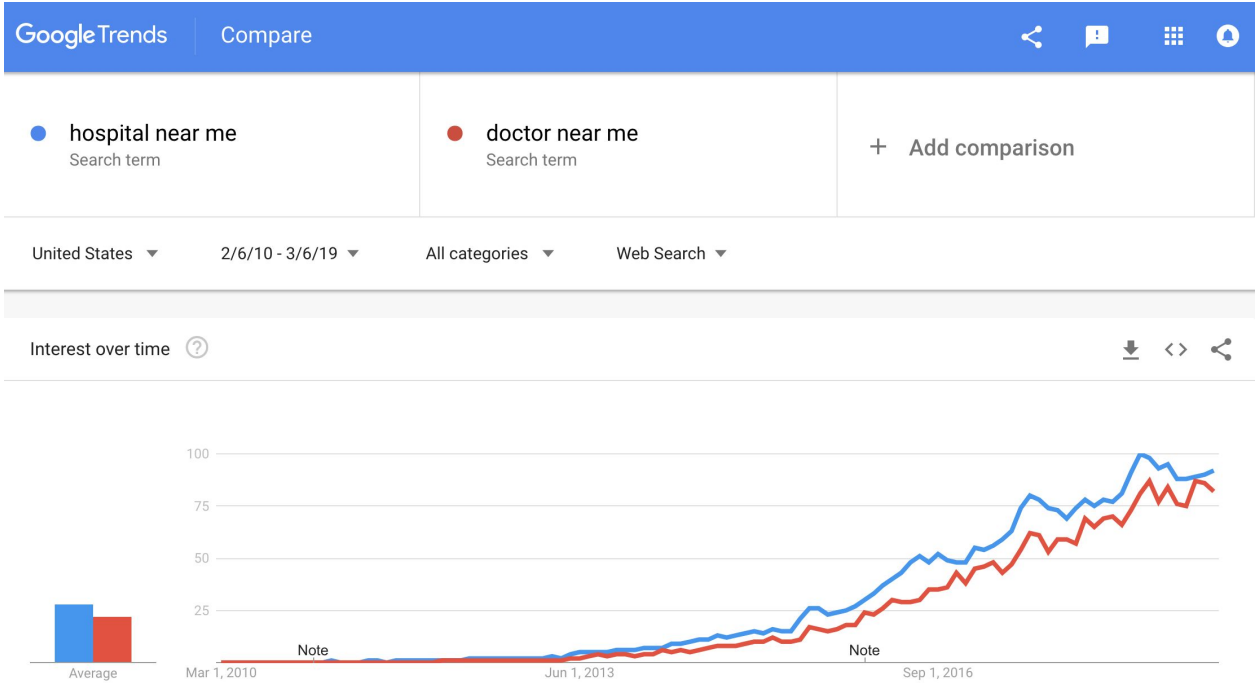
Healthcare Organizations need to engage patients online to drive clinic revenue.

> Healthcare Organizations need to proactively manage their online presence
>
> Smartphones are making it easier to research providers online before making an appointment or purchase
>
> All categories will be impacted by this trend

Share of customers starting their research online



Source: Publicis.Sapient & Salesforce, August 2018



Local Search: "Near Me" & "Best"

Potential patients **searching** have risen exponentially.

