



ADVANCED SPECIALTY CARE

BUILDING IMPACTFUL PATIENT
JOURNEY STRATEGIES BEYOND
THE REFERRAL

DECODE
DEBRIEF

HELLO + THANK YOU!

FRIENDS ARE AS COMPANIONS
ON A JOURNEY, WHO OUGHT TO
AID EACH OTHER TO PERSEVERE
IN THE ROAD TO A HAPPIER LIFE.

Pythagoras



DEBRIEF PROGRAM

- ONE: WHAT PATIENTS ARE SAYING
- TWO: WHAT PATIENTS WANT TO SEE
- THREE: DEFINING THE PATIENT JOURNEY
- FOUR: STRUCTURE AND STRATEGY
- FIVE: BRINGING IT TO LIFE
- SIX: Q+A



ONE

WHAT PATIENTS ARE SAYING

DECISION DRIVERS



ADVANCED SPECIALTY CARE SURVEY OVERVIEW

OUR APPROACH

While the primary objective of the survey was focused around understanding people’s approach and behavior towards Advanced Specialty Care, the survey questions and filters were particularly designed in a manner that would also help us in:

- Understanding the patient journey
- Creating audience personas
- Recognizing behavioral patterns

THE WHY

We wanted to move away from the cliché of "this is what we asked & this is what they responded." Instead, look at these responses as individuals (not respondents) and give the survey a more human-centered approach.

Take into account the fact that fluctuation in each variable (Ex: age, income, location, race, etc) can change the patient journey and ASC decision making of each individual. Acknowledge the variables that make these respondents who they are and derive our insights accordingly.

THE HOW

We created a list of variables and multiple interlinking equations between the variables to understand the cause and effect relationship.

List of variables:

Gender, Age, Parental status, Household income, Education, Ethnicity/ Race, Employment status, Career, Location, Relationship status

These variables and equations were used to develop a behavioral pattern and create personas, which could be used to create more personalized, impactful messaging strategy,

For example:

Understanding if there is a difference in approach when choosing an ASC of a single white man in his 50s making \$75k – \$100k working in IT as against a married woman in her 40s making \$55k – \$75k working in hospitality.

These personas in turn helped us develop patient journeys that empower us to create messaging strategies targeted towards a specific individual based on the type of ASC we are talking about.



WHAT PATIENTS LOOK FOR IN A PCP

When choosing primary care:

50%

of respondents listed trust, transparency, and likability as the most important factor in selecting a PCP.

60.3%

prioritized accessibility (ease of scheduling, online appointments, and same-day availability).

Almost one-third

placed high value on a primary care provider's association with major hospitals, advanced certifications, and educational background.

We also discovered a correlation between age and preference for primary care providers: the older the patient, the more likely they are to prefer a PCP associated with a major health network.

75.8%

more women than men said the gender of their PCP matters.

WHAT PATIENTS LOOK FOR IN A SPECIALIST

Patients listed these criteria among the top three things they look for in an ASC provider:

78.3%

looked first to see if the provider accepts their insurance.

60%

looked for advanced certifications.

47.3%

prioritized a provider's association with a major hospital.

They also place importance on options for attending visits:

61%

prefer **exclusively in-person** appointments.

35%

look for **hybrid** visit options.

Less than

3%

prefer online only visits.

75%

of these patients are women.

73.67% of our survey
respondents

told us that they do independent research on specialists, even after receiving a referral from their PCP.

AHA MOMENT

REFERRALS ARE NO LONGER A CLOSED PATH

GREAT NEWS:

You have the opportunity to acquire patients even if they weren't referred to you.

But, it requires an understanding of what those patients are actually searching for and how you can meet them where they are.

TWO

WHAT PATIENTS WANT TO SEE CONNECTING THE DOTS





DIFFERENT STROKES FOR DIFFERENT FOLKS

We found that a patient's gender, income, and age had an impact on their priorities.

Gender

Men and women give equally low importance to the gender and ethnicity of their specialists.

Women are more likely than men to research more than **12 specialists**.

3.5 times more women prefer exclusively virtual visits when it comes to specialty care.

Out of the respondents who gave the least importance to extended primary care hours of operation, **67% were men**.

Income

70% of the respondents who are willing to travel cross-country for specialty care have an annual income of \$75,000 or more.

Across all income brackets, the ratio of specialists researched to appointments made is 2:1.

58.7% of patients making under \$50,000 per year prefer to schedule appointments over the phone, whereas those with higher incomes prefer online scheduling.

Age

37.5% of people 65+ do not conduct additional research on ASC providers and go ahead with their PCP's recommendation, compared to:

31% between 55-64

24% between 45-54

18% between 35-44

CONNECTING THE DOTS: BUILDING TRUST + PREFERENCE

PROVIDERS' CREDENTIALS

~55% of patients stated that advanced certifications, educational background, and research conducted are among their top considerations.

