

Behavioral Science and Digital Conversion Tools:

*How VHC Used “Nudge Theory” to
Drive Service Line Growth*

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Strategic
Health Care
Marketing

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Our Speakers



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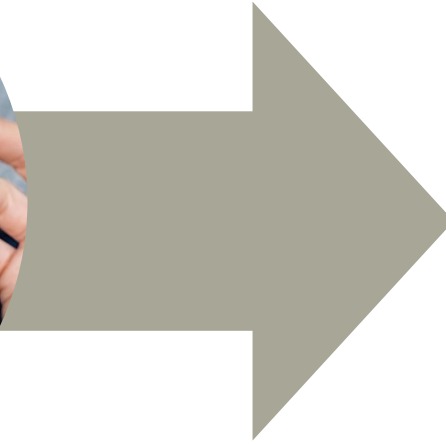
The Challenge





PATIENT EXPECTATIONS

More online & self-serve
More personalized
Less hassle



MARKETING CHALLENGES

Stretched resources
Need to be flexible to
changing demands
Increased communications





How do people make choices about their health?

Hint: not always rationally.



A Definition

Nudge theory: a concept in behavioral economics, political theory, and behavioral sciences that proposes **positive reinforcement** and **indirect suggestions** as ways to influence the behavior and decision-making of groups or individuals.



Choice Architecture



Do you want to do that thing?

Cancel

Do the thing



Translated: small changes, big results

Curating the choices available in a way that influences a person's behavior.

Nudges are not mandates or incentives. *They make it easier to make a specific choice.*



Example Nudge: Put a bowl of fruit on your counter to stop yourself from diving into the unhealthy snacks in the cupboard



Gentle pushes toward the “next best action”

Make it Easy

People will take the path of least resistance. Make it easy to identify the next action to take.

Curate Options

Offer a small selection of next steps, and position choices in a way to highlight the best option for moving forward.

Ensure the Effort Matches the Reward

What action are you asking them to take, and what will it benefit them?



Patient experience in healthcare marketing



Be intentional in the tools you choose, and deeply consider:



The patient journey



Patient motivations



Barriers—big or small— to
taking action



Case Study

How VHC Used an HRA to Nudge Patients to Seek Care



Bariatric Service-line Campaign Brief

GOAL:

Trackable marketing campaign to “close the loop” with marketing program success

PROMOTION CHANNELS:

Promotion Channels: SEM, Email, Community Magazine, Newsletter, Social Ads

FOLLOW UP:

Calls to action

Handing off to the clinical team for follow-up

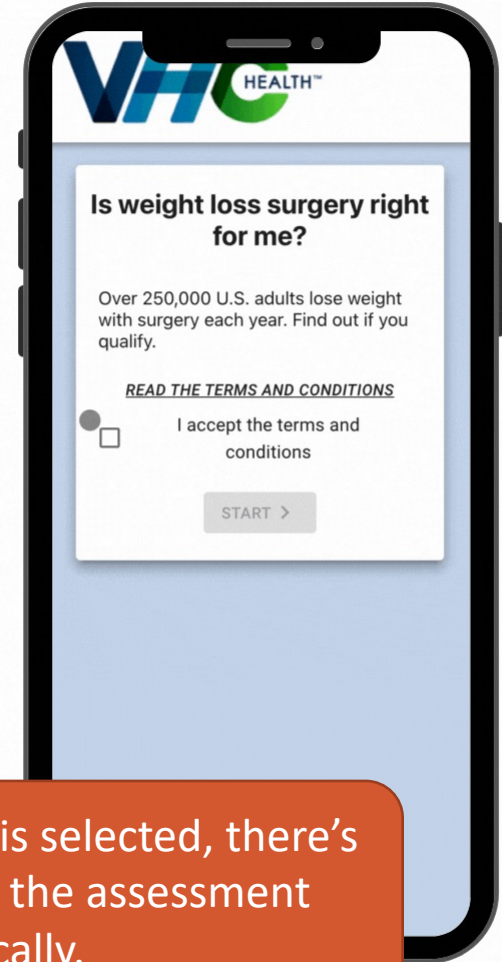


Campaign Anchor: The HRA

A short, targeted assessment acts as a soft conversion for those not ready to book an appointment.

