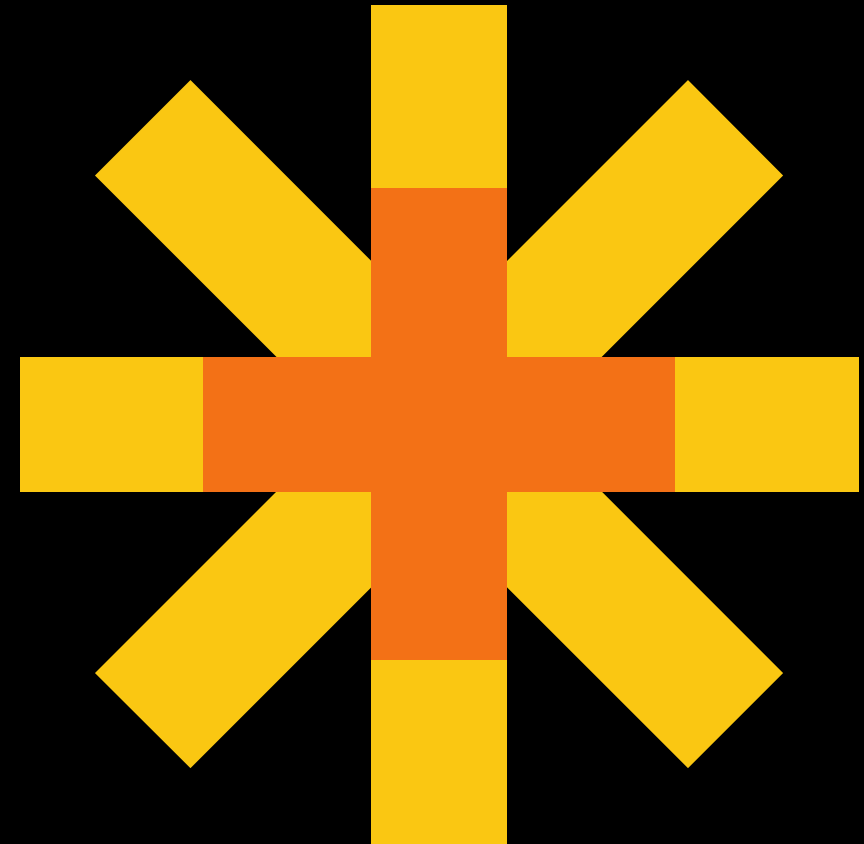


# Beyond Patient Education: Patient Engagement Now

*Presented by:*  
Reem Nouh, SVP, Strategic Services  
Adams & Knight, Inc.



Healthcare education is readily available to patients





American Hospital Association®



The image shows a Google search interface. At the top left is the Google logo. To its right is a search bar containing the text "breast cancer". Below the search bar are navigation tabs for "Web", "News", "Images", "Shopping", "Videos", "More", and "Search tools". A large orange-bordered box is overlaid on the page, containing the text "About 116,000,000 results". Below this box, the first search result is for the American Cancer Society, with the URL "www.cancer.org/fightbreastcancer". The second result is for the National Cancer Institute, with the URL "www.cancer.gov/types/breast".

Google

breast cancer

Web News Images Shopping Videos More Search tools

About 116,000,000 results

**American Cancer Society® - Cancer.org**  
**Ad** [www.cancer.org/fightbreastcancer](http://www.cancer.org/fightbreastcancer) ▼  
Find the Latest on **Breast Cancer** Treatment and Support Options.  
ACS Official Site · We Work to Find Cures · Dedicated to Prevention  
American Cancer Society has 10,991 followers on Google+  
Signs & Symptoms Support Information  
Facts & Figures Resources

**Breast Cancer - National Cancer Institute**  
[www.cancer.gov/types/breast](http://www.cancer.gov/types/breast) ▼ National Cancer Institute ▼

