



HEALTHSHARE™
SYMPOSIUM 2017

BREAKOUT SESSION

Marketing Quantum Leap

Moving Quickly Into the Digital Era

PRESENTED BY

Trista MacVittie

Communication Director,
Northern Arizona Healthcare

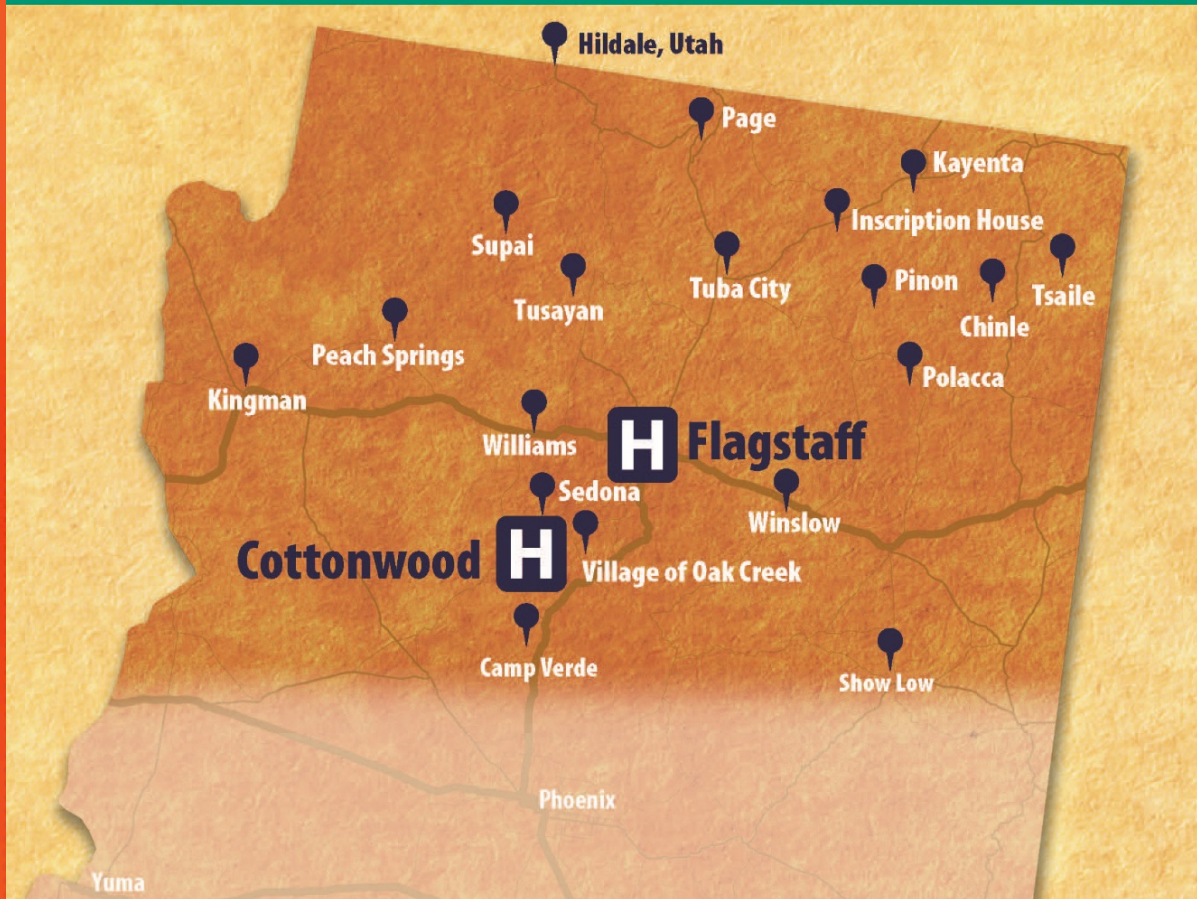
Pam Wilcox

Digital Engagement Coordinator,
Northern Arizona Healthcare



HEALTHSHARE™
SYMPOSIUM 2017

50,000 Square Miles; 700,000 Lives



Through services and partnerships with other organizations, NAH serves more than 700,000 residents, in addition to the high volume of tourists who travel to our region.





HEALTHSHARE™
SYMPOSIUM 2017



More than
3,500 doctors,
nurses, and
other experts
comprise a
team that
provides a
full spectrum
of services.





