



MedStar Health

Knowledge and Compassion  
**Focused on You**

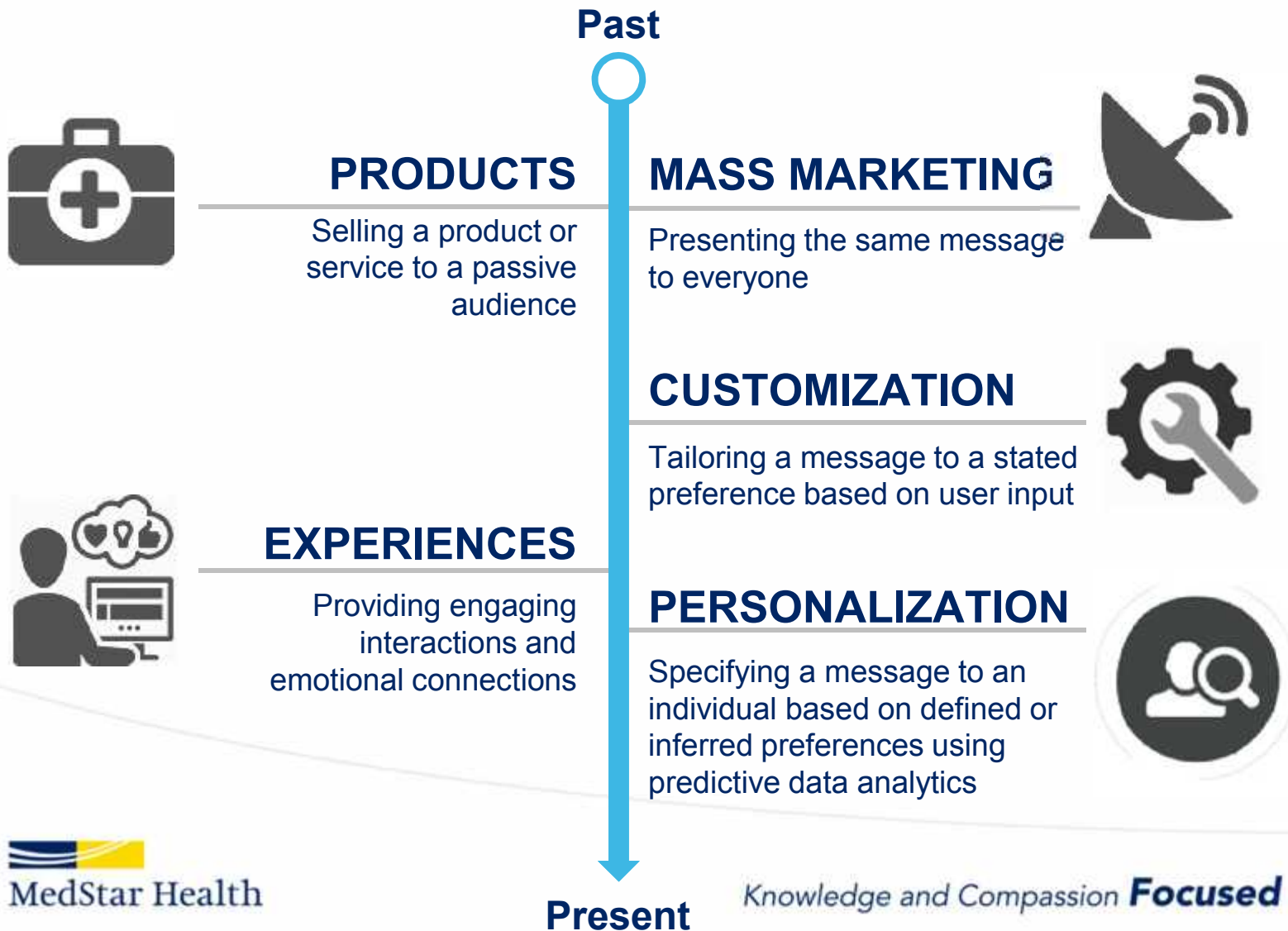
# The Journey Toward Digital Transformation

## HIMSS

May 4, 2017

**Presenter:** Michael E. Ruiz  
Vice President and Chief Digital Officer  
MedStar Health

# The world has changed and expectations are higher than ever ...



# In this new world, digital emerges as a consumer-focused business strategy

Digital is a technology-enabled business strategy that is user-focused and driven by analytics.



