# Engaging Patients with your Website

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Presented at

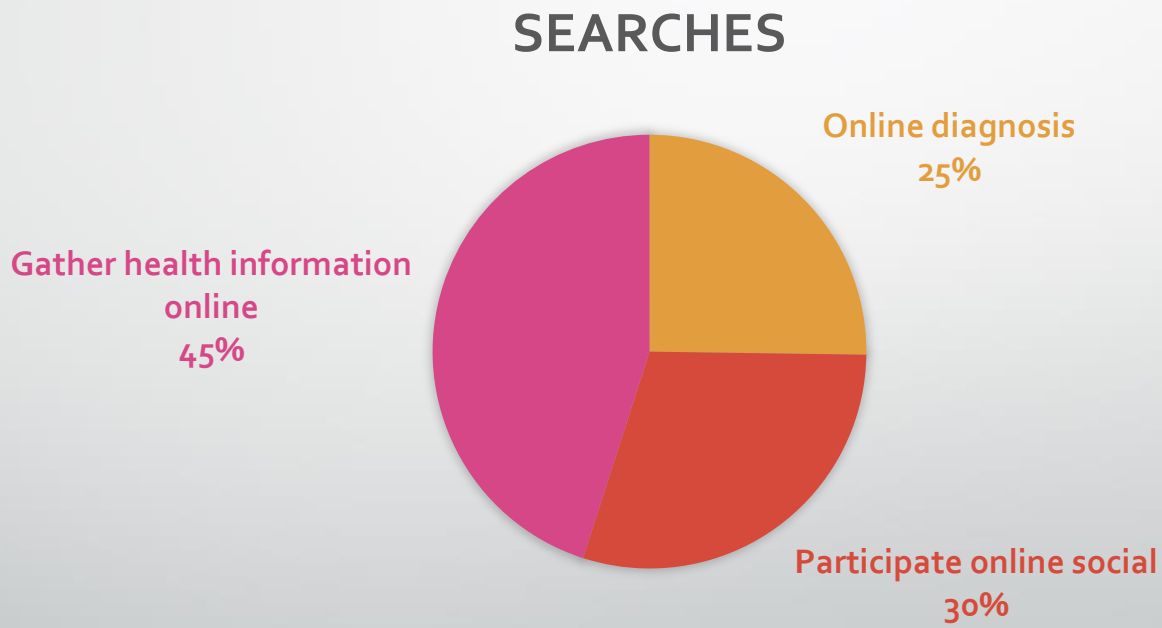
Healthcare & Fitness Summit

July 20-22, 2015

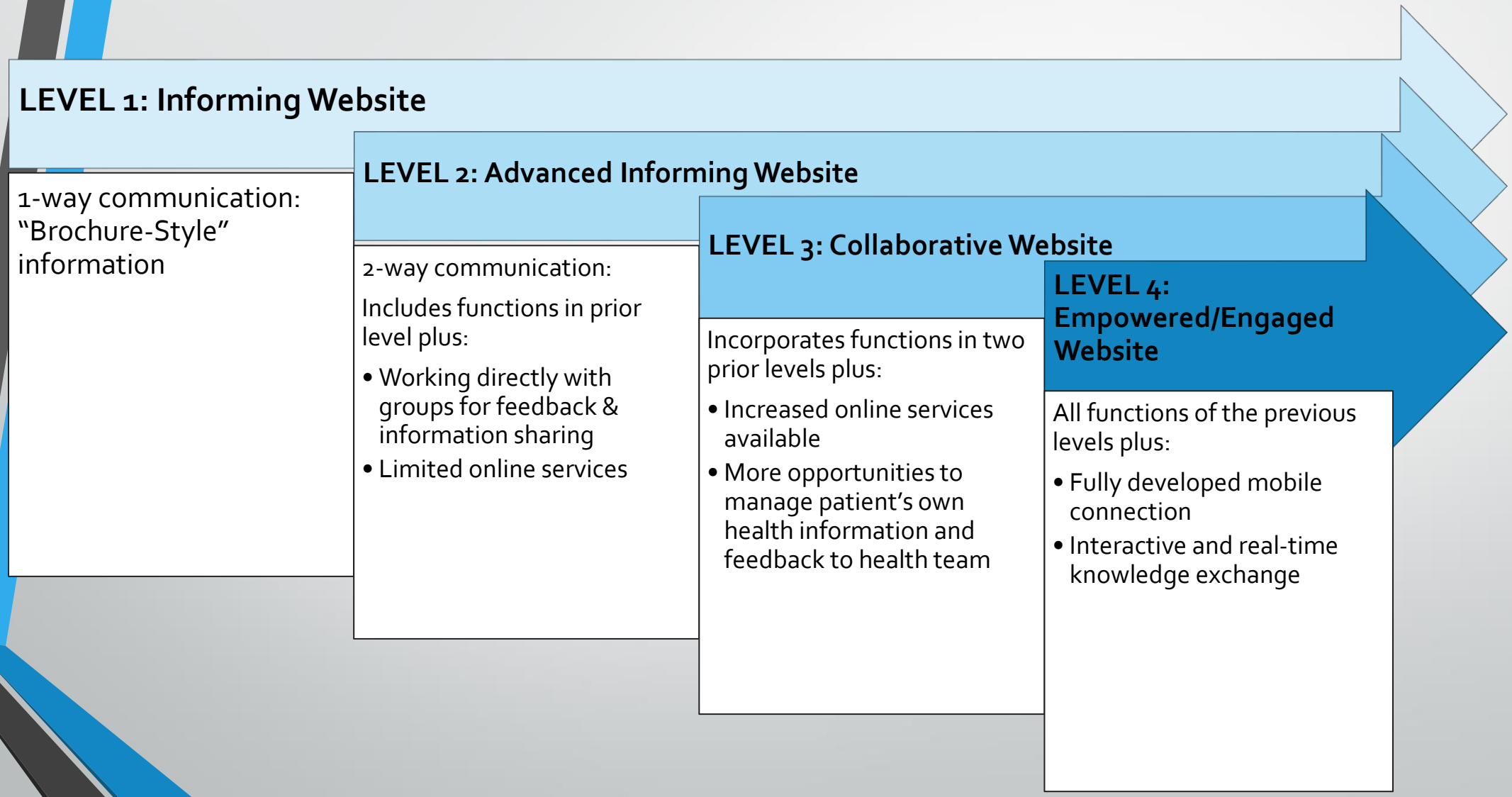
San Francisco, Calf.