HEALTHSHARE™ SYMPOSIUM 2017



Valley View Care

Flagstaff Medical Center

Verde Valley Medical Center

VVMC – Sedona Campus

NAH – Camp Verde Campus

Cancer Centers of Northern
Arizona Healthcare

Heart & Vascular Center
of Northern Arizona

Northern Arizona Provider Group

NAH Orthopedic Surgery Center

Verde Valley Medical
Imaging Clinic

EntireCare Sports Medicine
and Rehab

Verde Valley Sleep Center

Guardian Air

Guardian Medical Transport



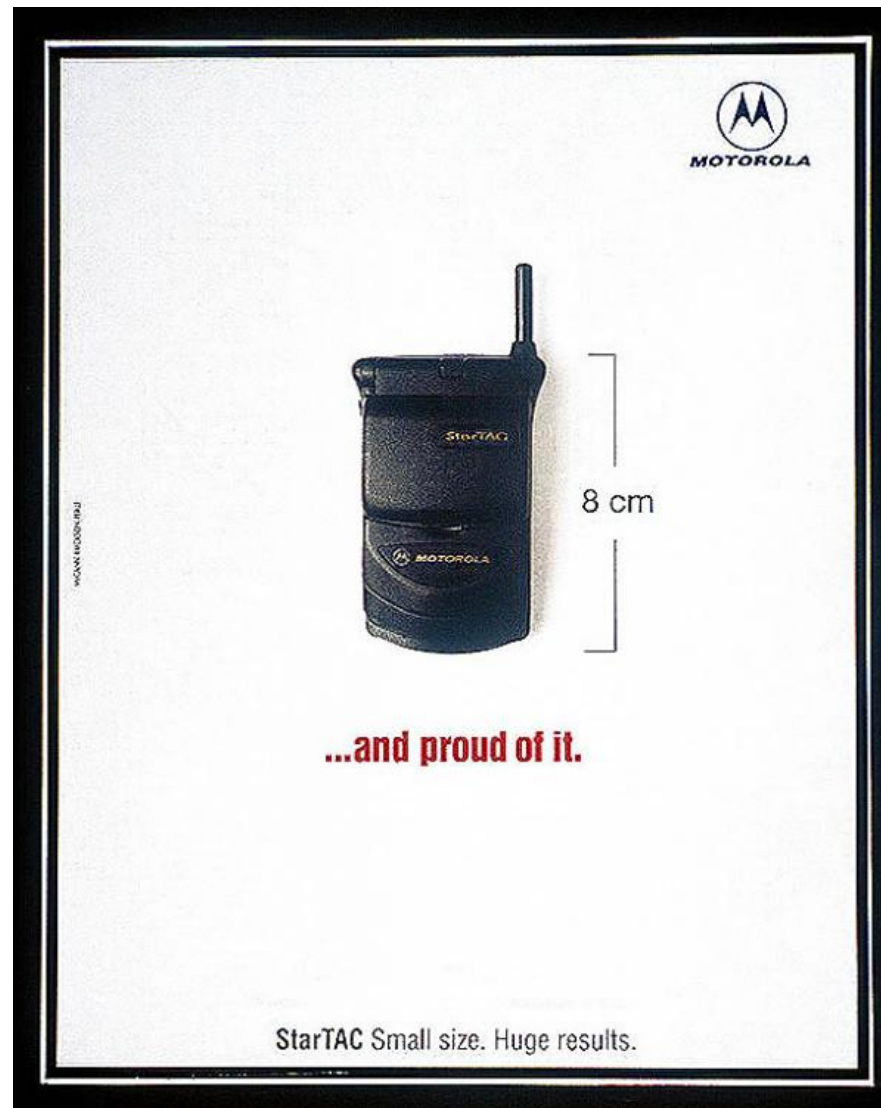


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Business Challenge



Marketing like it's 1999... in 2013





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Solution

Hit the fast-forward button

1. Create an engaging platform to send consumers
2. Foster stakeholder buy-in
3. Gain C-suite support



Verde Valley Medical Clinic - Primary Care offers Saturday hours beginning March 1

Cottonwood
8 a.m. - 11 a.m.