DIGESTIBLE INFORMATIONAL RESOURCES

51% like to consume information via articles and 28% prefer video content.

POSITIVE REVIEWS

The first thing patients look at when researching is online reviews.

POST-TREATMENT ATTENTION

70% of patients gave primary importance to finding quality post-treatment coordinated care and a coordinated care team.

FRICTION-FREE SCHEDULING

Almost half of advanced specialty care patients prefer online scheduling to make appointments.

**SO, WHAT NOW?
HOW DO WE DELIVER?**

THREE

DEFINING THE PATIENT JOURNEY

PUTTING UP MARKERS





EVERY PATIENT IS ON THEIR OWN JOURNEY, BUT WE GENERALLY KNOW WHICH PATHS THEY'RE ON

The Patient Journey is a million patients with unique needs — likewise, marketing for ASC is more than one brush stroke. It's a layered oil painting made up of different touchpoints, different audiences, and different approaches.

THE CV PATIENT JOURNEY, IN FOUR PARTS

General Awareness + At-Risk

Chronic Conditions

Emergent + Cath Lab

Surgery + Rehab



FOUR

BUILDING A ROADMAP

STRUCTURE + STRATEGY



DEFINING OUR TRUTH NORTH FOR THE PATIENT JOURNEY

**The importance of the patient journey
can't be overstated.**

Leveraging the patient journey isn't just a smart option for your advanced specialty care marketing plan — it's an essential gear in the patient acquisition machine. Without it, you can't target the right audience or send them a message that speaks to their specific needs.

Let's explore five key elements to harness the full potential of a meaningful patient journey map...





MASTERING THE PATIENT JOURNEY

UNDERSTAND your service line treatments + offerings

- What services are relevant to your audience? Are you talking about them at the right time?

KNOW the conditions your patients will come with

- ASC is specific, but your conditions under each umbrella can be broad and each condition has unique messaging considerations.

DIVE into the patient mindset

- Understanding your patients' thinking is more than just their demographical information — it's their concerns, hopes, fears.

ESTABLISH what you want your patients to do

- Defining goals and KPIs upfront means your CTAs align with your messaging across segments.

