



# Welcome to HealthShare Symposium 2017!

**Executive Vice President  
Chief Marketing Officer**

**PRESENTED BY**

Andrea Pearson

# Tuesday Prize Winners

## CONVERSATION LEADERS

1<sup>st</sup> Place – 18 posts to the Conversation Wall

**Jessica Carl** | Essentia Health

**Apple Watch**

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2<sup>nd</sup> Place – 15 posts to the Conversation Wall

**Emily Guidroz** | Baton Rouge General Medical Center

**Echo Dot**

## MOST CONNECTION

1<sup>st</sup> Place – 28 Connections so far

**Vanessa Hughes** | Essentia Health

**\$100 Amex**

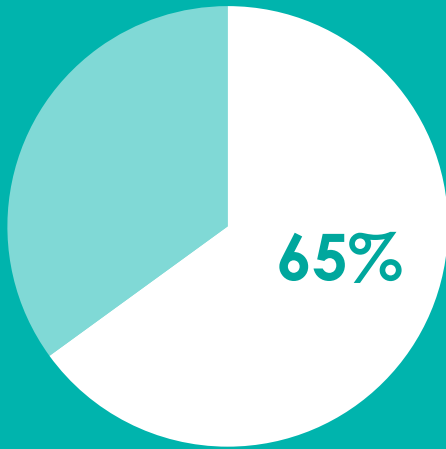
We must build our  
care system around  
the patient.

- Dr. Eric Topol



New data that  
illuminates the  
acceleration  
of **consumerism**  
in healthcare.





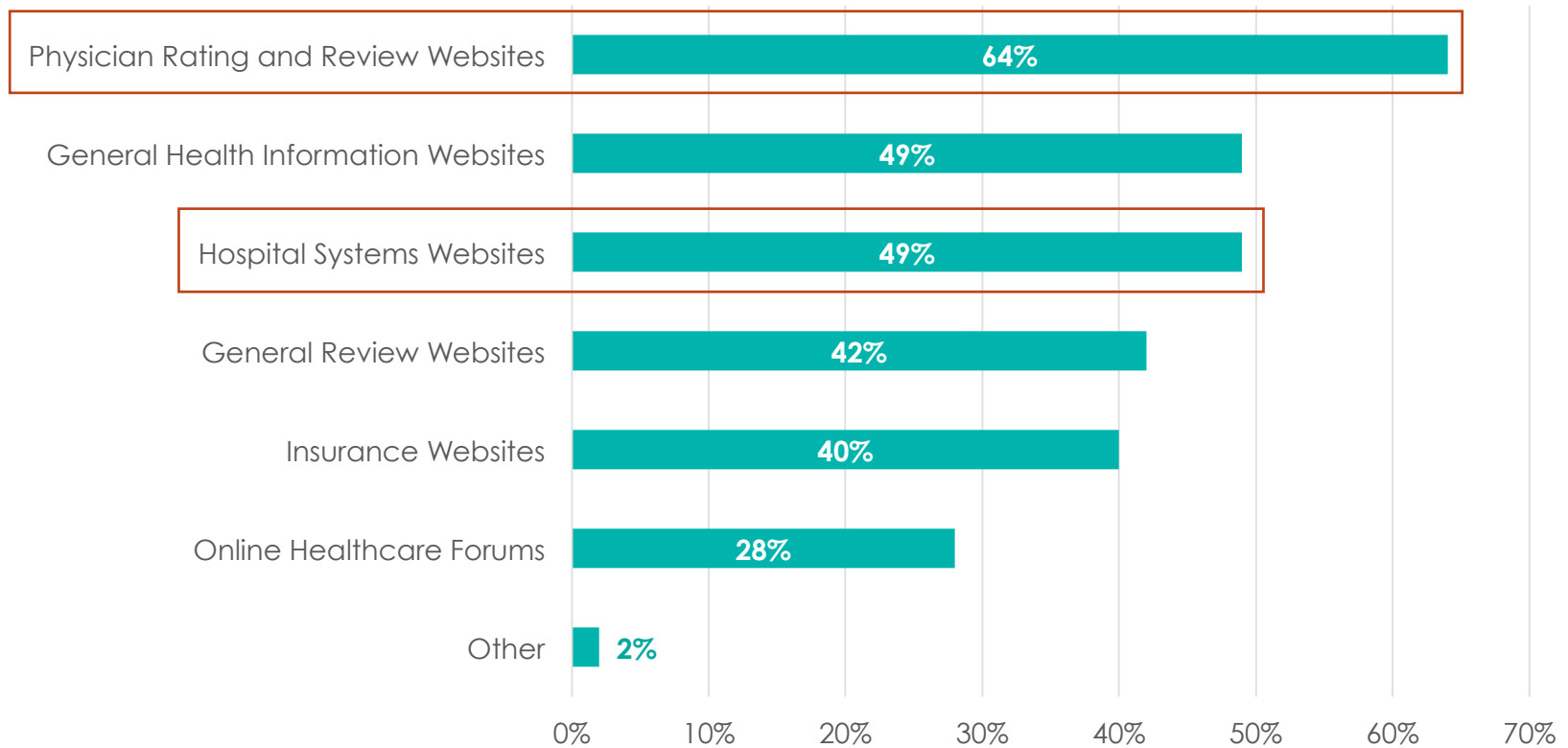
**65%** of consumers  
frequently research  
physicians