Heart & Vascular Center of Northern Arizona

Physicians Services Locations News Patient Testimonials Patient Information Patient Portal

5th Annual Cardiology Conference for Primary Care

Oct. 9 and 10, High Country

Northern Arizona Healthcare

About NAH Facility Information Our Services Patients & Visitors Quality News & Events Giving to Our Hospitals Careers For Physicians

5th Annual Cardiology Conference for Primary Care

Oct. 9 and 10, 2015 High Country Conference Center

Verde Valley Medical Center Northern Arizona Healthcare

About VVMC Sedona and Camp Verde Our Services Patients & Visitors Quality News & Events Giving to Our Hospitals Careers For Physicians

5th Annual Cardiology Conference for Primary Care

Oct. 9 and 10, 2015 High Country Conference Center

Flagstaff Medical Center Northern Arizona Healthcare

About FMC Our Services Patient & Family Resources Quality News & Events Giving to Our Hospitals Careers For Physicians

5th Annual Cardiology Conference for Primary Care

Oct. 9 and 10, 2015 High Country Conference Center

More >



2015 Cardiology Conference



Patient Portal



2015 Physician of the Year



FMC Cardio Rehab Prog

News and Events



Northern Arizona Healthcare once again named top performing healthcare system in U.S., as reported by Modern Healthcare

Northern Arizona Healthcare is among the nation's top performing healthcare systems in the U.S., as reported by Modern Healthcare. The April 21 publication listed Northern Arizona Healthcare in the top 20 percent of small healthcare systems as ranked in a recent study by [Truven Health Analytics](#).



36th annual Machine Solutions Run & Walk for Kids - August 2

Mark your calendars for this fun outdoor event, which benefits the [Children's Health Center at Flagstaff Medical Center](#). CHC offers specialty pediatric outpatient clinics for Northern Arizona children with disabilities or chronic illness. Their programs include [Children's Rehabilitation Services](#); [Safe Child Center](#), a program serving children who are victims of suspected child abuse; [Audiology Services](#) and [pediatric-specialty clinics and therapies](#).

Flagstaff Medical Center offers retail pharmacy

Flagstaff Pharmacy, a division of Flagstaff Medical Center, is located just north of Flagstaff Medical Center in...

Spotlight

Send an ecard to a hospital patient. Your message will be printed onto a greeting card and delivered by one of our volunteers

Bariatric Information Session - Join us from 6-7 p.m. the second Tuesday of every month at the DoubleTree by Hilton

Stay connected with Flagstaff Medical Center on Facebook and Twitter

Commitment to Quality

FMC is committed to providing the highest quality of care to our patients and their families. As part of that commitment, we fully support making information about the quality of care we provide available to you, the consumer. We believe consumers who are knowledgeable about their own health and the choices available to them benefit in their healthcare.

There are a number of initiatives throughout the country to measure the quality of healthcare, including the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS), Hospital Quality...

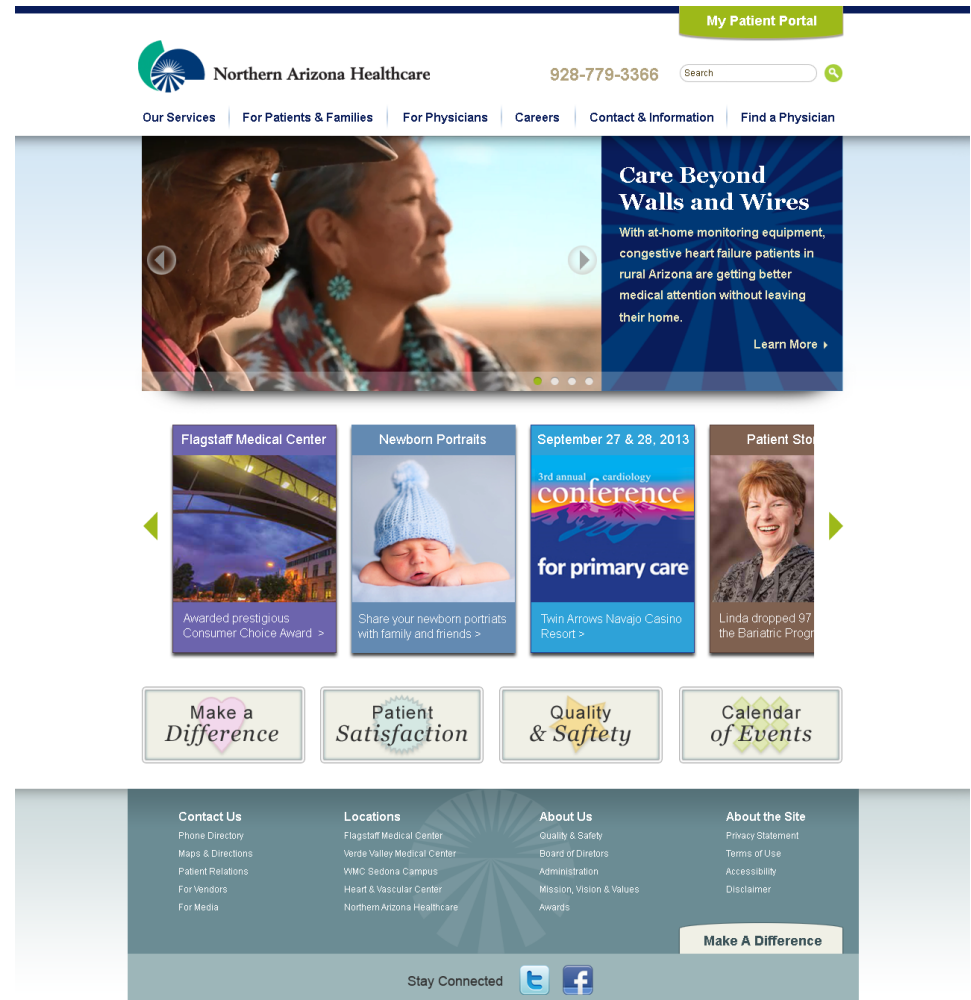
Where we started Five separate websites:

- No strategy
- Outdated technology
- Low conversion rate

Outsource, outsource, outsource

A tale of two vendors

- Two attempts to rebuild the consumer website
- Two different vendors
- Two-and-a-half-year investment
- No complete website
- NAH administration did not value the website as the foundation of digital communication



© 2013 Flagstaff Medical Center 1200 N. Beaver St., Flagstaff, Arizona 86001

Bringing it in

NAH invests in internal resources and creates digital program



Victory at last

NAH has robust destination to drive consumer conversion

The screenshot shows the Northern Arizona Healthcare website. At the top, there's a navigation bar with links for 'Patient portal', 'Colleague portal', and 'For providers', along with 'Find a provider', 'How to give', and 'Contact us'. Below this is a main navigation bar with 'Care & Services', 'Your Visit', 'Join Our Team', 'Education', 'Who We Are', and 'News & Events'. A search bar is prominently displayed with the placeholder text 'Looking for NAH physicians, locations etc... Type here.' and a 'Search' button. The main content area features a large banner for the 'Lace up your shoes for the Loven Family Run!' scheduled for 'March 25 in Cottonwood'. The banner includes a photo of a woman celebrating and a 'Register today' button. Below the banner, there are three featured sections: 'News at NAH' with a circular image of a 3-D mammogram and text about availability in Cottonwood and Sedona; 'Calendar of events' with a circular image of an apple and text about a medical weight loss program; and 'Find a provider' with a circular image of a doctor and text about searching for healthcare professionals.

Northern Arizona Healthcare

Patient portal | Colleague portal | For providers

Find a provider | How to give | Contact us

Care & Services | Your Visit | Join Our Team | Education | Who We Are | News & Events

Looking for NAH physicians, locations etc... Type here. Search

Lace up your shoes for the Loven Family Run!

March 25 in Cottonwood

Register today

News at NAH

3-D mammograms now available in Cottonwood and Sedona.
[See full story >](#)

Calendar of events

Have 50 pounds or more to lose? Our medical weight loss program can help.
[See time and location >](#)

Find a provider

Search for a physician, nurse practitioner or other healthcare professional.
[Find a provider >](#)

Foster stakeholder buy-in

Engage them from beginning

Old approach

- Old-school thinking — print and billboards
- Worked in silos
- Lack of brand

Our Expertise. Northern Arizona Hearts.

Visionary. Pioneer. Mentor. Interventional Cardiologist Eric Cohen, M.D., is nationally recognized for his nearly 40 years of saving lives. Fortunately for us, he has chosen to live and practice in Northern Arizona. He is a recognized expert in peripheral vascular disease and limb salvage. Additionally, he helped pioneer the use of stents in the arteries of the neck to prevent strokes. Dr. Cohen is a published author of numerous medical articles, and is heavily involved in research and development of interventional cardiovascular devices.