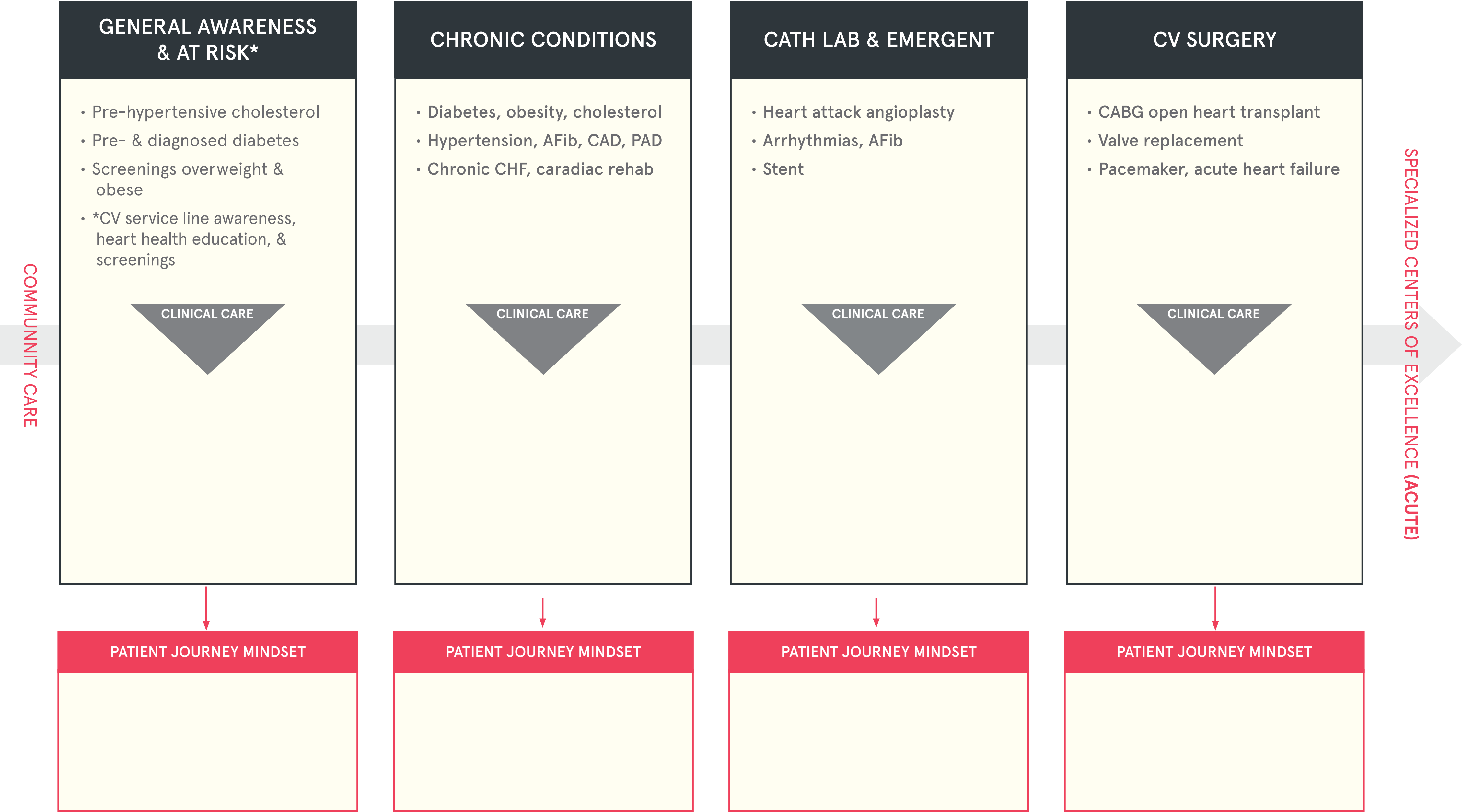
DEFINE how you reach your audience

- The right medium matters as much as the message — if you're talking about a