400% rise in local healthcare searches since 2016

Reviews are a top Influencer of Local Search Ranking

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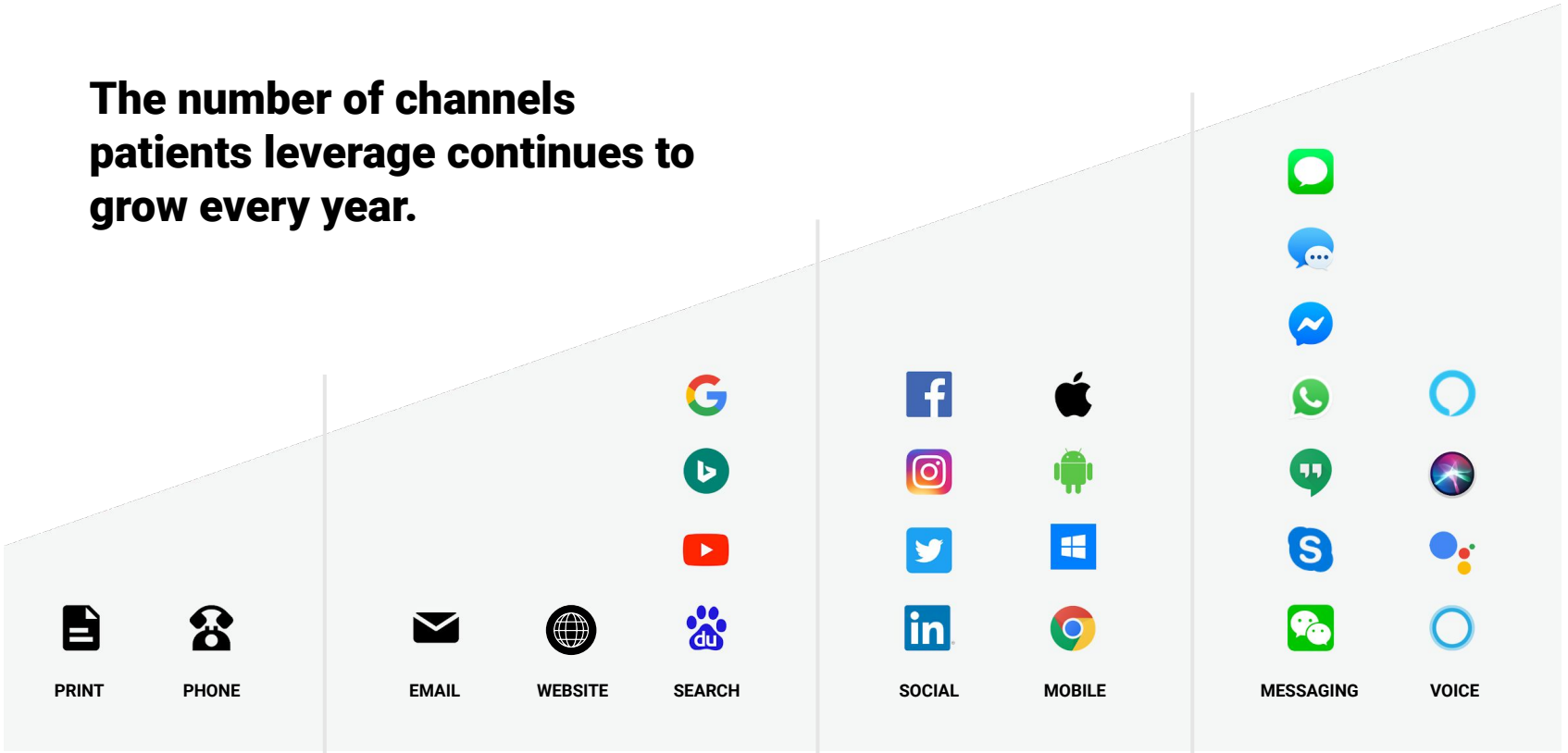
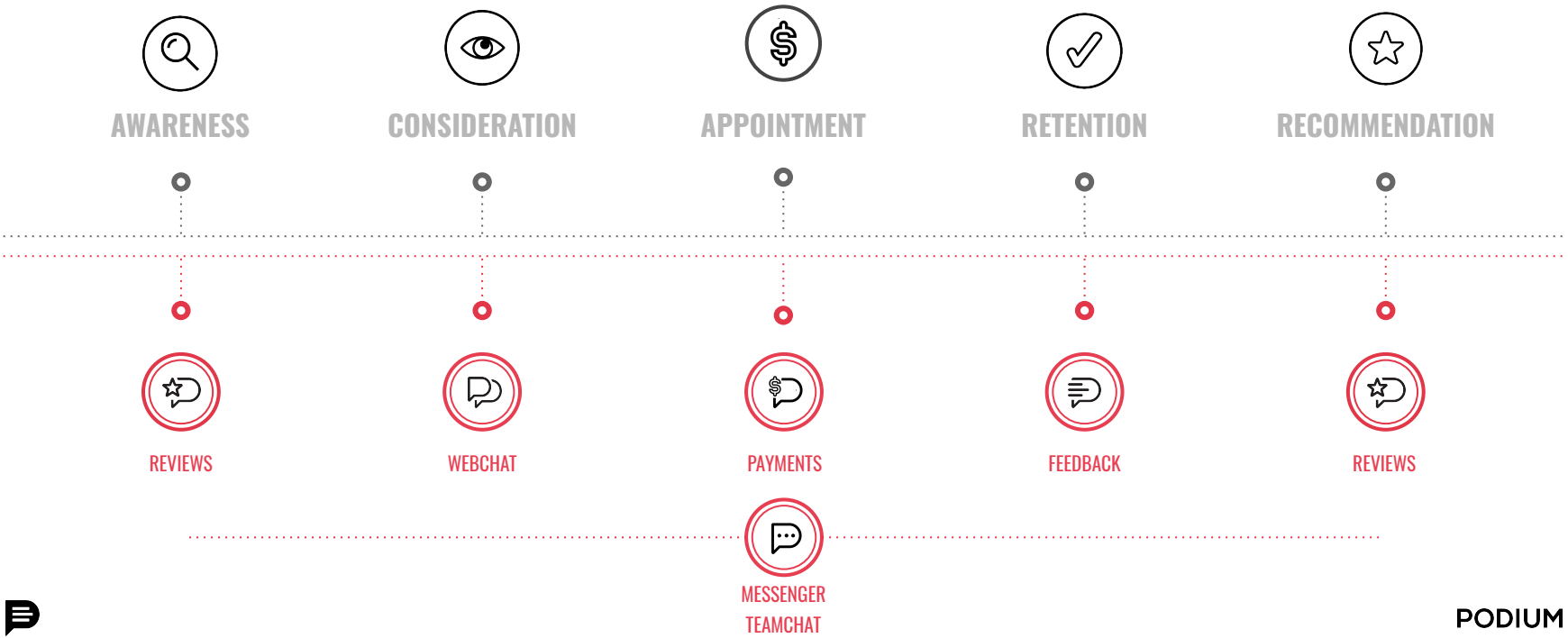
The number of channels patients leverage continues to grow every year.



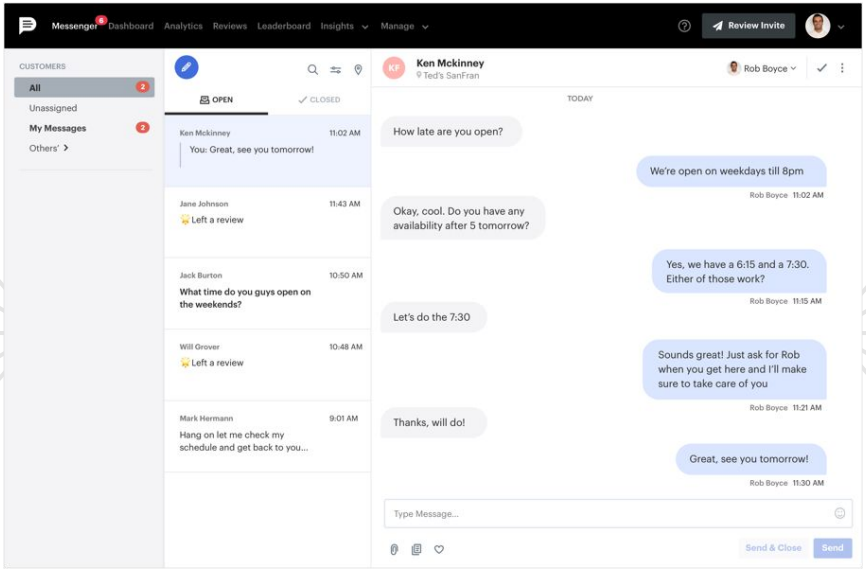
TODAY'S PATIENT JOURNEY



A single solution for connecting with leads, patients, and teams.