**Business Strategy**



**User Experience**



**Technology Enablers**



**Analytics**

# Digital is composed of 5 key multi-disciplinary functions

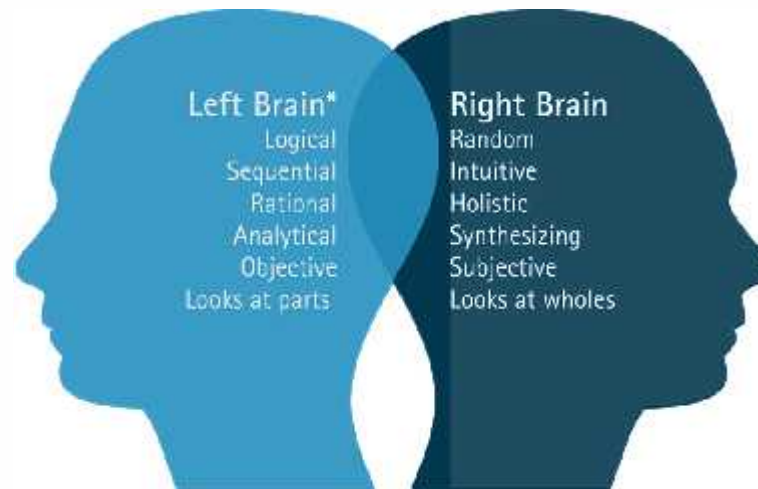
Digital is the convergence of technology to a point that we no longer view technology as a tool, but as an extension of who we are.