specific condition, you might be wasting efforts on a TV spot.

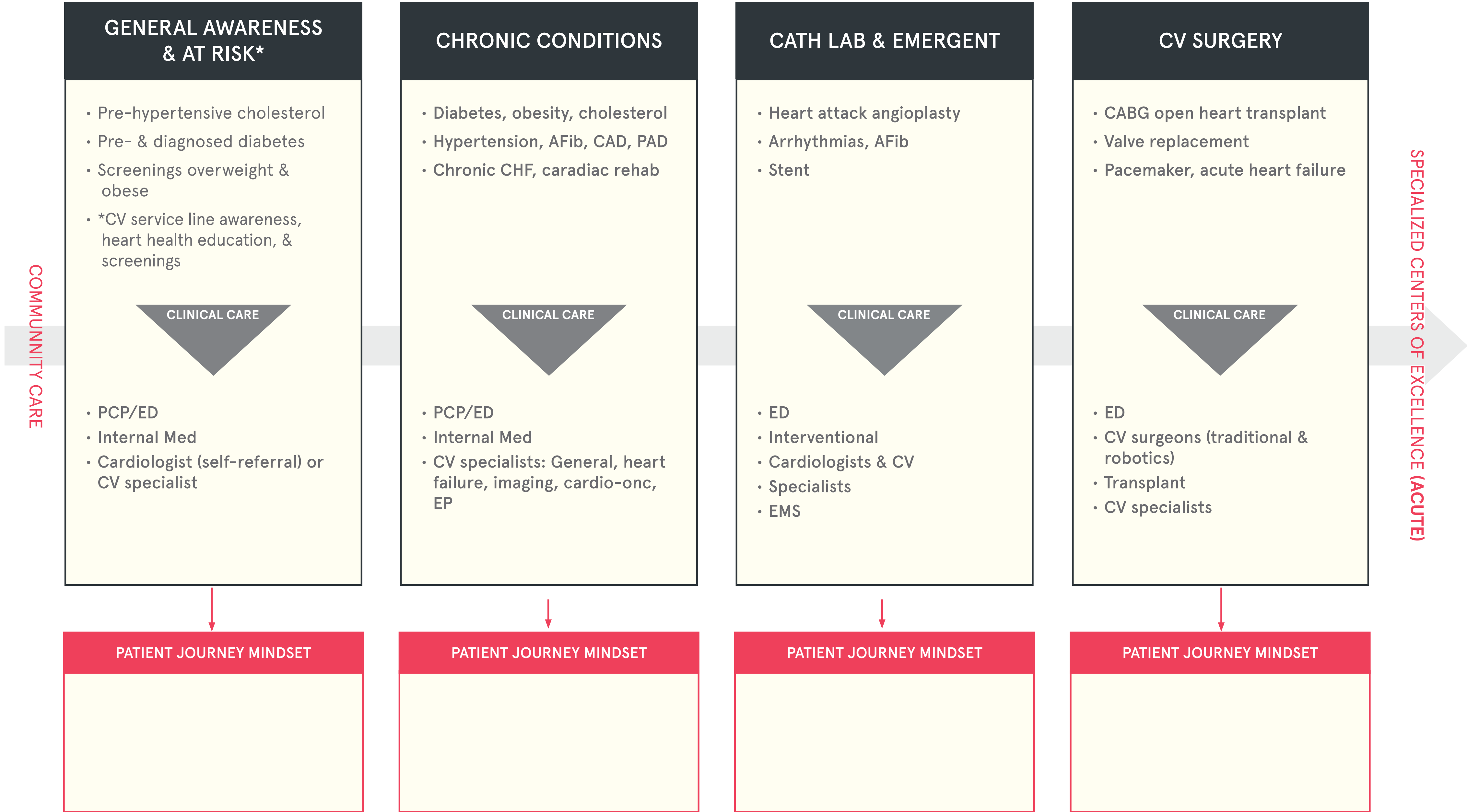
FIVE
SETTING IT UP
BRINGING PATIENT
JOURNEYS TO LIFE