Leads & Patients

- Google
- facebook
- Messages
- Your website
- Instagram



Your Organization

- Sales
- Marketing
- Service
- Support
- Owner

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Through simple interactions, Podium helps you:

Get *Found*

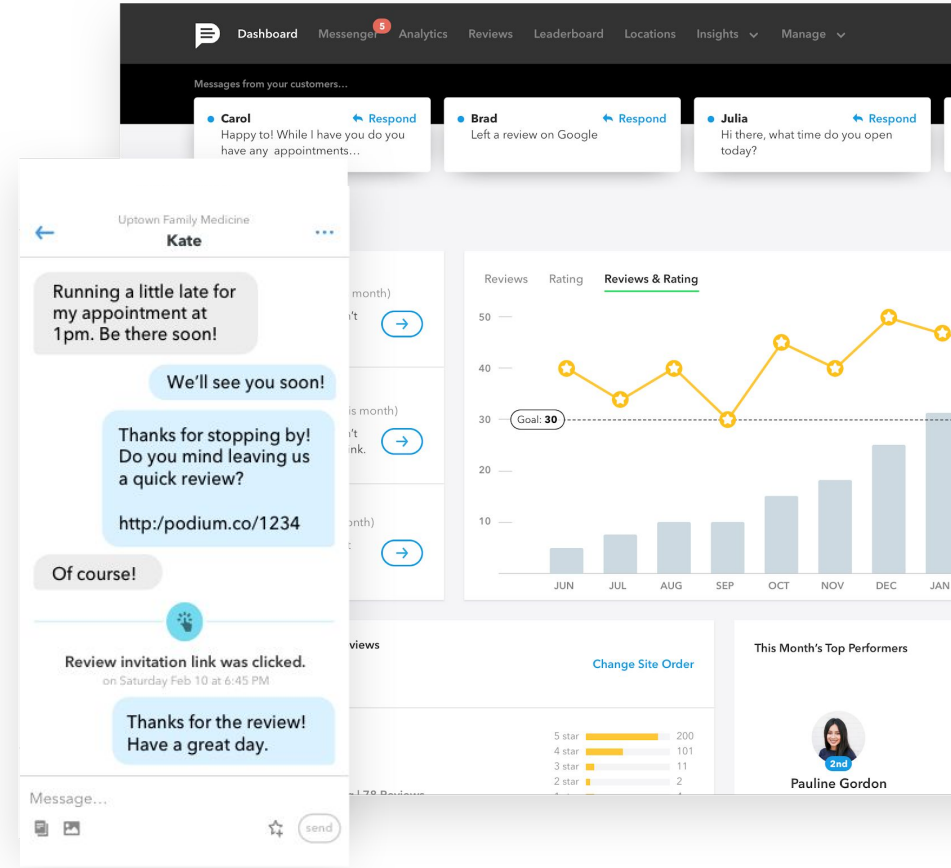
Rank higher on Google search

Get *Chosen*

Reach patients on convenient channels

Get *Connected*

Reach patients on convenient channels



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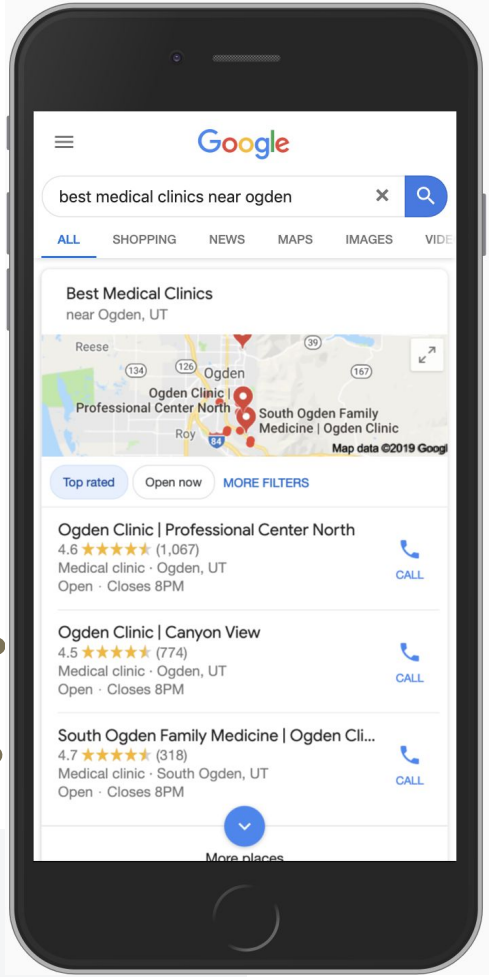
PRODUCT DEMO

Collect ***Reviews***

Optimize ***Webchat***

Gather ***Feedback***

Reviews



70% of clicks

Get found through reviews.

Potential patients use the ***Map Pack*** to make decisions.

98% of searches include a Map Pack

34% of the Google Algorithm is based on reviews

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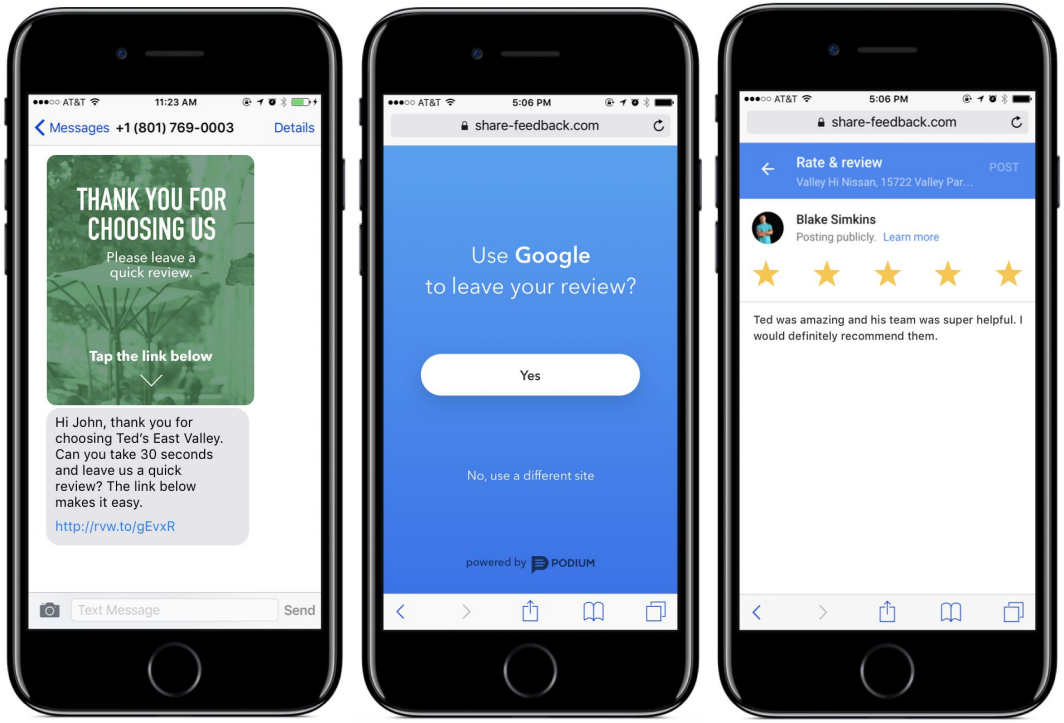
Reviews