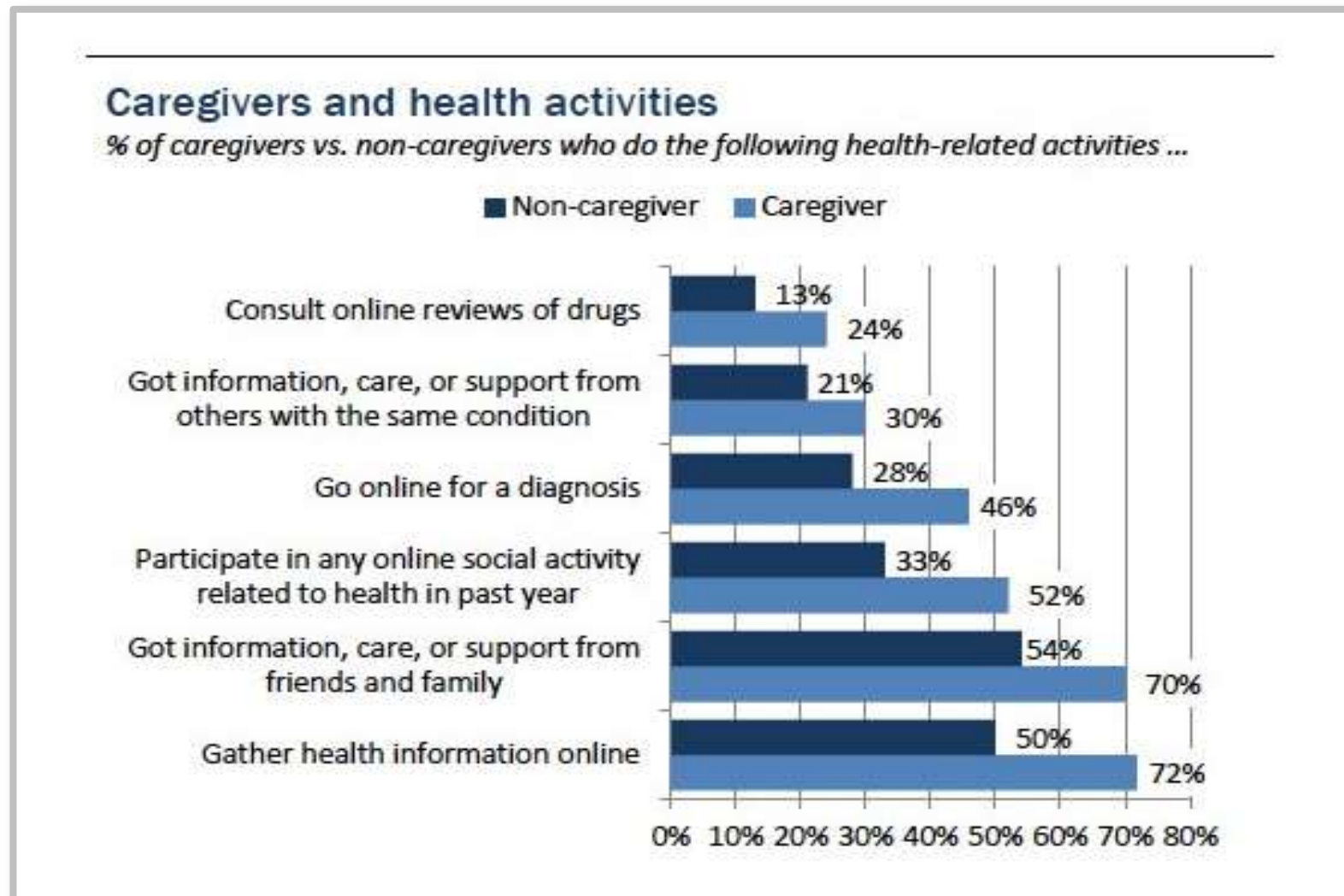
## Consumers/patients

- **Two-thirds** of U.S. consumers leverage social media for their health

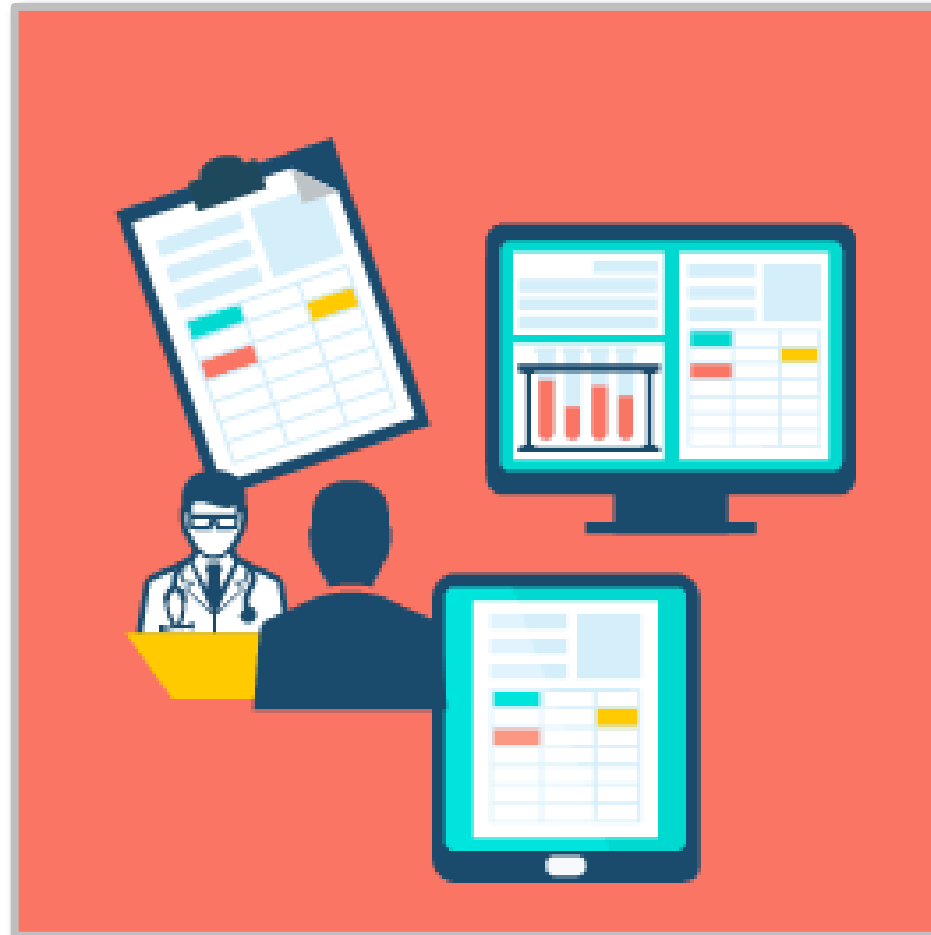


## Caregivers

- 39% of U.S. adults are caregivers and manage health care with the help of technology
- 9 out of 10 own a smartphone
- 72% gather health info online
- 46% go online for diagnosis



## Patient engagement



## Research shows:

- Patients who are more involved in their healthcare, experience better outcomes and lower costs