*Source: Stax web survey and analysis, March 2017.*



Consumers use third-party sites ~50% more often than hospital system websites when researching hospitals and physicians

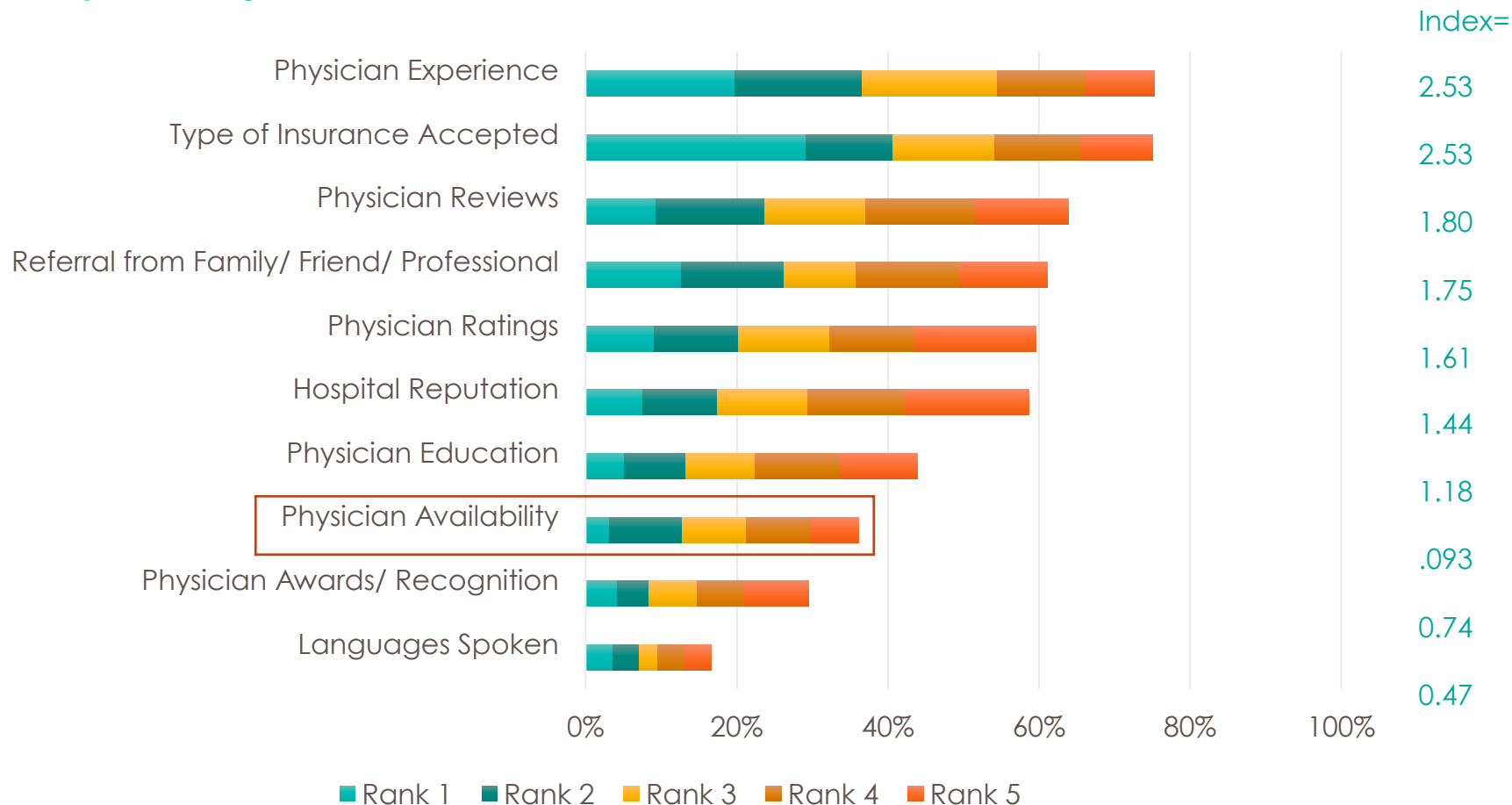
***Third party sites used for decision; Hospital sites used for administrative tasks and provider background.***



Source: Stax web survey and analysis, March 2017.