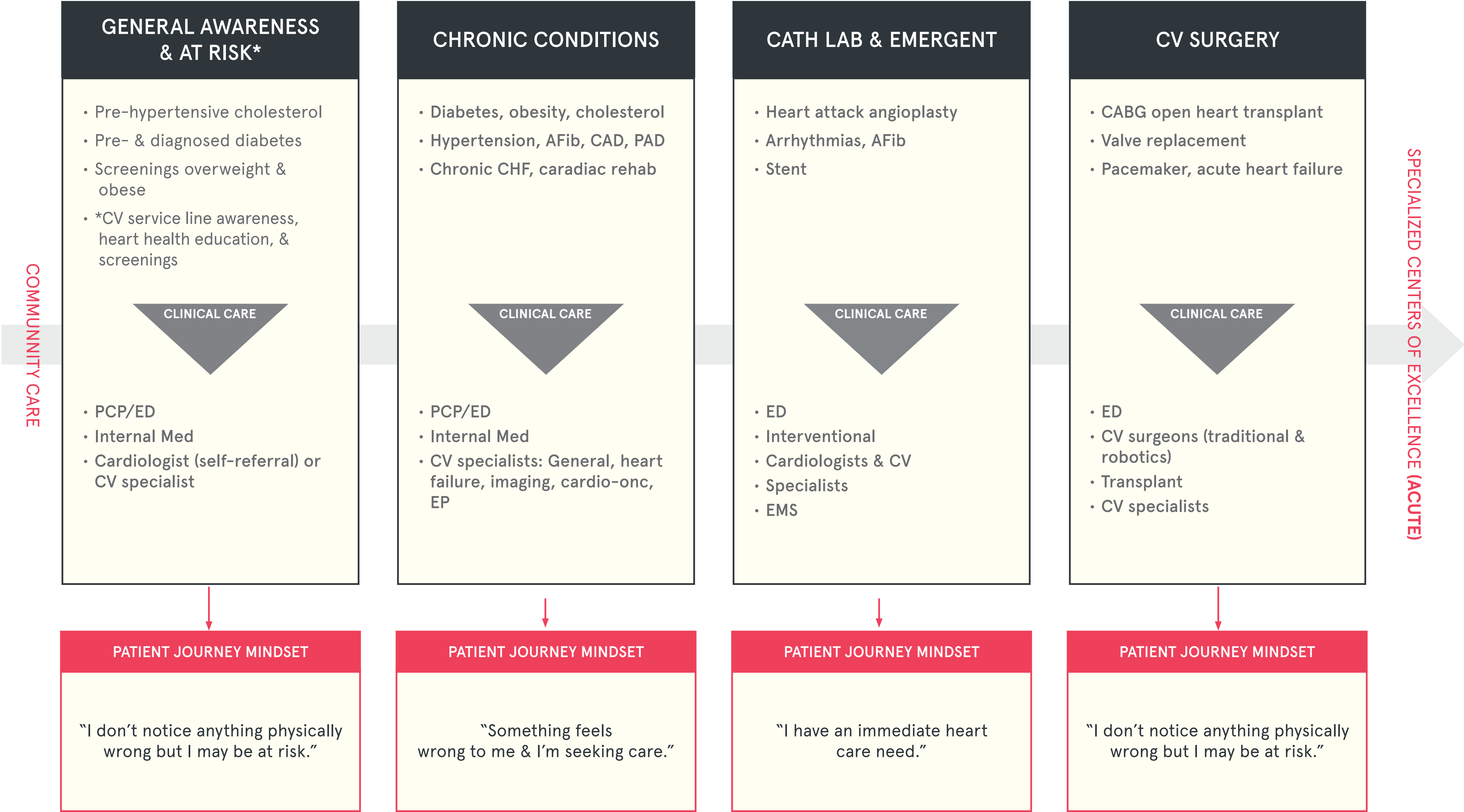
CV UNIVERSE: ALIGNING THE PATIENT JOURNEY