Collect thousands of reviews and take control of your online reputation.

- Automated Text Message Invites
- Proprietary Review Flow
- Capture Reviews on Google & other sites
- Increase Local SEO Ranking
- Drive new patient acquisition

Get *Found & Chosen*



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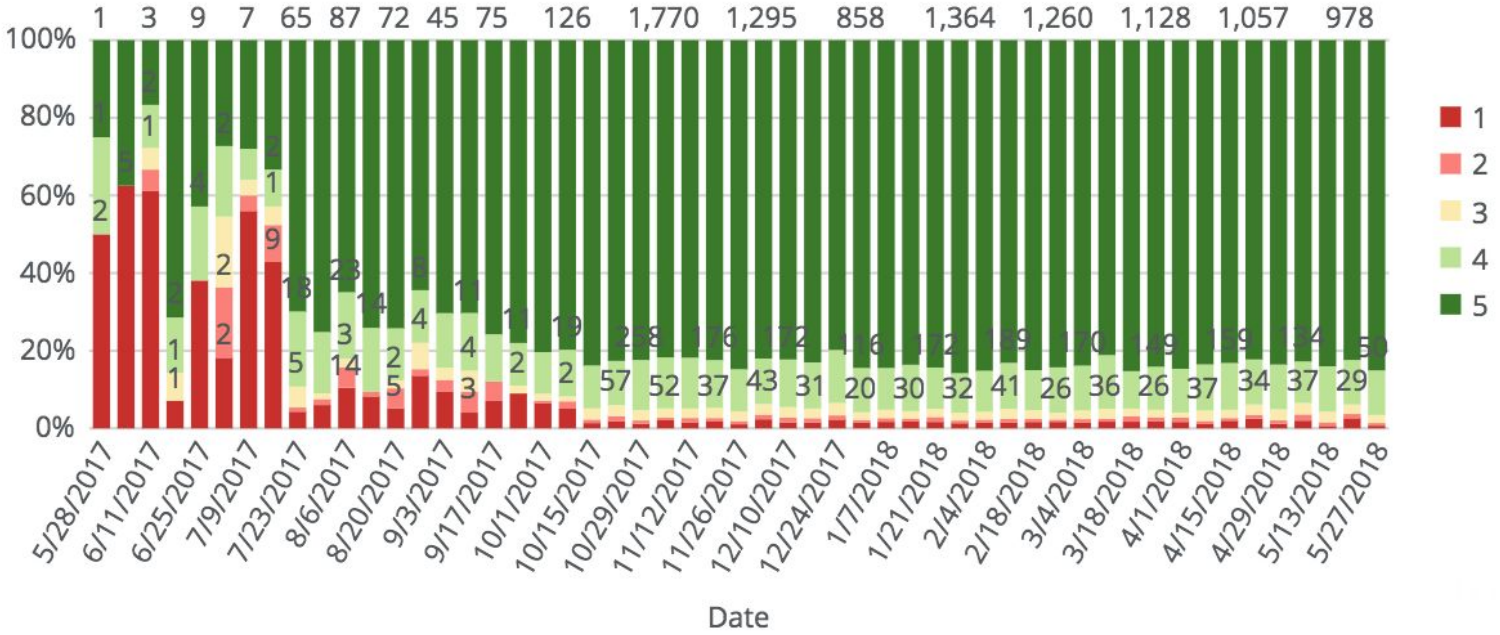
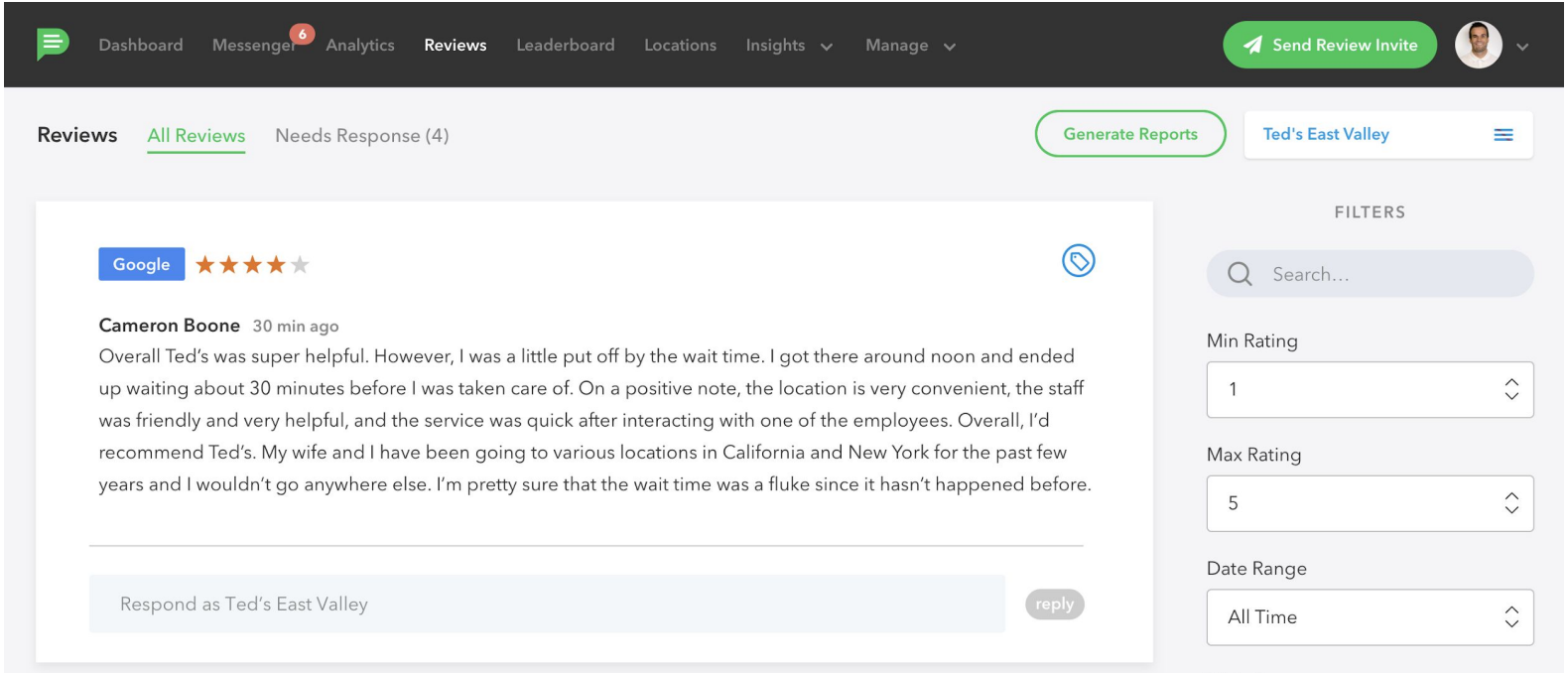
