

Replacing one size fits all with a personalized patient experience

Fast, agile access to consumer insight enables Aurora Health Care to improve patient experience, accelerate innovation of new offerings and increase marketing effectiveness

Darrell Beneker, Director of Consumer Insights at Aurora Health Care, and his team needed access to patients to help inform decisions.

They were frustrated by not having an agile and trustworthy way to access quality insight at scale to keep pace with the speed of decisions in health care. Traditional methods were slow and expensive. Health care legalities blocked them from accessing patient lists. So they launched Aurora Health Share to provide ongoing insight on how to simplify patients access to health care and medical information and create a seamless end-to-end patient journey.



40%

improvement in
website engagement

34%

increase in
volume for their
patient portal

36%

increase in MyAurora
appointments

Challenge

The health care industry is now more patient-centric than ever. To deliver on its culture of us vision, Aurora Health Care needed a way to incorporate the voice of the patient into new communications and patient experience initiatives that would exceed consumer expectations.

Solution

SVP Aurora Health Care launched Aurora Health Share in 2014, initially focused on improving marketing communications. When they discovered the power of agile insight and easy access to patient feedback it opened the door to more ideation and strategic impact, driving product innovation, brand and culture.

They're able to get ongoing feedback, from an opted-in, deeply profiled, HIPPA compliant group of close to 5,000 primary care patients for iterative, ongoing feedback and a quick pulse on what consumers are saying. Over four years, they've conducted over 100 activities helping de-risk decisions and create a truly patient-centric organization. Continual patient feedback has enabled Darrell and his team to understand challenges, validate messaging, and promote products and services while shortening the feedback loop.

Outcome

Ongoing feedback informs Aurora Health Care's segmentation strategy to provide a personalized patient experience and deepens understanding of how different patients approach health care, including hard-to-reach millennials and sports enthusiasts.

In one example, Aurora Health Care improved patient experience by enhancing the myAurora portal which connects patients to their medical information and offers online scheduling and billing options. By identifying the portal's most popular features, prioritizing messaging and testing potential enhancements, Darrell says there's been a 77% increase in patients signing up for the portal, while bookings through myAurora increased by 36%.

Insight from Aurora Health Share has also:

- Informed traditional and digital marketing, branding, paid social media programs and mobile app development
- Helped to target and develop messaging for high-growth segments of the business including sports medicine
- Supported the creation of a culture of us that caregivers can get behind and consumers trust

Takeaways

Improve patient experience by developing a rich understanding of consumers, their needs and challenges

Build a culture of us that resonates with caregivers and patients

Improve targeting and personalize messages to niche audiences

Company Overview

Aurora Health Care is an integrated, not-for-profit health care provider with 15 hospitals, 70 pharmacies, 33,000 employees, and more than 150 clinics throughout eastern Wisconsin and northern Illinois. They're on a mission to create a culture of us—where people work together to help each other live well.

What we love about our patient community is the immediacy. We are able to quickly get a pulse of what consumers are saying. It has helped us put the consumer at the center of all our decisions.

*Anne Martino
VP of Consumer Engagement
Aurora Health Care*

What this boils down to is the need to get communication right and drop the one-size-fits-all experience. We want to focus on getting communication to the right place, channel, device, information, message, frequency, and timing.

*Darrell Beneker
Director of Consumer Insights
Aurora Health Care*