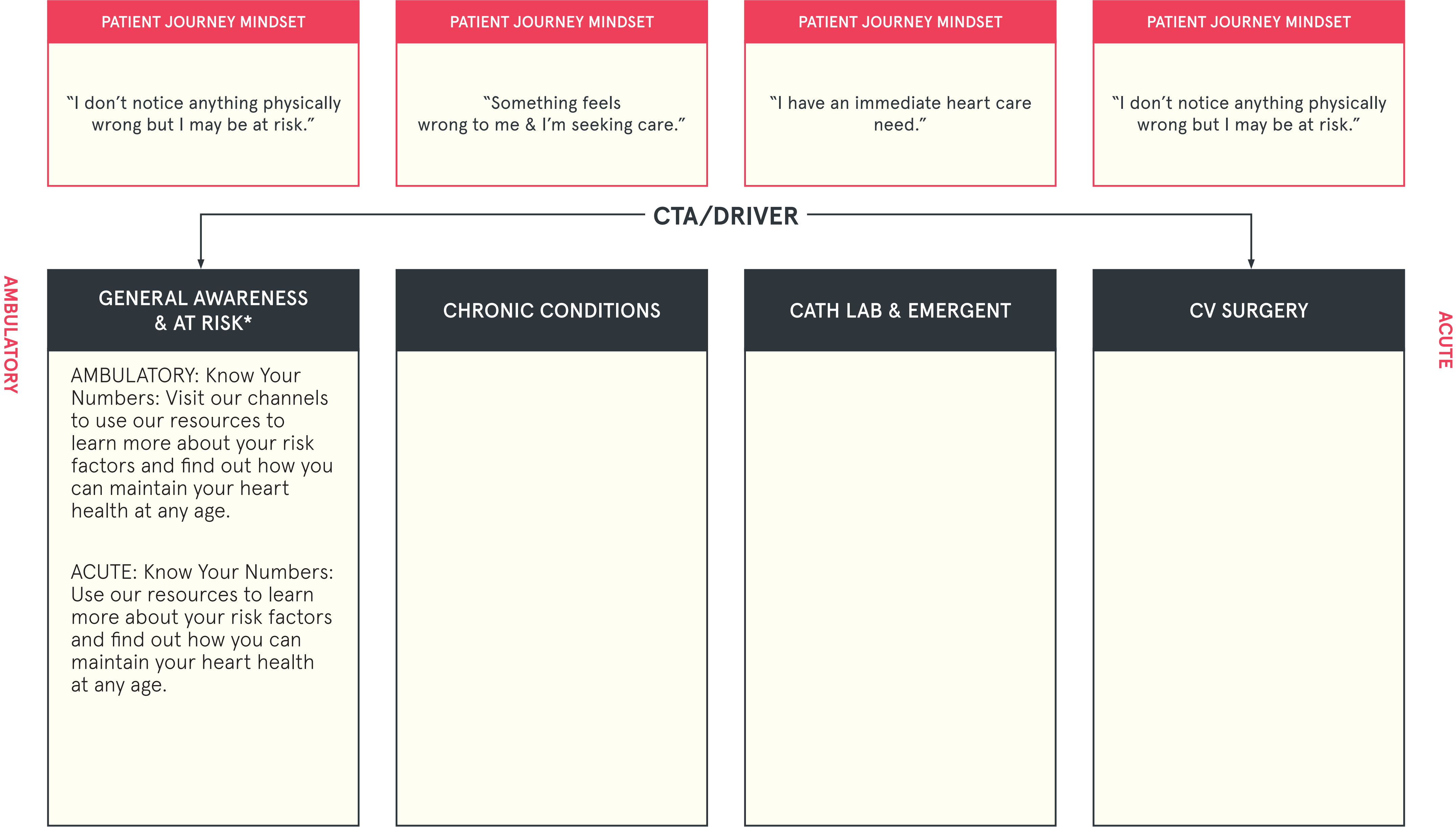
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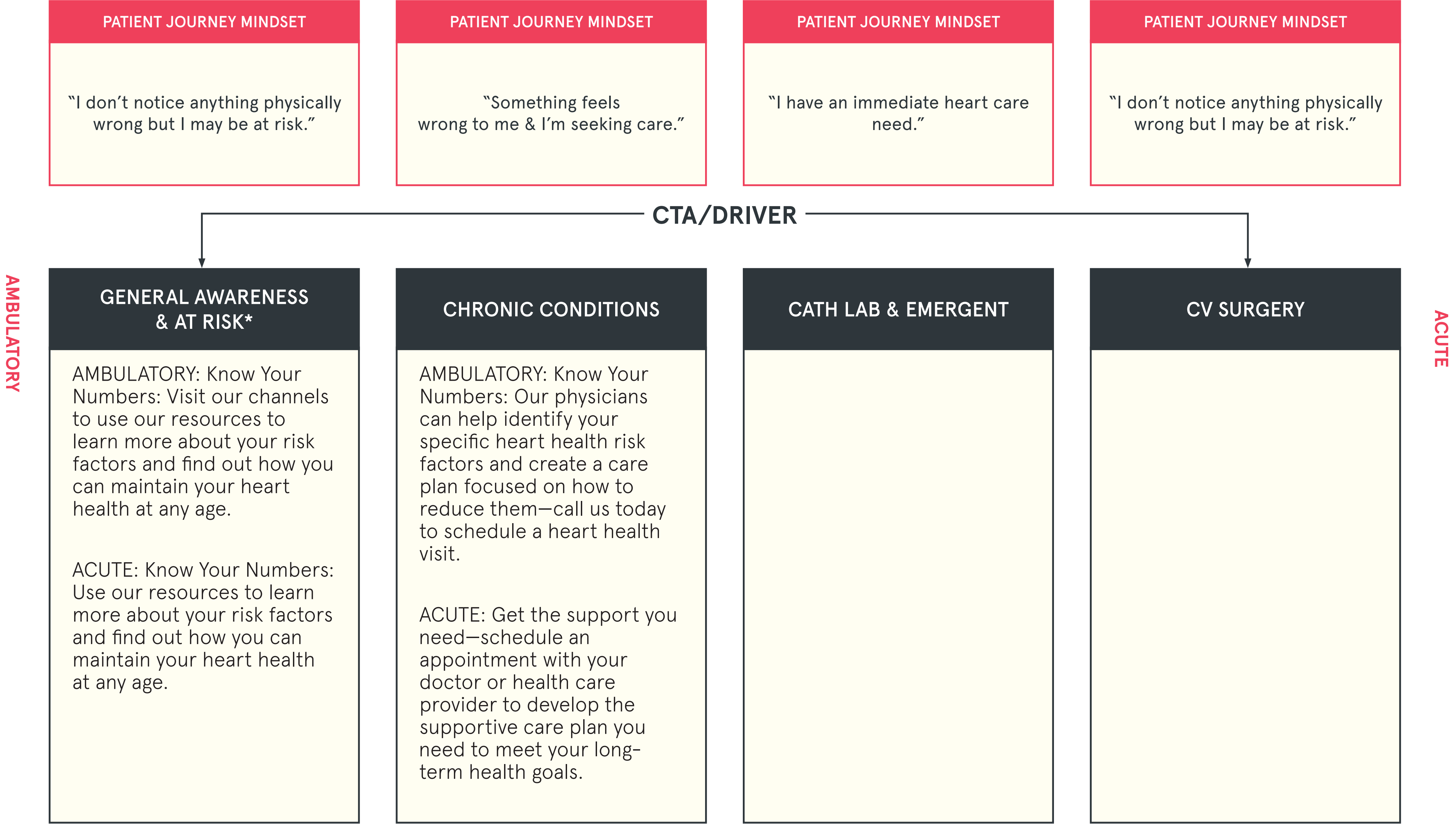
CV UNIVERSE: ALIGNING THE PATIENT JOURNEY