**53%** of healthcare providers said patient engagement is a high or very high priority

**But....**

Only **8%** said they had a very clearly defined patient engagement strategy

## What is the lifetime value of a patient?

1. \$10,000
2. \$100,000
3. \$1,000,000+

Patient engagement is  
not a one-off interaction



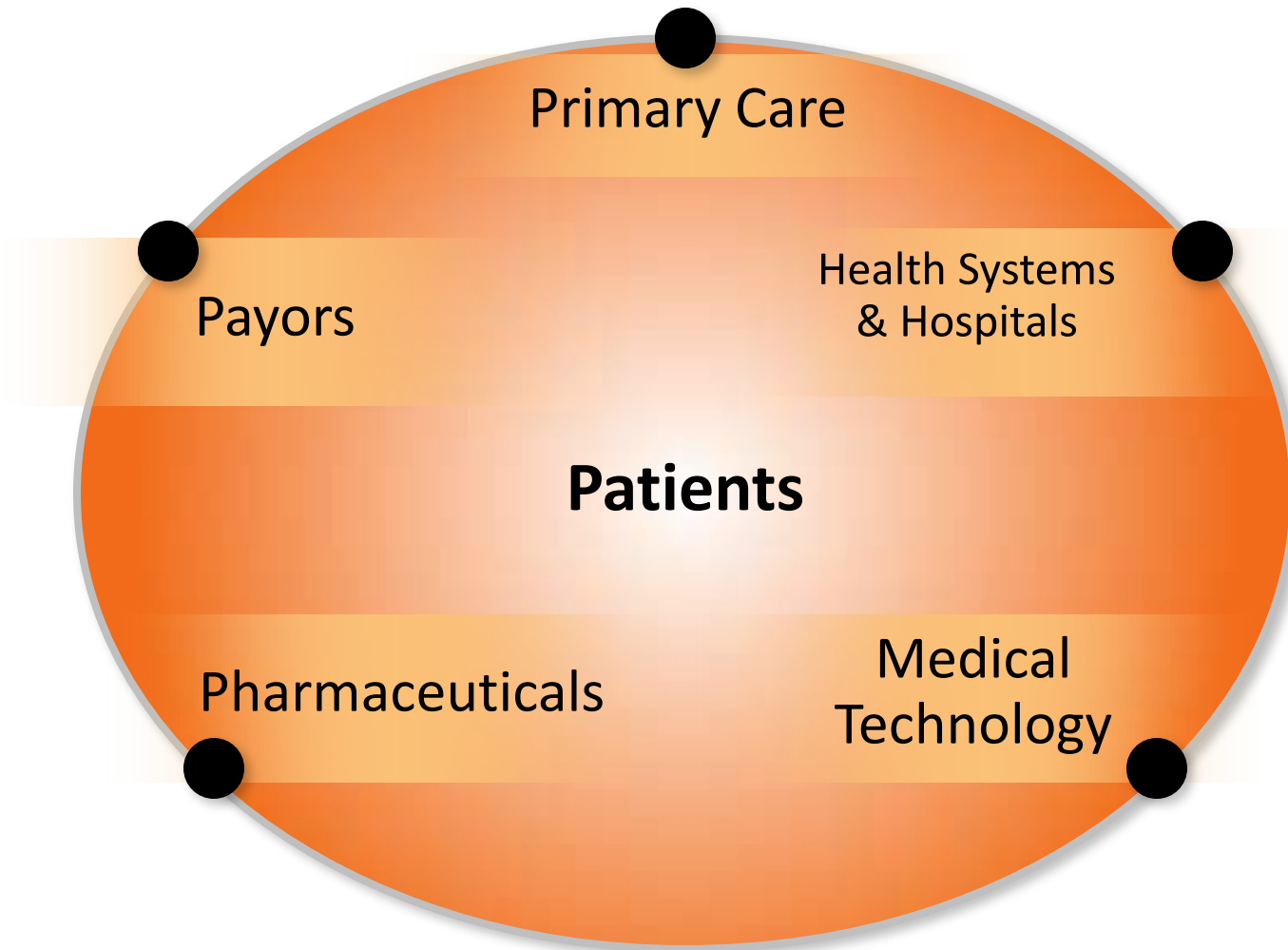
- **innovative approaches that**



- **integrate data with**



- **delivery of care**



## 5M's

**MOTIVATION:** What do we need to do?

**MARKETS:** Who do we need to reach?

**METHODS:** How will we communicate?

**MESSAGING:** What can we say?

**METRICS:** How will we measure success?

# Patient Engagement

*Examples*





Branding a Health System:  
“Connect to healthier”

Healthier is not just about  
getting better. It’s about  
making the **whole**  
**experience** better.



Branding a Health System:  
“Connect to healthier”

Healthier is not just about  
getting better. It’s about  
making the **whole**  
**experience** better.