**MOBILE/WEB**  
*Convenient*



**CLOUD**  
*Continuous*



**USER EXPERIENCE**  
*Fundamentally better*



**SOCIAL**  
*Connected*



**ANALYTICS**  
*Contextual*

# By definition, the role of the chief digital officer is multi-faceted

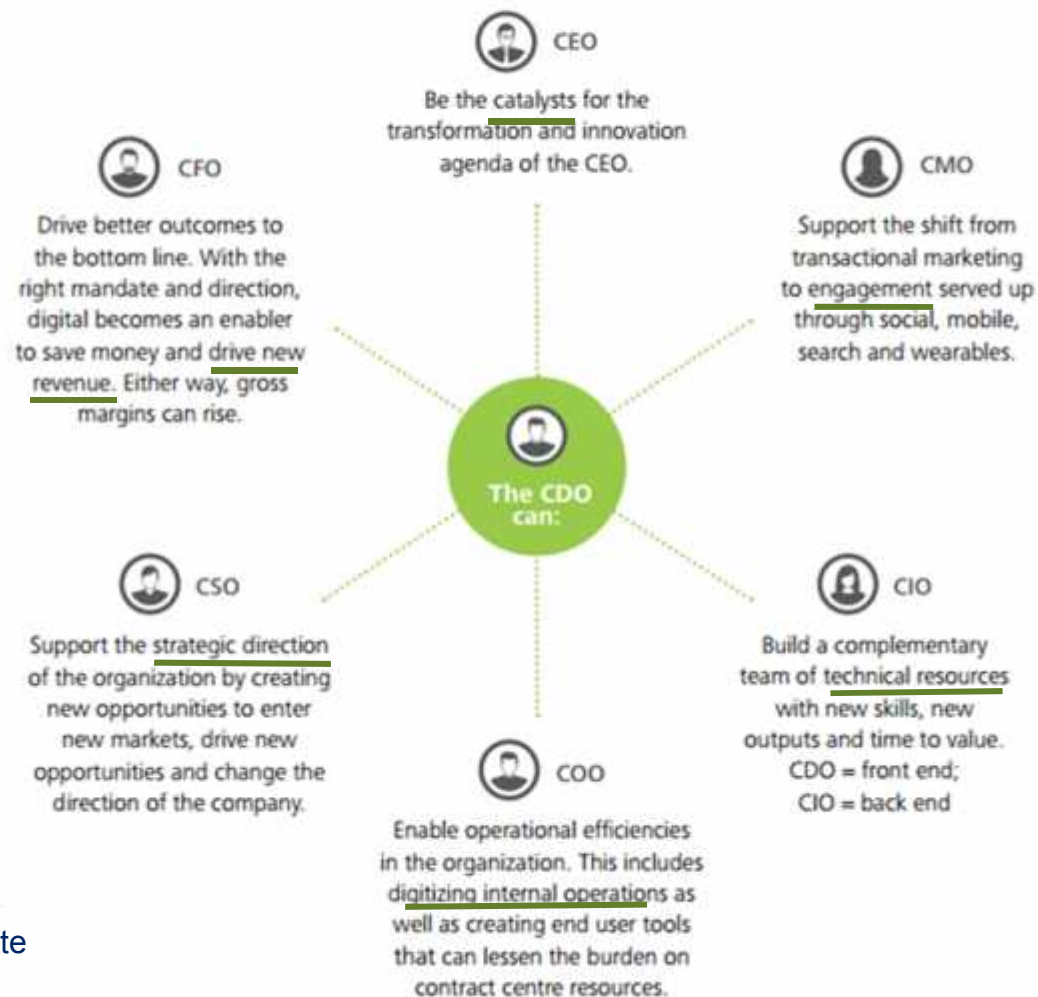


Image Source: Deloitte

# Three Types of Chief Digital Officers

Technology-focused



Marketing-focused



Transformational



A Case Study in Digital Transformation

# MedStar's Digital Transformation



# A Collaborative Approach

*“Think Big, Start Small, Fail Fast, Scale Rapidly”*





# Digital Transformation at MedStar



**Digital  
Engagement**



**Interactive  
Marketing**



**Access**



**Analytics**

# Interactive Marketing at MedStar

# Functions of Interactive Marketing

Leveraging processes for seamless execution of integrated marketing plans through:

## SEO

Strategies, techniques and tactics used to increase the quantity and quality of web traffic through **organic search results**.

## SEM

An advertisement that is displayed alongside specific search engine results that correlate with the keyword in the ad. The advertiser does not pay **unless someone clicks on the ad**.

## Social Media

Strategies, techniques and tactics used to drive patient acquisition through **social advertising, organic posts and social amplification**.

# Engaging Patients Through Blogs



Type 2 diabetes trial offers chance to further research, treat understanding



By VANITA ARORA, MD

**INNOVATIONS** Apr 24, 2017 MedStar Health is seeking patients for a nationwide Type 2 diabetes medication study. Patients receive medication, blood tests and lab tests at no cost... [Read More >](#)



Lymphedema Risk Factors and Treatment Options for Breast Cancer Patients



**CANCER INFORMATION, OUR SPECIALISTS** April 12, 2017 What are the risk factors of lymphedema? Moreover, what treatment options are available for those who receive this diagnosis? [Read More >](#)

Featured Video

At MedStar Georgetown Cancer Network, we conquer the most important cancer of all — yours.



Recent Tweets

Tweets by @MedStarHealth



# Leveraging Social Media for Paid and Organic Traffic

**Med Star Health**  
April 11 at 3:53pm

Have questions about joint pain? Share your questions in the comments and our orthopaedic experts will answer you on Thursday, May 4 from noon to 6:30 p.m. during our live event at WJZ-TV. Register for a free pain management kit and let us help you get back to doing the things you love.



**Ask the Expert – Joint Pain**  
Disclaimer: MedStarHealth.org/SocialMedia  
MEDSTARORTHO.ORG [Learn More](#)

Like Comment Share

Kara Yannantaonó and 222 others

3 shares

View 1 comment

**Med Star Georgetown University Hospital** was live.  
February 22

Watch radiation oncologist Dr. Sean Collins take us behind the scenes of a CyberKnife treatment. The robotic arm of the CyberKnife delivers precise doses of radiation to tumors anywhere in the body. Go here for more information: <http://ow.ly/VyCA309e6Fp>



Hey my name is Sean Collins. I'm a radiation oncologist.