# Internet and Healthcare Information

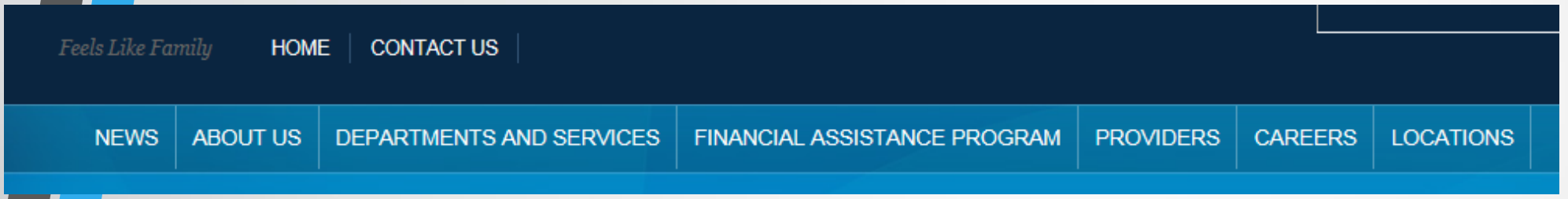
PewResearchCenter, June 20, 2013, http://pewinternet.org
Family Caregivers are Wired for Health



# Website Assessment Model



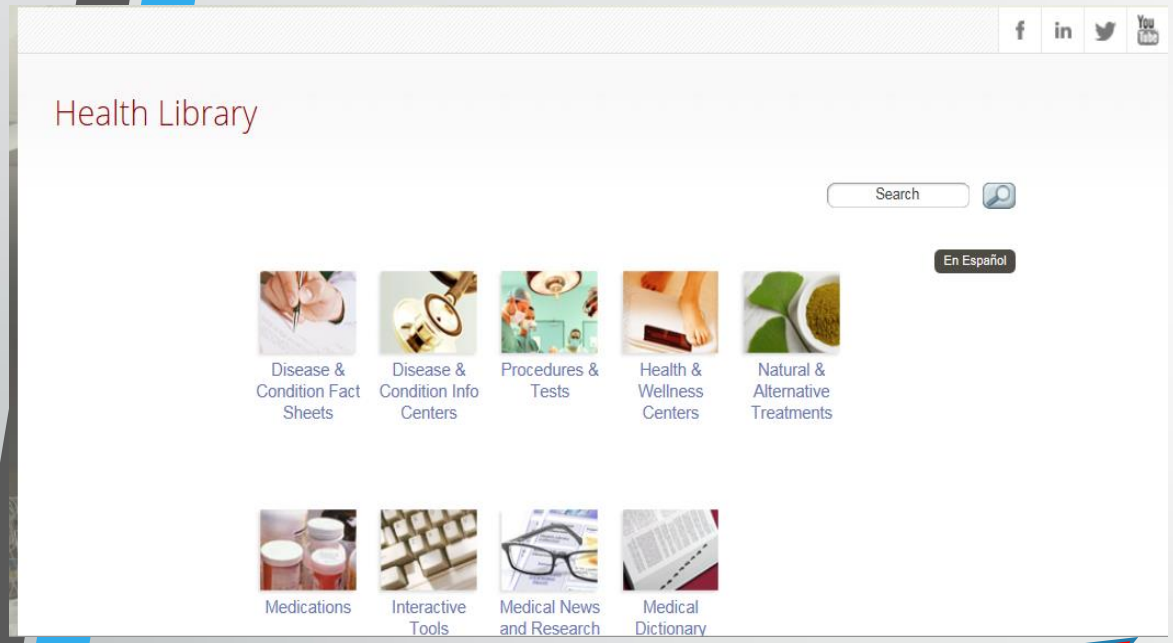
# Level 1: Informing Website




- One-way flow of information
  - What the hospital can do for the customer
  - Stresses key departments or areas
  - Address maybe at bottom of page
  - "Contact us" optional
  - No online services available