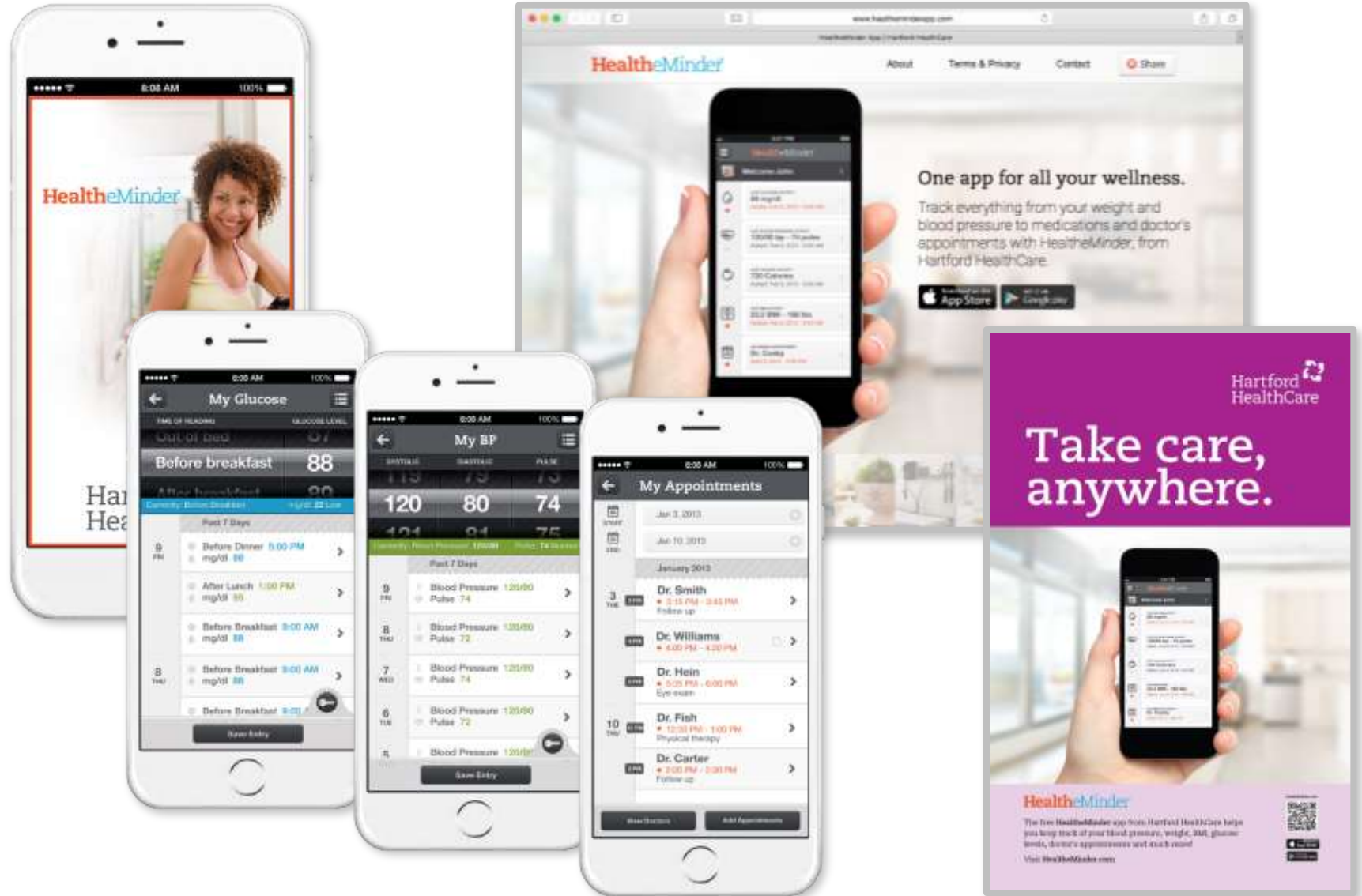
Don't just tell people to get healthier—engage them to tell you how they are becoming healthier.

“We're Healthier Here”





Free all-in-one health tracking app to monitor well-being—weight, BMI, blood pressure, glucose levels, meds, doctor's appointments, and more...





Point-of-care creative that engaged patients when they were in office to sign up for their EMR.

Hartford HealthCare Medical Group  
Connect to healthier.™

**Why say the same thing over and over?**

We're connecting your medical records across our providers.

Hartford HealthCare is introducing a new electronic medical records system across our providers — so you don't have to fill out as many of the same forms. We appreciate your patience as we introduce our new system. For more information, visit [HartfordHealthCareMedicalGroup.org](#).

**Why say the same thing over and over?**

We're connecting your medical records across our providers.

Hartford HealthCare Medical Group  
Connect to healthier.™

Questions? Connect to more information at [HartfordHealthCareMedicalGroup.org](#). Or call 1-877-HHC-BILL (1-877-442-2455) from 8:00 a.m. - 5:00 p.m. Monday - Friday.

Hartford HealthCare Medical Group  
Connect to healthier.™

Hartford HealthCare Medical Group  
Connect to healthier.™

**There are lots of reasons to go online. Here's one more.**

Sign up for MyChartPlus — your secure online health records... and more.

Hartford HealthCare Medical Group  
Connect to healthier.™

**There are lots of reasons to go online. Here's one more.**

Sign up for MyChartPlus — your secure online health records... and more.