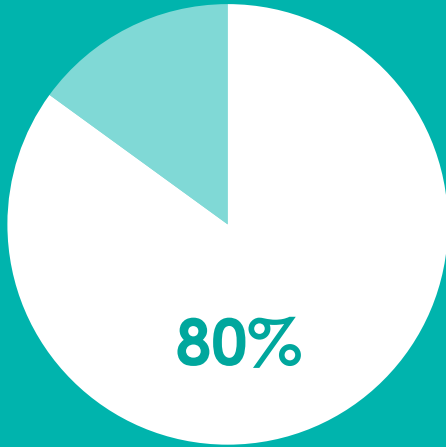
# Most important factors considered when deciding between healthcare providers

## Rank 1 - 5



Healthgrades insurance acceptance data, which spans across hospital systems, is also important in driving the choice between providers.

Source: Stax web survey and analysis, March 2017.

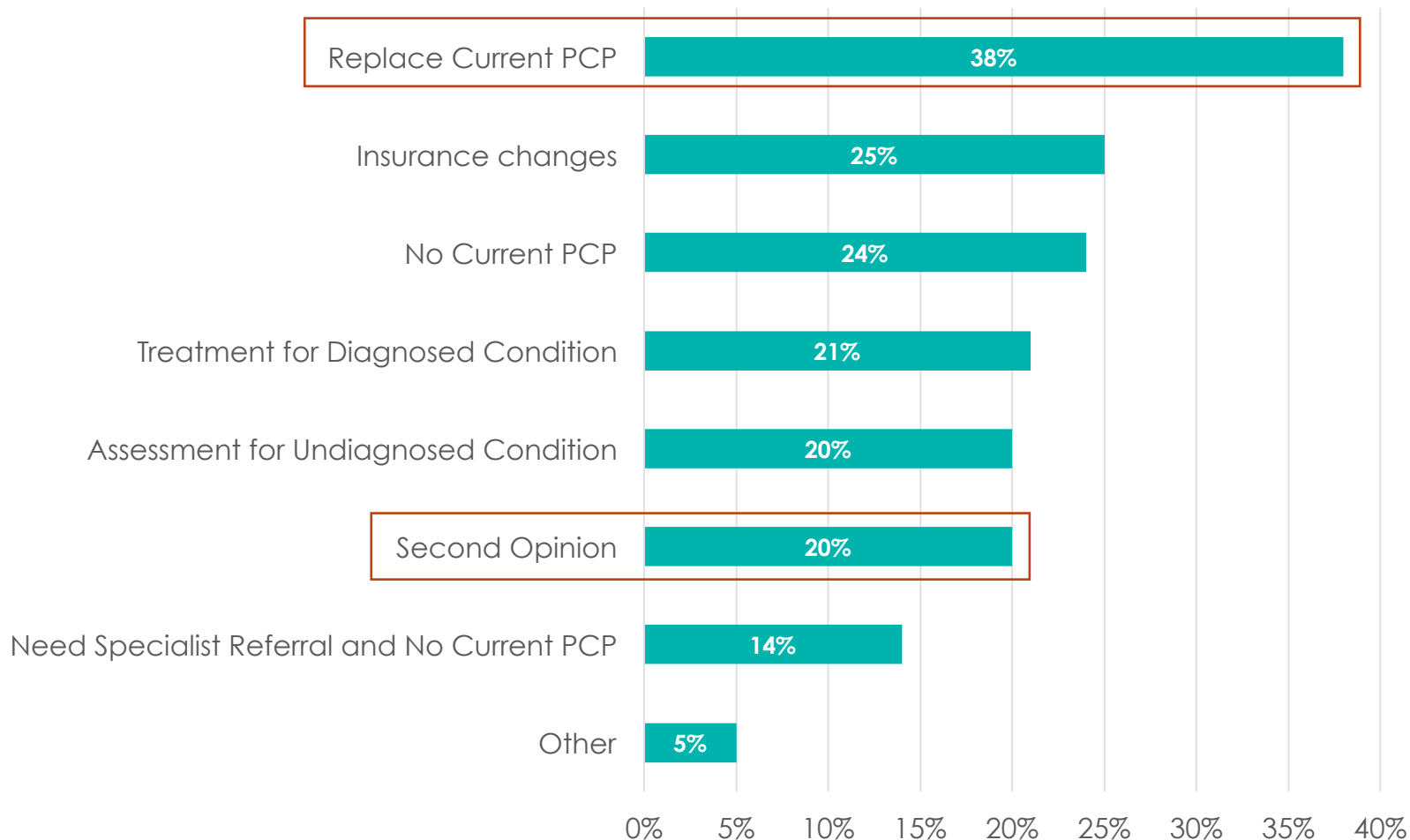


**80%** of consumers will choose a physician with online self scheduling over an identical one who does not.

*Source: Stax web survey and analysis, March 2017.*

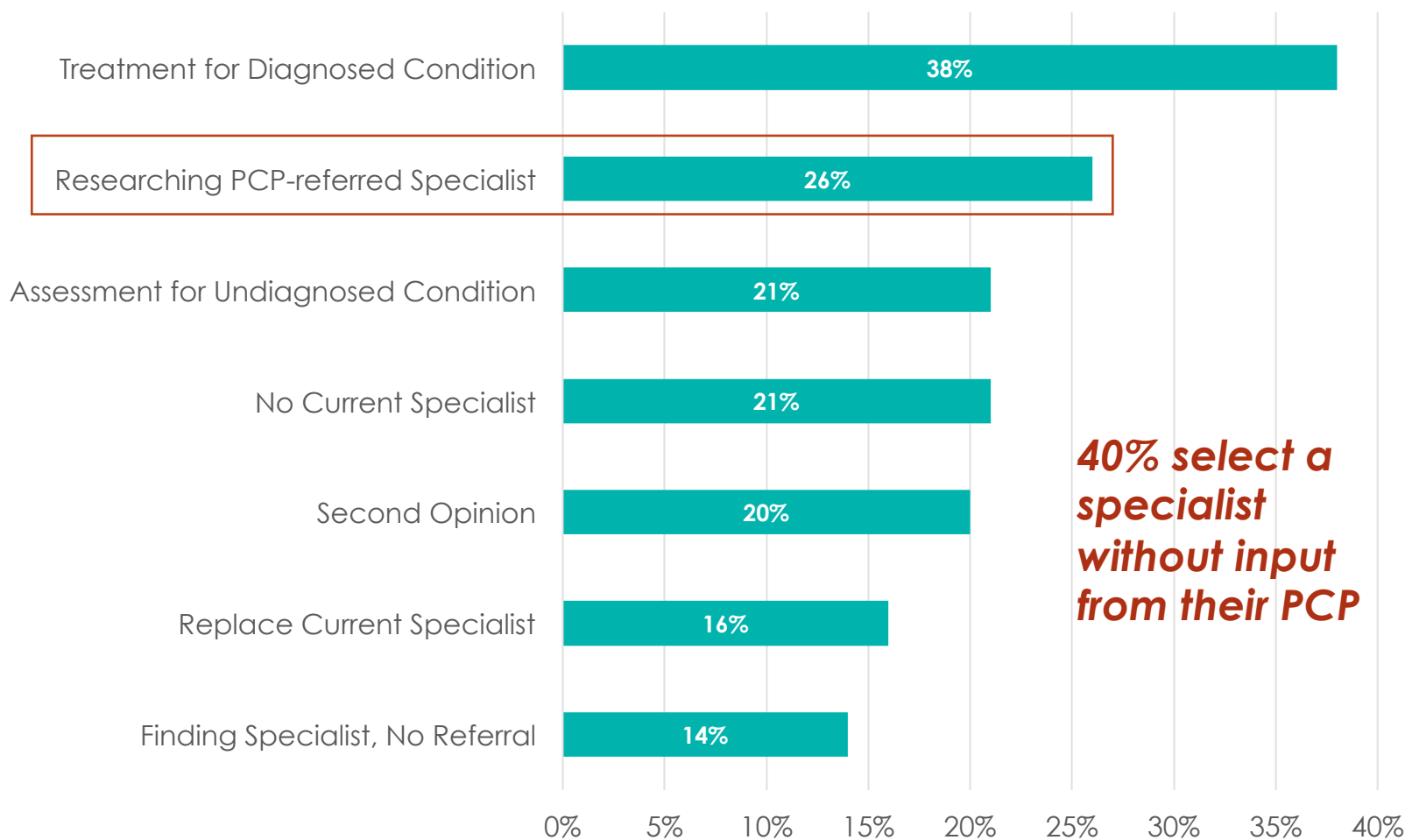


# Primary reasons for researching PCPs




Source: Stax web survey and analysis, March 2017.

# Primary reasons for researching specialists



Source: Stax web survey and analysis, March 2017.



We need to give people reasons why they want to be healthy versus reasons why they are sick.

- **Margaret Sabin,**  
**President & CEO**  
**Penrose – St. Francis**

# Roger C. Holstein

Vice Chairman,  
Healthgrades Board of Directors



Roger will offer a few conversation starters on how health systems can counter the impact of cognitive bias so that consumers and providers can more effectively connect and manage care.

