

# Digital Transformation Initiatives of Health Systems

*A Coffee Book*

  
LCMC  
Health  
Patient 360  
Record

  
Saint Luke's  
Health System  
Consumer Experience

  
SANFORD<sup>®</sup>  
HEALTH  
Rural Health

  
UNIVERSITY of  
ROCHESTER  
MEDICAL CENTER

Patient Portal

  
Northwell  
Health<sup>®</sup>

Omnichannel Engagement  
With Call Center Improvisation



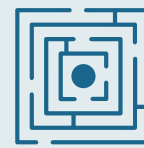
# Patient 360 Record



# 3

## THE APPROACH

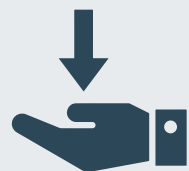
Created a centralized shared services model and a common vision, with Epic as their electronic health record



# 2

## THE CHALLENGE

Nine hospitals and more than a dozen EHRs in place



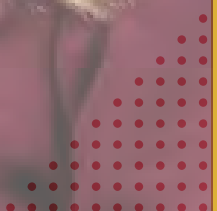
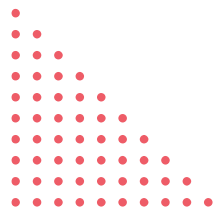
# 1

## THE NEED

To integrate digital footprints of patients across all facilities in New Orleans for improved patient experience



*Episode 140 with Tanya Townsend, The Big Unlock Podcast*



# Consumer Experience



## THE APPROACH

St. Luke has set up a Consumer Access and Experience Program (CAE) and consumer focus groups. One of the roles of CAE is to take a hypothesis, experiment quickly, and learn from it. Focus groups are set to glean insights from consumers by connecting and interacting with them



## THE CHALLENGE

To get the team to think and perceive tasks at hand differently so that they would focus on understanding the consumer needs and approach them with delivering an Amazon experience in mind



## THE NEED

To focus on health and deliver care in general and naturally encompass digital, and not vice versa



*Episode 133 with Reid Stephan, The Big Unlock Podcast*

## Rural Health

1

### THE NEED

Unlock value and enable organizational goals around patient and clinician experiences, quality improvement, and cost reduction



2

### THE CHALLENGE

Devise a digital strategy to engage a patient population that is primarily (two-third) classified as rural



3

### THE APPROACH

They have defined digital as the frontend aspect of technology that users or human beings interact with as part of a broader experience. This is the focus area for the CDO. The backend aspect of technology includes the infrastructure, the architecture, the databases, the interfaces, and the networks, which is the focus of the CIO

*Episode 132 with Jared Antczak, The Big Unlock Podcast*





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# Patient Portal

03

## THE APPROACH

To get early wins and buy in from the providers, they identified clogs in their in-baskets and the low hanging fruits. They made system level decisions of getting all that out quickly to reduce the in-basket burden on the clinicians by 15%. This win had never happened before for these primary care providers. They started engaging in the digital transformation strategy and championing MyChart. Today, URMC's patient portal penetration in primary care has gone from less than 30% to 90% in a two-year period in the primary care setting

02

## THE CHALLENGE

Huge resistance from the care providers as they were already reeling under the administrative burnout resulting out of the EHR

01

## THE NEED

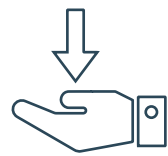
Build a true digital patient portal while addressing the pain points of primary care providers of the health system

*Episode 138 with Michael Hasselberg, The Big Unlock Podcast*





# Omnichannel Engagement With Call Center Improvisation



## THE NEED

To bring together and consolidate digital transformation initiatives happening across the organization to move to the next level of enterprise digital maturity



## THE CHALLENGE

Orchestration writ large - omnichannel, in-patient or in-person engagements with online engagements, and more



## THE APPROACH

Northwell has started with improving orchestration at customer service and call center levels. For this, Northwell has set a broader CRM strategy in place and are focused on implementing it. The CRM strategy has matured via their marketing department and are expanding that concept out for that online-offline transition and into the provider space. This they will cascade into a whole lot of other places

*Episode 127 with Emily Kagan-Trenchard, The Big Unlock Podcast*





# Listen in to the

COMPLETE CONVERSATIONS



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Healthcare Digital Transformation Podcast

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