Get ready for a new, electronic era of ease.

Hartford HealthCare has a new electronic medical records system. That means, soon, patients will be able to request refills directly online. You'll be able to make sure that our physicians have all the information they need to take care of you. We appreciate your patience as we introduce our new system. For more information, please request all refills using MyChartPlus — either from our website or by calling our office. We appreciate your patience as we introduce our new system. For more information, please request all refills using MyChartPlus — either from our website or by calling our office. We appreciate your patience as we introduce our new system.

When you're in our office, we'll help you get started with your new MyChartPlus account.

Hartford HealthCare Medical Group  
Connect to healthier.™

**Our prescriptions are getting even healthier.**

Connect to our new electronic medical records system.

Hartford HealthCare Medical Group  
Connect to healthier.™

Have MyChartPlus? It gives you access to your health records, anytime, anywhere.

**Connect with your health records. Even over 6 am coffee.**

MyChartPlus provides access to portions of your health records... anytime, anywhere.

[MyChartPlus.org](#)

Medical Group  
Connect to healthier.™



Partnership between mall and HHC to promote wellness; created opportunities for patients to engage with physicians outside hospital.





Used insights about mental illness to educate the public...and take action to change a devastating behavior.





This billboard saved a life  
or two...





**VIAGRA<sup>®</sup>**  
*sildenafil citrate*

Integrated campaign to differentiate the medication and engage patients to request it over the competition.



**VIAGRA<sup>®</sup>**  
*sildenafil citrate*

Integrated campaign to differentiate the medication and engage patients to request it over the competition.





**Thank you!**

**Reem Nauh**

*SVP, Strategic Services*

860-676-2300, x116

Reem.nauh@adamsknight.com

**Adams & Knight, Inc.**

80 Avon Meadow Lane

Avon, CT 06001

**adams**  **knight**

ideas that spark results®



To discourage distracted driving, and stem trauma visits to the ER, drivers were urged to take action.

**Thumbs up.**  
**Phones down.**  
Don't drive distracted.

Hartford Hospital

This graphic features the main campaign message in large, bold, purple and orange text. Below the text is the Hartford Hospital logo, which includes the colorful arrow icon and the text "Hartford Hospital".

**Thumbs down for The Email Over-engager.**

Hartford Hospital

This graphic shows a hand giving a thumbs-down gesture. The text "Thumbs down for The Email Over-engager." is written in purple and orange. The Hartford Hospital logo is in the bottom left corner.

**Thumbs down for The DJ Driver.**

Hartford Hospital

This graphic shows a hand giving a thumbs-down gesture. The text "Thumbs down for The DJ Driver." is written in purple and orange. The Hartford Hospital logo is in the bottom right corner.

**Thumbs Up for LIFE STAR.**

Hartford Hospital

This graphic shows a hand giving a thumbs-up gesture. The text "Thumbs Up for LIFE STAR." is written in purple and orange. The Hartford Hospital logo is in the bottom right corner.

**Pledge to keep your thumbs on the wheel. And off your phone.**

Help us make roads healthier, too.

Every year, more than 3,000 people are killed in car crashes involving a distracted driver - more than 3 people every day. At Hartford Hospital, we're working to improve the health of every driver, by getting as many people as possible to say "thumbs up" to putting down their phones.

Please take this pledge. Then, ask your friends to.

While driving, I will never, ever:

1. Text.
2. Take selfies.
3. Talk on the phone, (unless it's hands-free)
4. Check social media.
5. Email.
6. Or do anything else with my mobile phone that could potentially hurt or kill me, my passengers, other drivers or pedestrians.

**Thumbs Up. Phones Down.**

Make the Pledge Today.

First Name\*

Last Name\*

Street Address\*

City/State\*

Send

© 2015 Hartford HealthCare. All Rights Reserved. | 201502

This graphic is a digital pledge card. It features the Hartford Hospital logo at the top left. The main headline is "Pledge to keep your thumbs on the wheel. And off your phone." in purple and orange. Below this is a paragraph of text explaining the campaign's goal. A list of six items that drivers should never do while driving is provided. At the bottom, there is a "Make the Pledge Today" section with a form for entering name and address, and a "Send" button. A thumbs-up hand is shown on the right side. The footer contains copyright information and social media icons.