Eric Cohen, M.D., F.A.C.C., F.S.C.A.I.
Interventional Cardiologist

- Board certified in internal medicine, interventional cardiology and cardiovascular disease
- Former assistant professor of Medicine at Albany Medical College
- Fellow of the Society for Cardiovascular Angiography and Interventions
- Practices in Flagstaff and Williams

Heart & Vascular Center of Northern Arizona
A Service of Flagstaff Medical Center and Verde Valley Medical Center

OFFICES IN: Flagstaff • Williams • Cottonwood • Camp Verde • Sedona • Window

To schedule an appointment with one of the expert physicians at the Heart & Vascular Center, call 928-773-2150. NAHeartCare.com

Our Expertise. Northern Arizona Hearts.

Devoted Scholar. Renowned Author. Humanitarian. Omar Wani, M.D., doesn't just save lives — he also is beloved by his patients for his compassion and for making a difference.

A devoted scholar, he is board certified in seven different disciplines. Originally from northern India, Dr. Wani's education and training have taken him around the world where he has practiced at prestigious university medical schools and hospitals. He visits India on a yearly basis and volunteers at medical camps serving leading medical institutions.

Fortunately for Northern Arizona, Dr. Wani is now here, and exploring the possibilities of what he can do for our patients.

Omar Wani, M.D., F.A.C.C., F.S.C.A.I.
Interventional Cardiologist

- Chairman of Department Medicine at Flagstaff Medical Center
- Medical director of Non-invasive Cardiology, Cardiac Rehabilitation at Flagstaff Medical Center
- Integral in the accreditation of HVCMA's Echocardiogram and Nuclear Labs and Flagstaff Medical Center's Echocardiogram Lab
- Worked with the Shadows Foundation to develop heart screenings for Northern Arizona first responders.

Heart & Vascular Center of Northern Arizona
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OFFICES IN: Flagstaff • Williams • Cottonwood • Camp Verde • Sedona • Window

To schedule an appointment with one of the expert physicians at the Heart & Vascular Center, call 928-773-2150. NAHeartCare.com

Our Expertise. Verde Valley Hearts.

Interventional Cardiologist. Advocate. Life Saver. During his 25-year career, Bruce Peek, M.D., has performed more than 8,000 cardiac catheterizations and more than 5,000 cardiac interventions. Fortunately for us, he has chosen to live and practice in the Verde Valley. By bringing his expertise in interventional cardiology to the region, Dr. Peek has saved countless lives. When he isn't improving patient access to care or mentoring medical students, he's hiking and skiing with his wife, to whom he's been proudly married for more than 24 years.

Bruce Peek, M.D., F.A.C.C., F.A.C.P.
Interventional Cardiologist

- Board certified in cardiovascular disease, internal medicine and interventional cardiology
- Director of Cardiology and KID at Verde Valley Medical Center
- Former managing partner for North Phoenix Heart Center and director of Cardiology and Interventional Cardiology at Phoenix Baptist Hospital
- Practice in Cottonwood

Heart & Vascular Center of Northern Arizona
A Service of Verde Valley Medical Center and Flagstaff Medical Center

OFFICES IN: Cottonwood • Camp Verde • Sedona • Flagstaff • Williams • Window

To schedule an appointment with one of the expert physicians at the Heart & Vascular Center, call 928-634-1331. NAHeartCare.com

Pilot campaign

Cardiology

New approach...

- Physician-driven
- Digital ads — today's billboards
- Single creative discovery drives campaign and brand alignment

Results ... Fully integrated campaign

Key messages

- TEAM approach
- Caring physicians
- State-of-the-art medicine
- Personal responsibility for health

Flagstaff Medical Center
1200 N. Beaver St.
Flagstaff, AZ 86001

NONPROFIT ORG.
U.S. POSTAGE
PAID
FLAGSTAFF
MEDICAL CENTER

Today your heart
needs answers.
We can help.

A-1-F*1*000002**5-DIGIT 53717
Jane Sample
8310 Excelsior Dr
Madison, WI 53717-1911

Northern Arizona Healthcare
Flagstaff Medical Center
1200 N. Beaver St.
Flagstaff, AZ 86001

Your future self will thank you.

Northern Arizona Healthcare

Annie, age 45

Dear self,
Thanks for doing something about my heart.
I'm feeling better than ever.

Northern Arizona Healthcare

Call 928-773-2150 to schedule an appointment with a heart specialist.
If you are having a medical emergency, call 9-1-1.