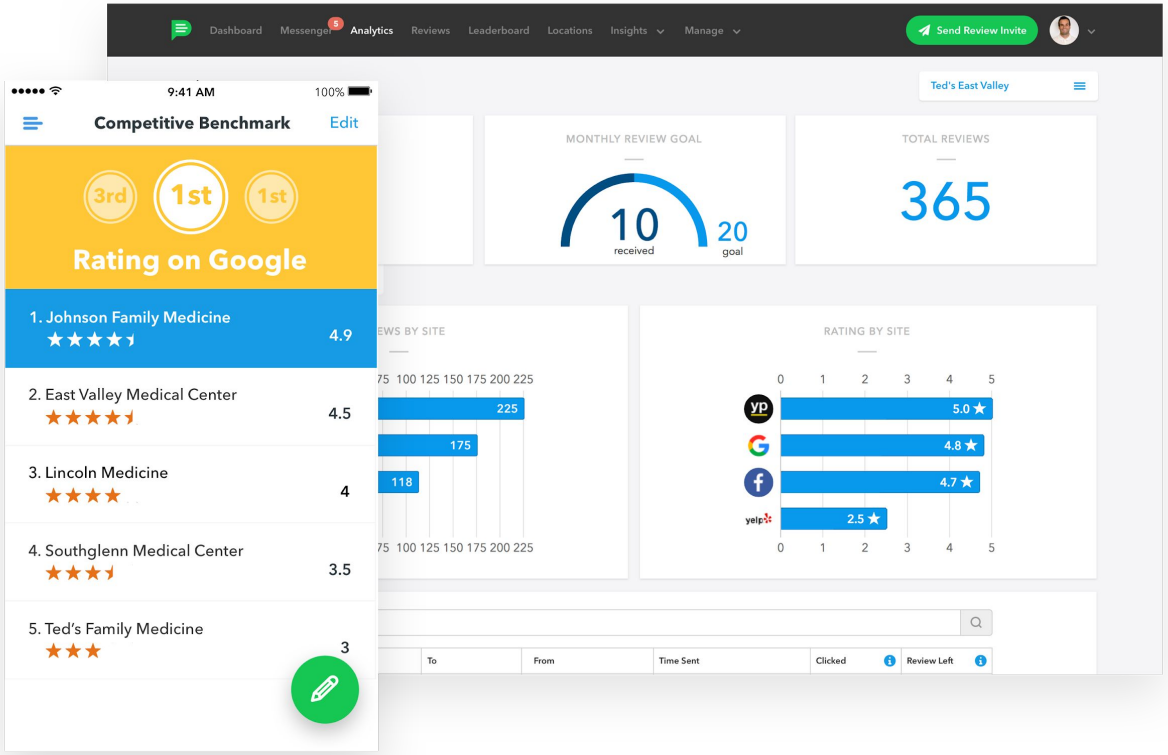
We Capture Your Promoters Voice

Average Podium Rating = 4.7





- Respond to all reviews from a centralized dashboard
- Manage at the corporate or location level
- Receive notifications on reviews that need response



- In-depth analytics on review performance
- Rating reports across multiple review sites
- Pacing to review goal by location
- Review response in platform