CV UNIVERSE: HOW WE CONNECT WITH OUR AUDIENCES (CTAS)



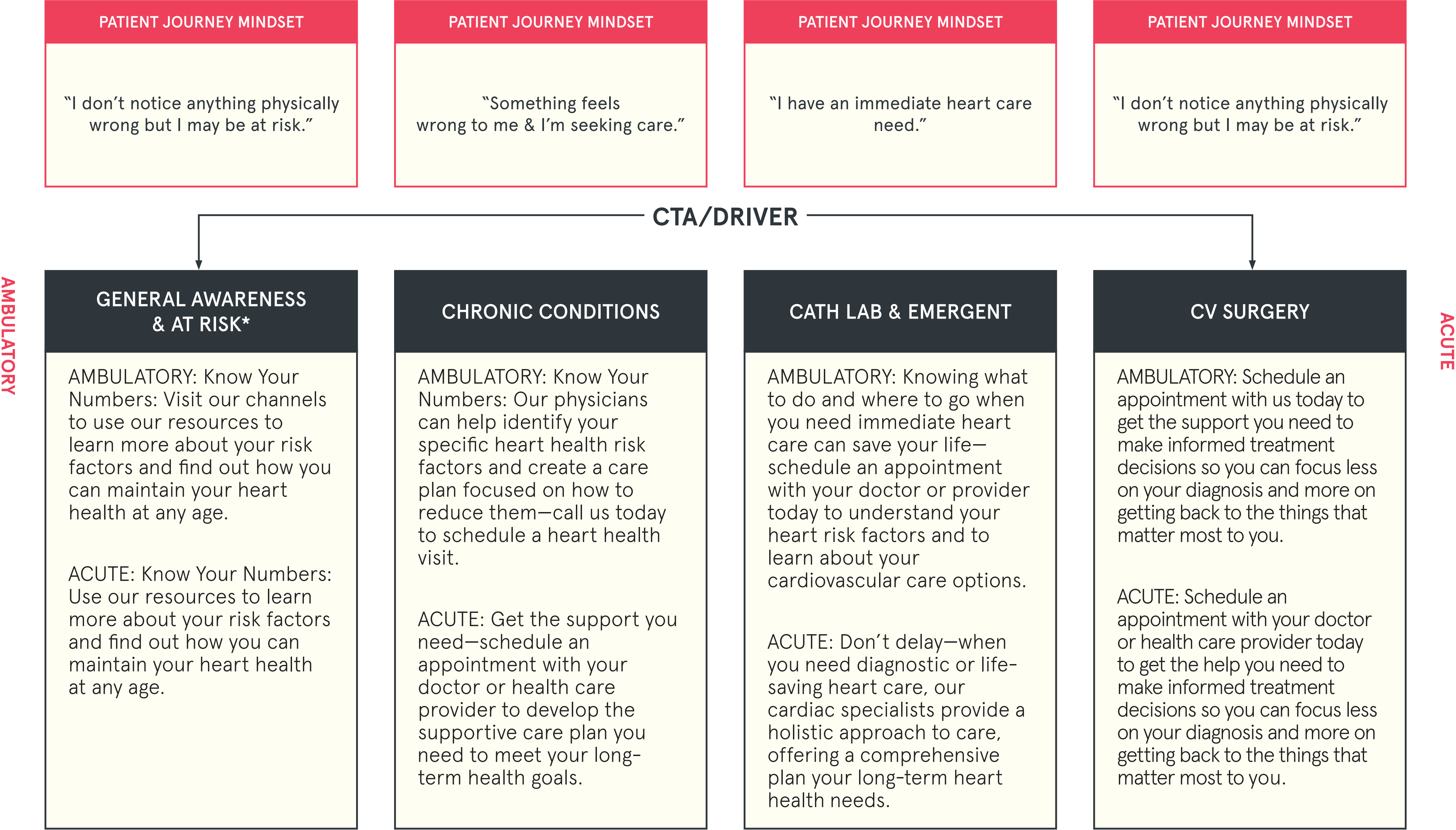
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CV BUSINESS OBJECTIVES: WHAT WE ARE TRYING TO ACHIEVE

	<div>PATIENT JOURNEY MINDSET</div> <div>"I don't notice anything physically wrong but I may be at risk."</div>	<div>PATIENT JOURNEY MINDSET</div> <div></div>	<div>PATIENT JOURNEY MINDSET</div> <div></div>	<div>PATIENT JOURNEY MINDSET</div> <div></div>
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TONE	<div>AMBULATORY: Personal, In this together, Supportive, Warm</div> <div>ACUTE: PSA, Educational/Motivational</div>	<div></div>	<div></div>	<div></div>
KEY POINT OF MESSAGE	<div>Heart health education AND service line awareness to address issues before they start.</div>	<div></div>	<div></div>	<div></div>

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KEY POINT OF MESSAGE	<div>Heart health education AND service line awareness to address issues before they start.</div>	<div>From initial diagnosis to maintaining your overall wellness, we're here for ongoing, specialized support for every step on your journey.</div>	<div></div>	<div></div>

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<div>KEY POINT OF MESSAGE</div>	<div>Heart health education AND service line awareness to address issues before they start.</div>	<div>From initial diagnosis to maintaining your overall wellness, we're here for ongoing, specialized support for every step on your journey.</div>	<div>The right care provided at the right time can improve outcomes and provide the long-term support you need to reach heart health goals.</div>	

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<div>KEY POINT OF MESSAGE</div>	<div>Heart health education AND service line awareness to address issues before they start.</div>	<div>From initial diagnosis to maintaining your overall wellness, we're here for ongoing, specialized support for every step on your journey.</div>	<div>The right care provided at the right time can improve outcomes and provide the long-term support you need to reach heart health goals.</div>	<div>Our experts and highly specialized programs give you confidence to face your diagnosis and empower decisions, focusing less on worry and more on recovery.</div>