48K Views

Like Comment Share

Alyssa Molino and 418 others

377 shares

**Med Star Union Memorial Hospital** [Like Page](#)  
February 14

We are the first and only orthopaedic hospital in Maryland to offer MAKOplasty® robotic total knee replacement. It's a more accurate and less invasive knee replacement procedure, personalized to each patient. Learn more at <http://ow.ly/SptZ309Dl7e>.



23K

205 Comments 683 Shares

# Access at MedStar



# Reducing “No Show” Rate Through Uber



The screenshot shows a website banner for MedStar Health's Uber ride service. At the top, a navigation bar includes links for MEDSTAR HOSPITALS, #PYS TO GIVE, FOR HEALTHCARE PROFESSIONALS, CLASSES & EVENTS, INQUIRY, VISITOR INFO, RIDE WITH UBER, MEDICAL EDUCATION, and MY MEDSTAR. The main banner features the Uber logo and MedStar Health logo. The headline reads "Getting to the Doctor Just Got Easier". Below this, text explains that MedStar Health and Uber have created a convenient ride option to get patients to and from medical appointments, saving time and ensuring they are ready for their ride. It also provides instructions on how to hail an Uber driver using the free Uber app on a smartphone. A form titled "RIDE TO YOUR APPOINTMENT WITH UBER" is overlaid on the bottom right of the banner. The form has two input fields: "Your Address" with the placeholder "Enter a location" and "MedStar Health Location" with the placeholder "Enter your city or state to find a location". A blue button labeled "GET A RIDE ESTIMATE" is positioned below the second input field.



# Enabling Direct Booking

**MedStar Health** | OUR LOCATIONS | OUR RESEARCH | OUR EDUCATION | OUR SERVICES | ABOUT MEDSTAR

Type here [Search]

Home > Doctor Profile

Share this page [Social Media Icons]

Contact this Provider:  
Accepting Current Patients Only  
(202) 444-8766  
**BOOK AN APPOINTMENT**

**Dr. Brent Wiesel MD**  
Shoulder & Elbow Surgeon  
★★★★★  
Read verified patient reviews  
Practice Name: MedStar Georgetown University Hospital Orthopedics

**Qualifications of Dr. Brent Wiesel MD**

**Education:**  
Medical School - University of Pennsylvania  
Hospital of the University of Pennsylvania, Internship in Orthopedic Surgery  
University of Pennsylvania, Residency in Orthopedic Surgery  
University of Pennsylvania, Internship in General Surgery  
Thomas Jefferson University Hospital, Robinson Institute, Fellowship in Shoulder and Elbow Surgery

**Hospital Affiliations:**  
MedStar Georgetown University Hospital

**Languages Spoken:**  
English

**Board Certifications:**  
American Board of Orthopedic Surgery

**In-Network Insurances:**  
Aetna

**Book an Appointment**

Choose your insurance:  
[I'll choose my insurance later]

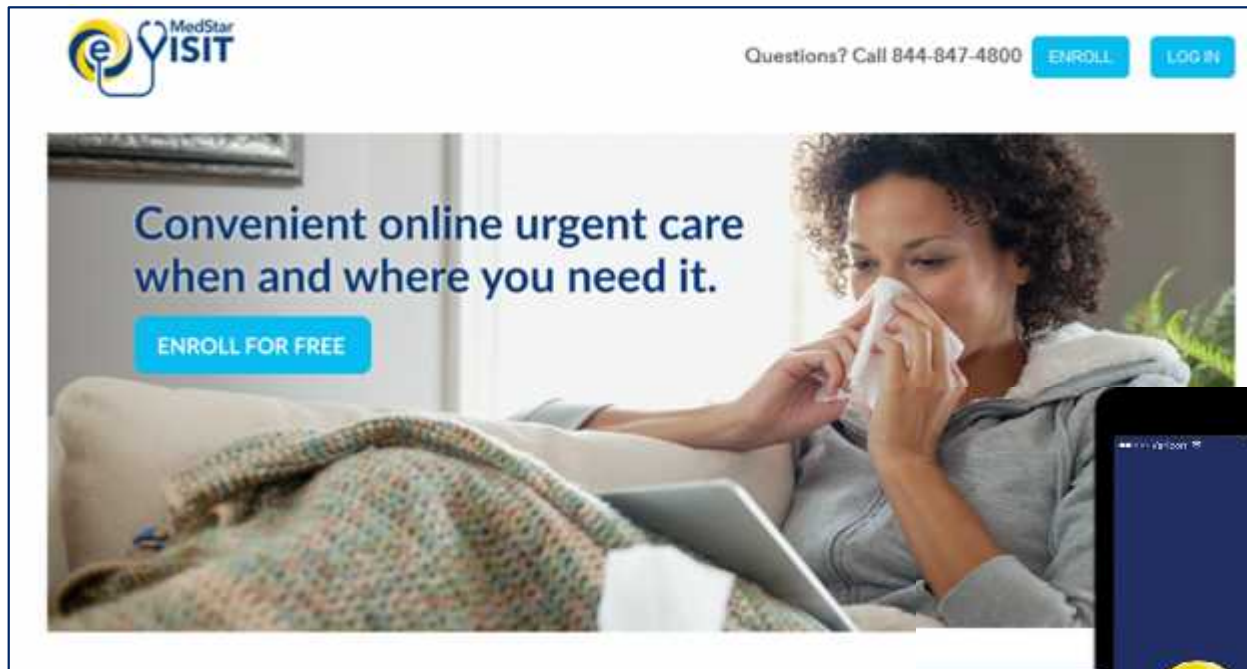
WHICH IS THE REASON FOR YOUR VISIT?  
[Urgent Care, Copayments]