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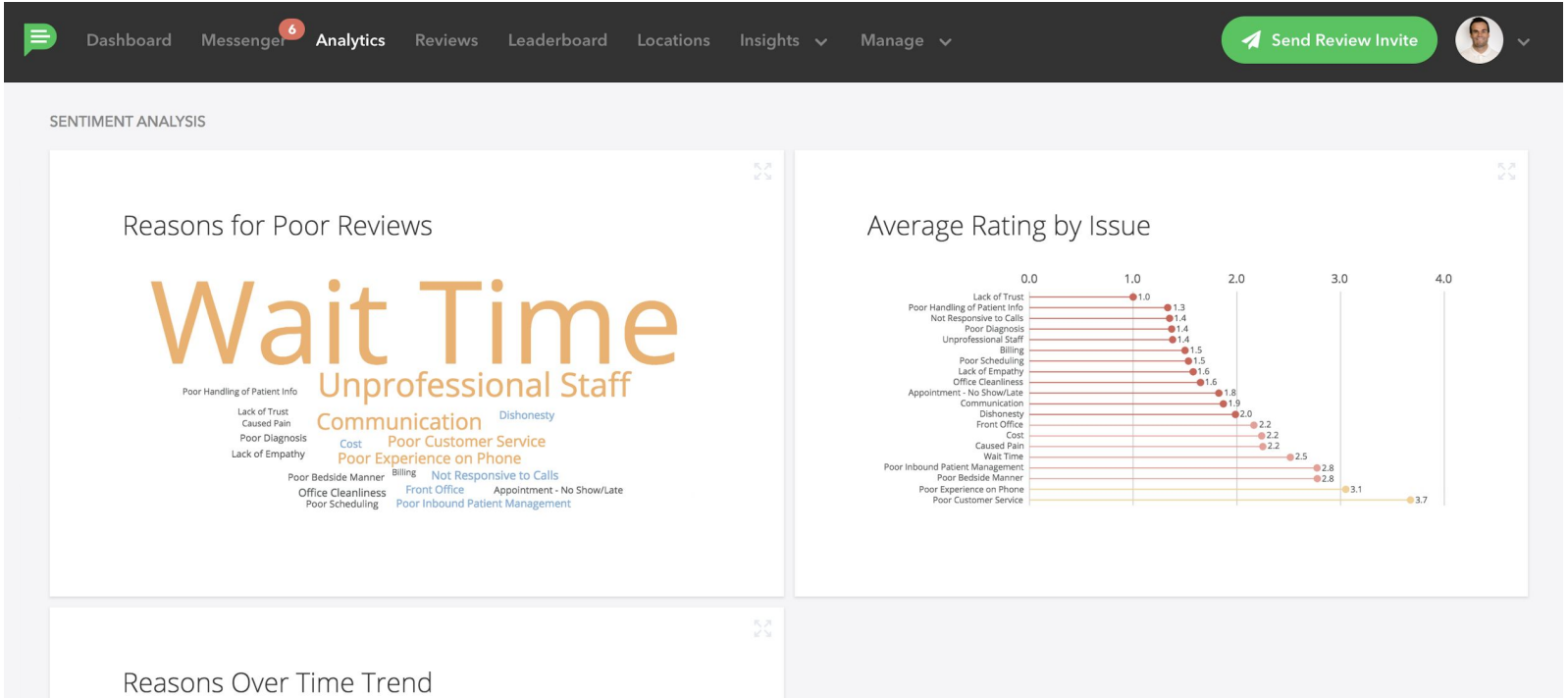

- Sentiment Analysis across all reviews and locations
- Rating broken down by issue
- Trends over time to track improvement on rating issues

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Nation's Largest Urgent Care Provider

From a network rating of 2.8 to 4.3

Total Number of locations 350+

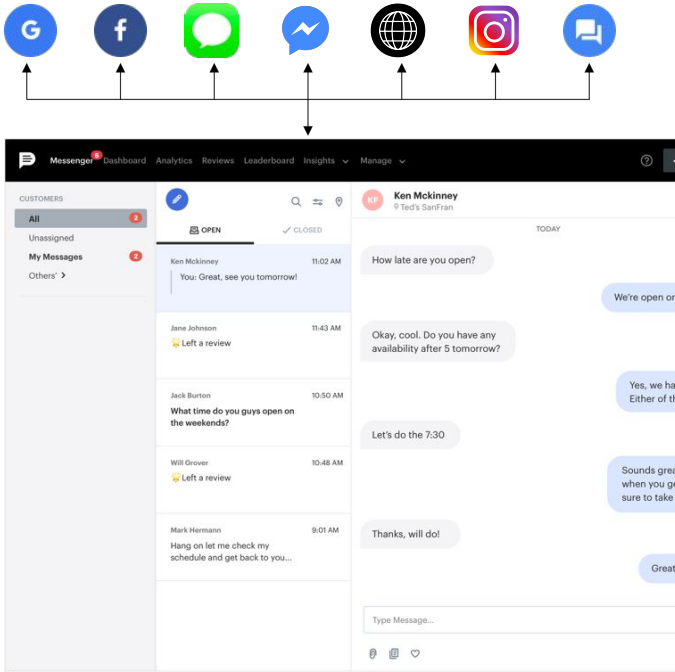
90% of locations increased local SEO rank

Webchat

Centralize every lead & patient interaction.

Talk to patients on their preferred channel and manage interactions from one inbox.

- **Rich notifications**
- **Assign conversations**
- **Advanced messaging filters**
- **Customized templates**
- **Google Business Messaging**
- **Facebook Messenger**
- **Webchat**
- **Apple Business Chat**



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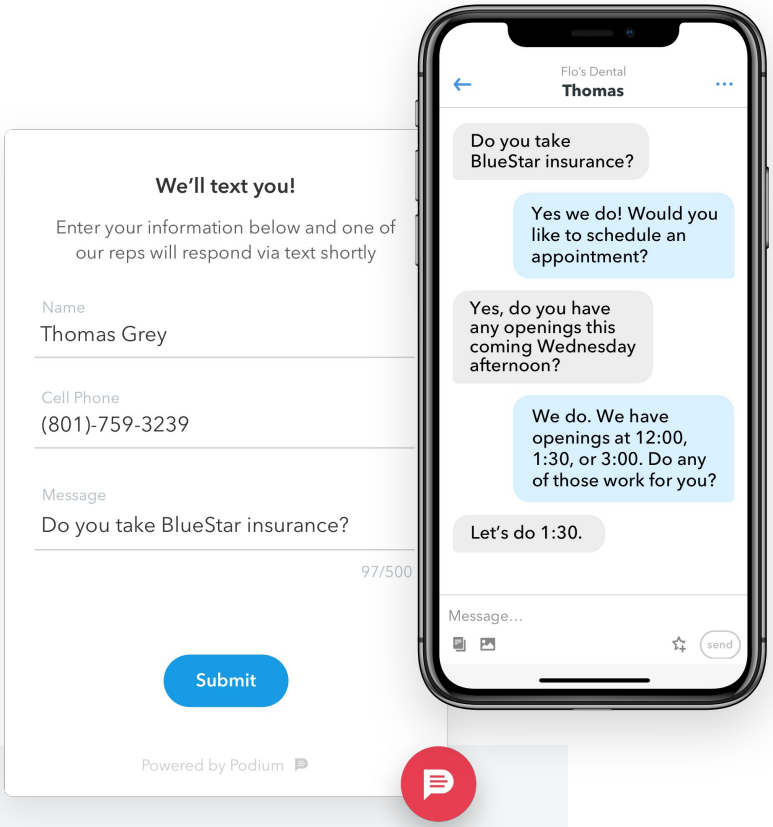

Webchat

Immediately capture leads on your website.