Now is the time to take charge of your health — and heart disease. The good news is, there are many ways to treat heart disease. Your next step? Turn to Northern Arizona Healthcare and its expert cardiovascular partners. We're on your team and we're right here in Northern Arizona. Let's start today with a heart screening to see where you stand. We help you reach your health goals with our team-based heart services, including:

- Advanced, noninvasive diagnostic tests conveniently performed in our clinics
- Caring collaboration by an experienced provider group serving Northern Arizona
- State-of-the-art, research-based medicine by cardiothoracic surgeons affiliated with a university program
- A focus on education to help you become a key member of your care team while keeping your health a priority

Take our free heart assessment online at NAHealth.com/heart-risk.

Annie, age 70



HEALTHSHARE™
SYMPOSIUM 2017

Key Takeaways

Gain C-suite support

Just keep swimming

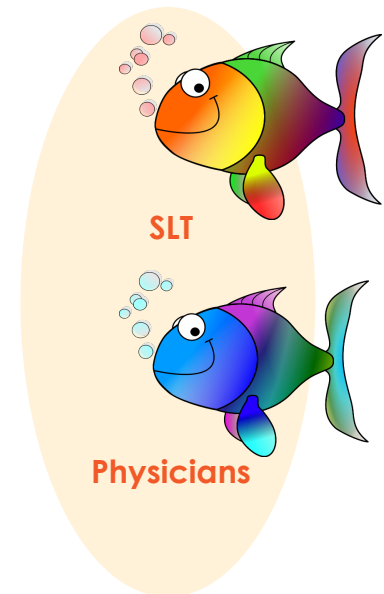
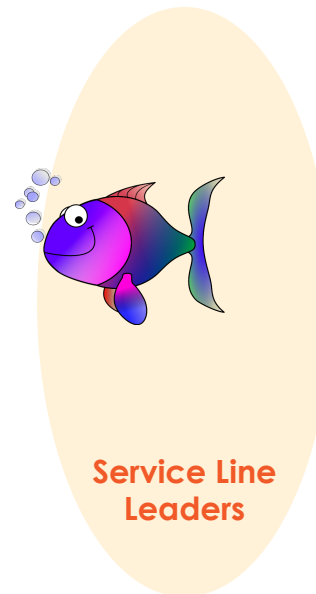
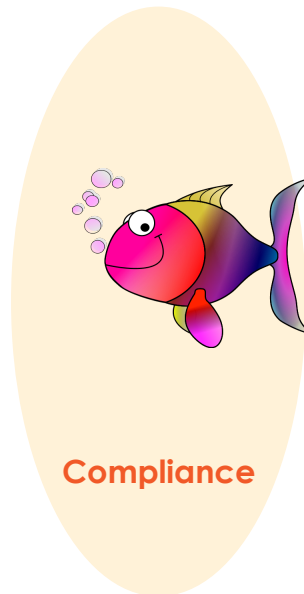
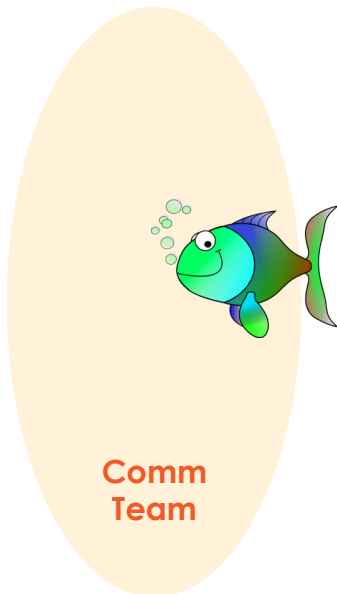
Push forward — even on a small scale — so you can begin to show value

Marketing Automation

Digital Display & Search

Direct Mail Lists

CRM Database



Show them the money ... or data
Making history at NAH — producing ROI,
or just meaningful numbers, really

NAH Cardiology Top-Level Summary

22.68:1

Cardio ROI

219

Incremental Patients

121

New Cardio Patients
resulting in 132 encounters

The right resources at the right time

Lead strategy, oversee implementation, align with corporate goals, and provide day-to-day maintenance



Director:

Trista MacVittie

Digital Engagement Lead:

Pam Wilcox

External Communications Lead:

Sophia Papa

Internal Communications Lead:

Tanja Dill

Visual Communications Specialist:

Sean Openshaw

Customer Relationship Management Specialist:

Angela Kaufmann

Graphic Designer:

Trevor Roberson

Writing Specialist:

Sarah Sabalos-Gruber

Make digital a priority

Becomes easier as more data is available