Choose a time to book with Brent Wiesel, MD  
3800 Reservoir Road, Falls Church, VA 22041

<	Tue 01/28	Wed 04/26	Thu 04/27	Fri 04/28	>
		8:00 am	8:09 am	8:00 am	
		8:15 am	8:15 am	8:15 am	
		8:00 am	8:39 am	8:39 am	
			8:59 am	9:00 am	
			<b>Book...</b>		

**MedStar Health**  
**FIND A DOCTOR**  
Find the doctor with experience in the care you need.  
✓ Search by specialty, name and location  
✓ Find nearby doctors  
✓ Review profiles  
✓ Book an appointment  
**Let's Get Started!**

# Leveraging Technology for Virtual Visits



# Digital Engagement at MedStar

# Modernizing Web Properties

2013

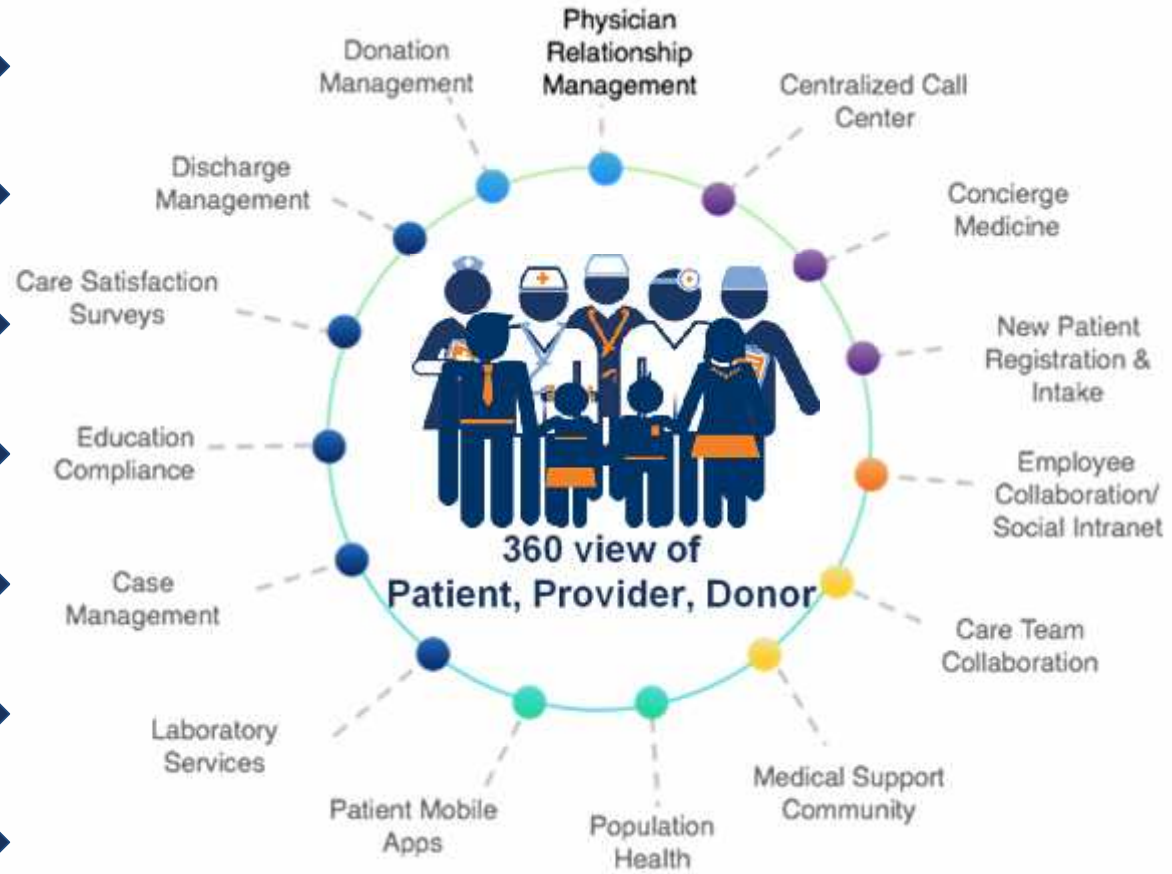


2015



# Patient and Physician Relationship Management

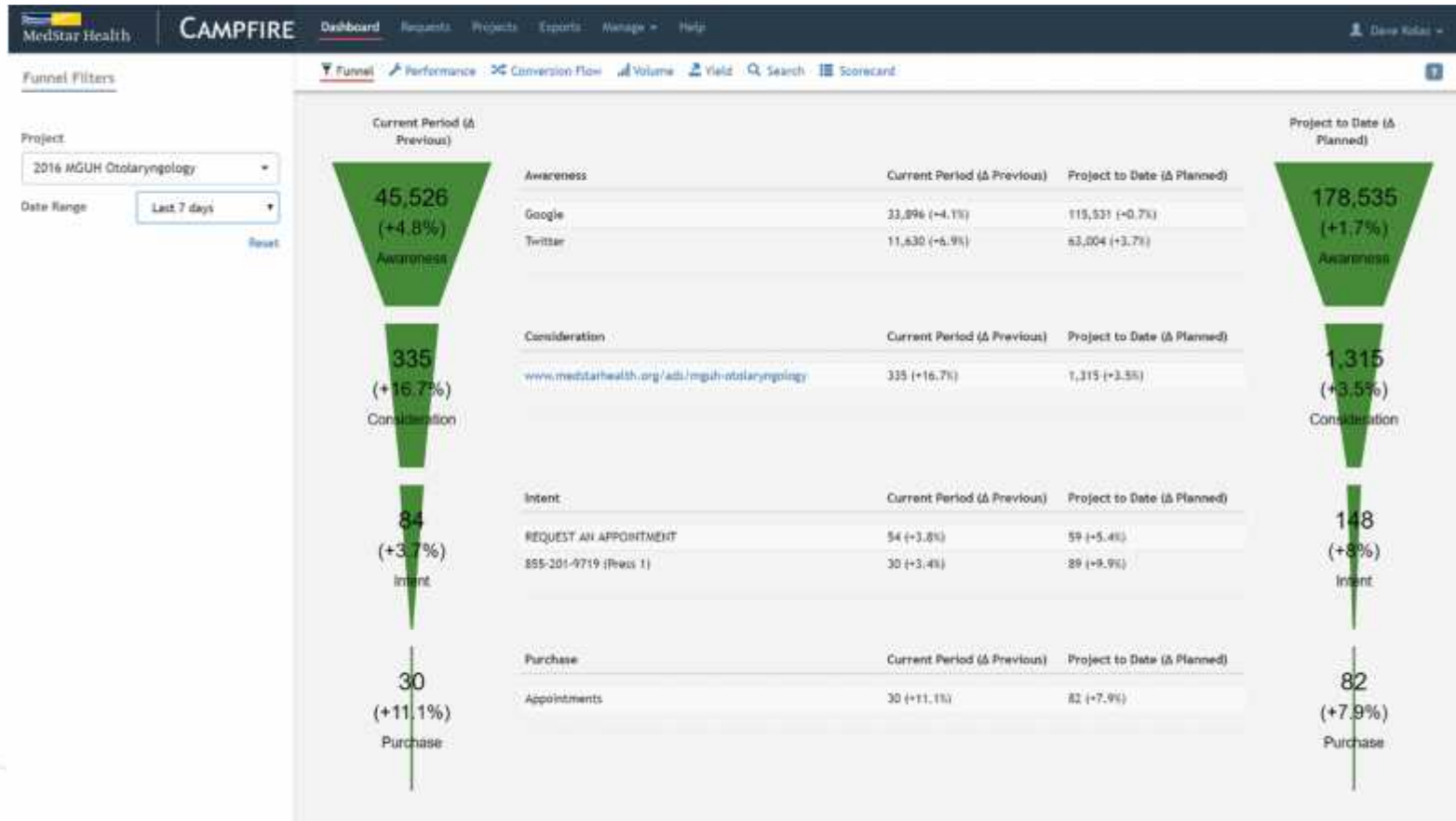
- Marketing Automation
- Patient Engagement
- Physician Engagement
- Patient Access
- Reputation Management
- Donor Management
- Retention & Loyalty