- Collect visitors' names and numbers
- Take the conversation to text

Webchat users see 8x more inbound opportunities.

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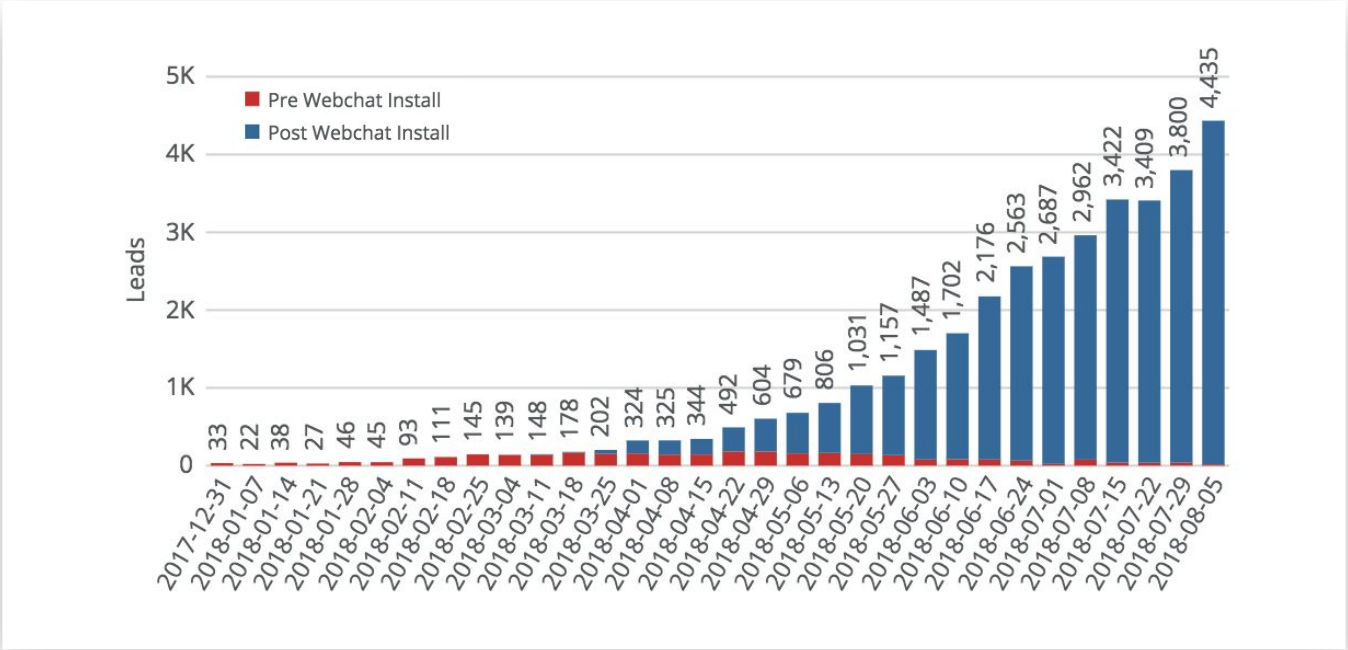
Webchat Inbound Leads



Podium users who added Webchat to their website saw inbound leads convert to patients at a 15% rate

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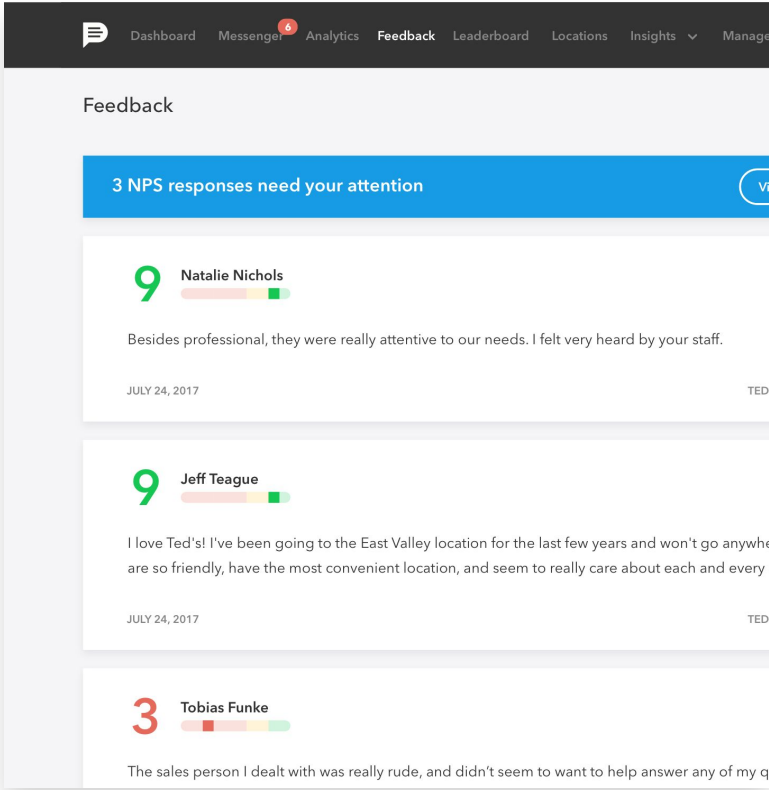
Feedback

Feedback

Understand your patients and deliver a better experience.