Nudges in action:

- Priming
- Make it easy
- Curating options

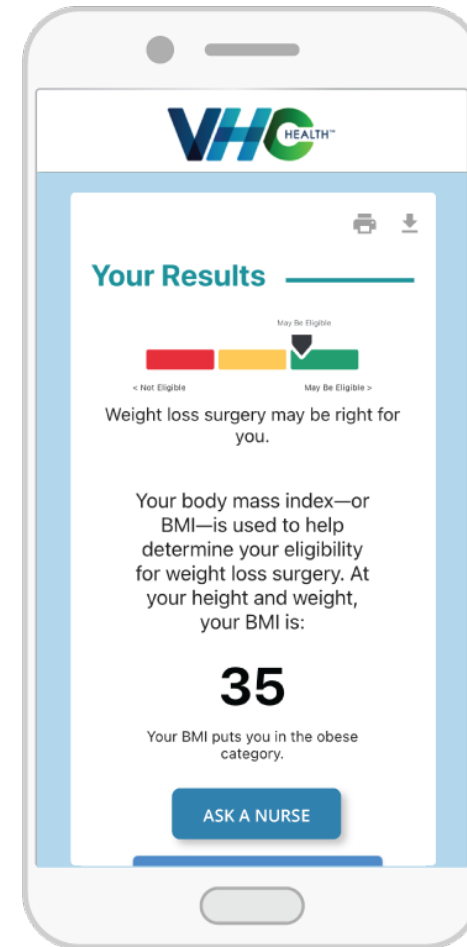


Example Nudge: Once an answer is selected, there's no need to hit a "next" button, the assessment advances automatically.



How it Works:

New Patient Activation



ASK A NURSE

MAKE AN APPOINTMENT

MORE INFO



How it Works:

New Patient Activation

MAKE AN APPOINTMENT





The Results

289

New Contacts
Generated by the
HRA

81

Consultations
scheduled from
HRA

29

Surgeries attributed
to the campaign

88%

*of those who start a VHC
assessment complete it*

Have expanded HRA program to:

- General Wellness
- Cardiovascular Disease

Operationalizing a similar program



Clear Goals

How will you measure success?

How visible are the success metrics within your department? The service-line? The wider organization?

Do you have the right data to measure how a patient will progress, each step along the way?



Example: You cannot know the success of offering different next-best-action CTAs if you don't track the traffic.

Cross-Collaboration

Include service line partners at every step of the campaign strategy:

- Included the bariatric surgeon in vetting the quality of the HRA and verifying the risk model
- Worked on the hand-off with patient navigators, and what follow-up was appropriate depending on a patient's eligibility for surgery.

There was buy-in on the campaign that helped the care team ultimately provide a frictionless experience to the patients.



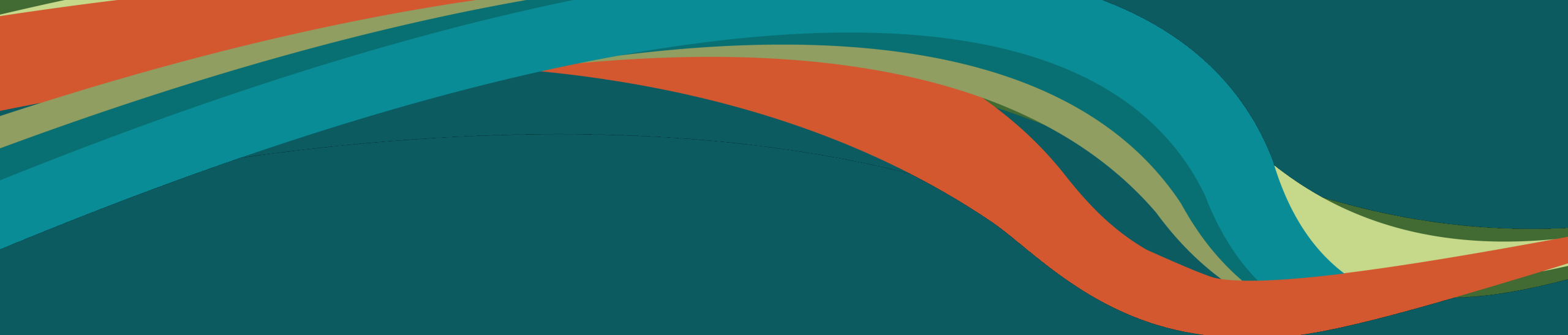
Nailing the Hand-off

Those who don't take action and are considered eligible for treatment were handed off to patient navigators.



Example Nudge: VHC prioritized outreach to eligible patients, calling them directly for next steps rather than waiting for the patient to take action.





Questions?



EXCLUSIVE WEBINAR OFFER: SERVICE-LINE MARKETING CAMPAIGN REVIEW

Alyssa is offering a free 1-hour service-line campaign review, from promotion channels and goals to opportunities to implement nudges.

**Schedule your consultation and get your
personalized marketing report:**

go.wellsource.com/nudge



*Includes personalized campaign report.
Limited to the first 10 organizations
that sign up.*