# Analytics at MedStar



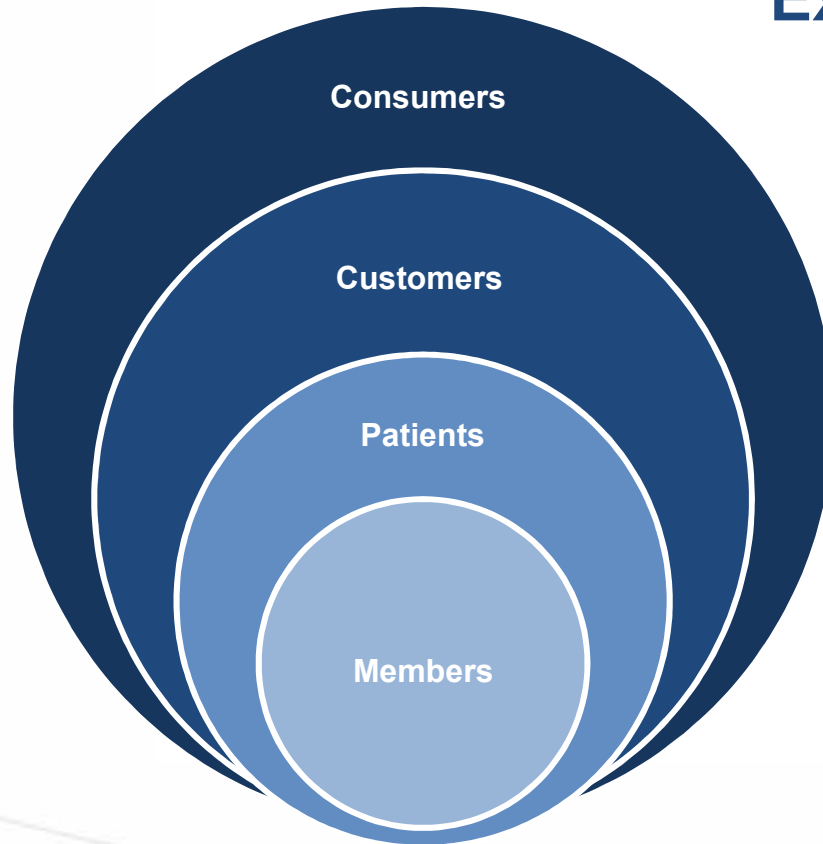
# Leveraging a 'One Stop Shop' for Integrated Marketing Campaigns





# Things to Think About

# Service Expectations



## Examples:

### Consumers

- Price transparency to make cost effective decisions

### Customers

- Receiving accessible and easy to use service

### Patients

- Best quality of care

### Members

- Access to information to manage health and wellness

# Technology Trends Transforming Lives



3D Printing

Chatbots



Virtual Reality



Autonomous Vehicles



Artificial Intelligence



Augmented Reality

# Questions