40% of patients respond to Podium Feedback

70% of patients who respond do so within an hour



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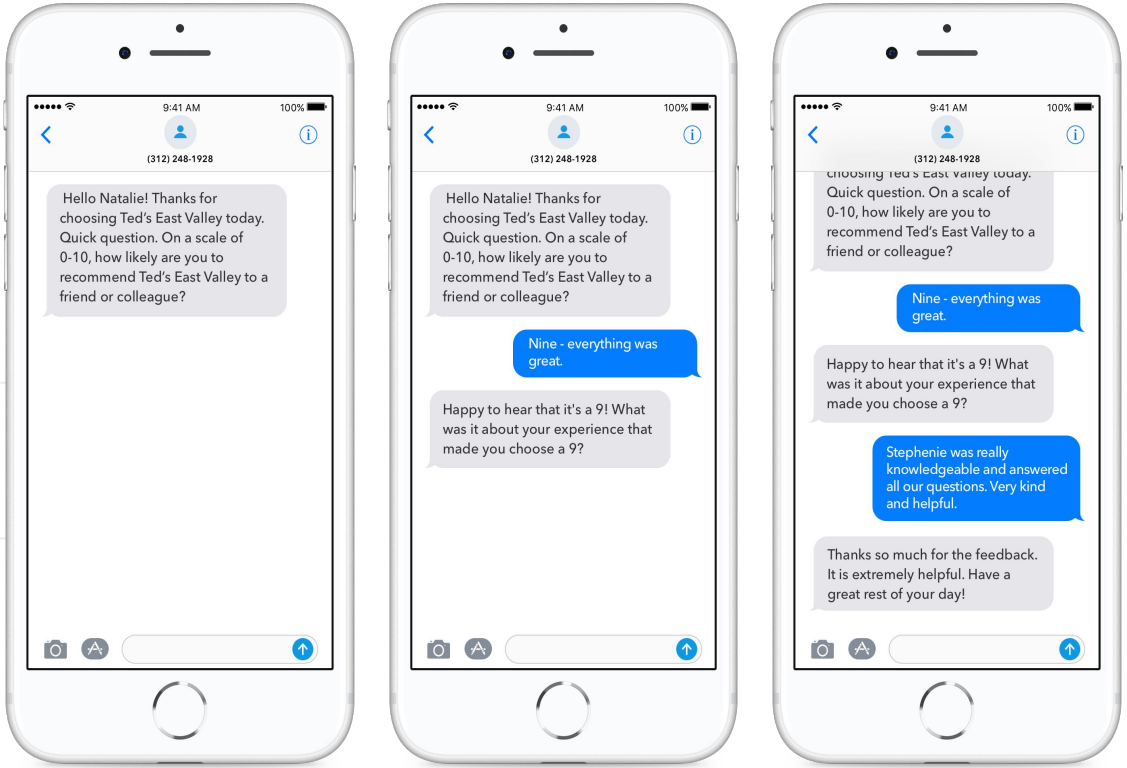
Feedback

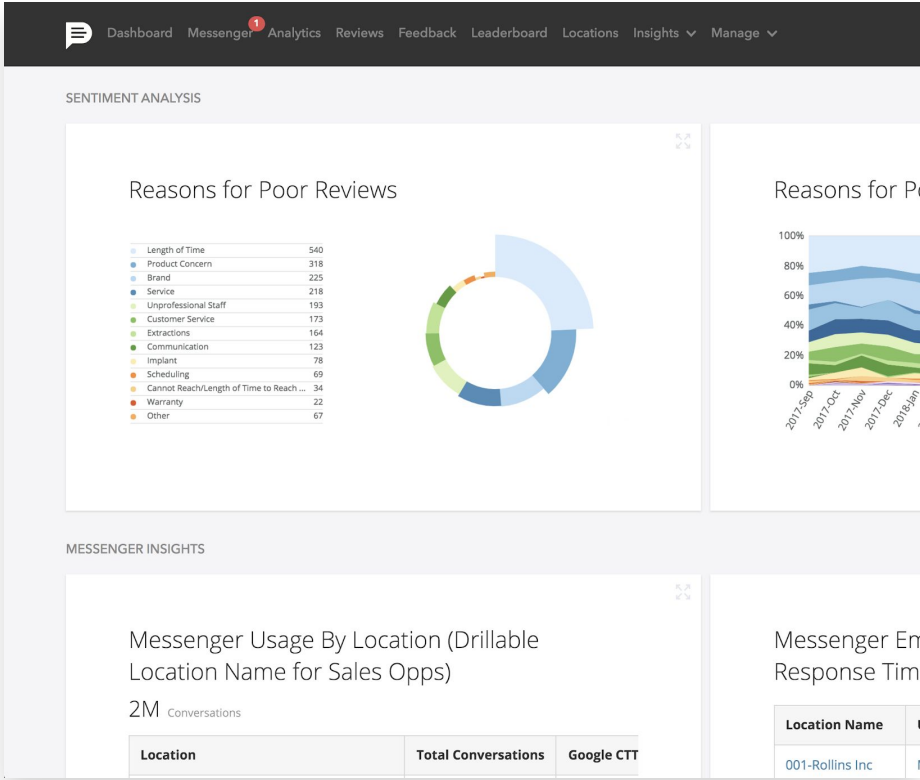
- Customizable text **messages**
- **No redirect** link
- **AI technology** auto response



Feedback

Gain actionable Feedback insights.

- Identify things your patients love and areas that need improvement
- See common keywords, phrases, and trends
- Organize feedback by physician, location, department, and more
- 40% avg. response rate



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PODIUM + REDOX

Integration

Redox

- Redox provides a scalable integration platform that simplifies the way healthcare organizations exchange data and adopt innovative technology solutions by creating a mid-tier abstraction layer above source systems like EHRs that provides a standardized way to send and receive data.

Requirements

- Patient Name, Contact Info, Visit Provider, Visit Location, Date & Time.
- VPN connection between Redox and the Healthcare Organization
- Active outbound SIU HL7v2 feed or corresponding web service

Workflow

- As patient appointments are completed at the Healthcare Organization, Redox will receive an outbound SIU HL7v2 interface message from the Healthcare Organization. Upon receipt, Redox will use the Scheduling Data Model to post the patient and appointment information to Podium.

PODIUM
THANK YOU FOR
YOUR CONSIDERATION