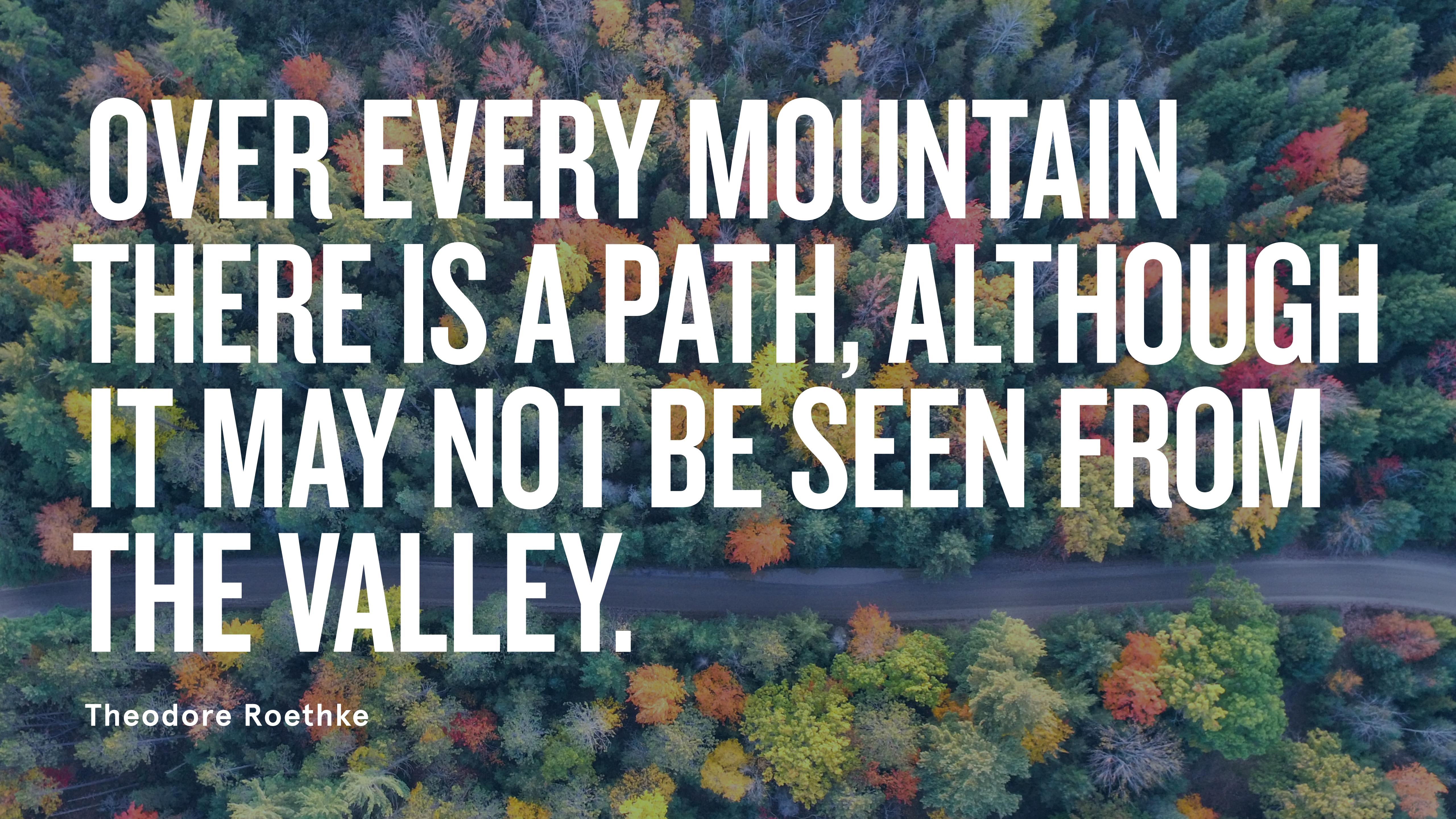
SUMMING IT ALL UP

Knowing your audience — and what influences their decision-making process — is the most important piece of your patient acquisition strategy. And how do you get to know your audience? Effective patient journey mapping that gets the right message to the right person at the right time in the right place.

But wait: There are more benefits!

As you begin to better understand your services, programs, and supporting offerings, there are other fringe benefits that occur while going through this process: collaboration, attention, and buy-in from your C-suite leaders, physicians (independent and employed), and your workforce (both non-clinical and clinical leads).





**OVER EVERY MOUNTAIN
THERE IS A PATH, ALTHOUGH
IT MAY NOT BE SEEN FROM
THE VALLEY.**

Theodore Roethke



QUESTIONS



THANK YOU