# Level 2: Advance Informing Website

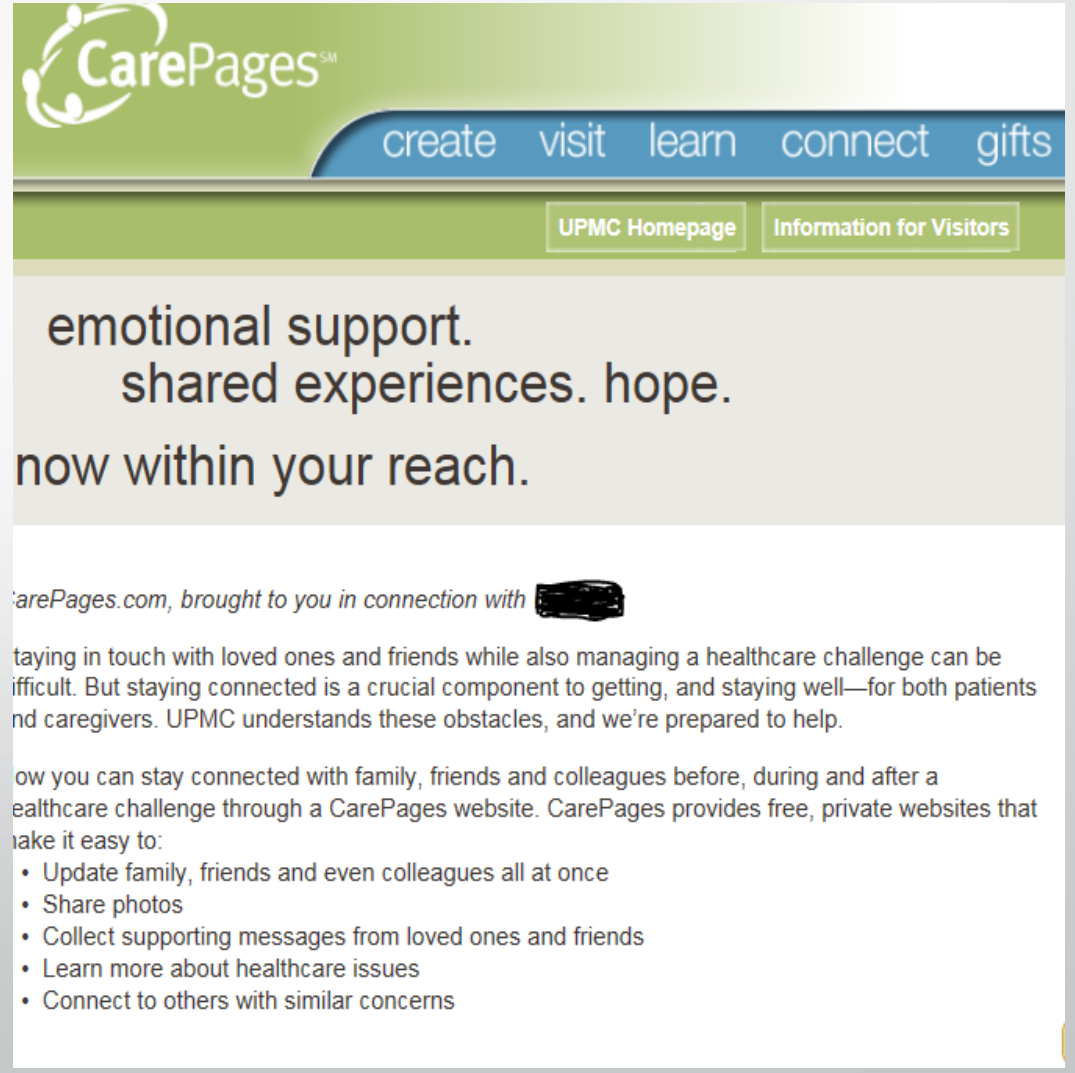



Links to Social Media

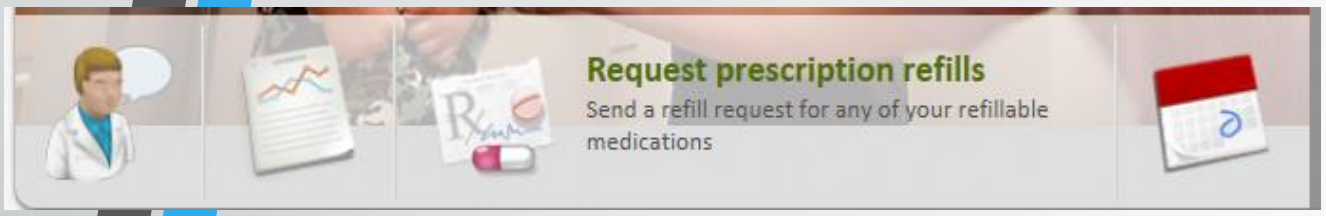
- Includes all of Level 1
  - Hospital events
  - Hospital news
- Interactive Health Library
- Online paying

# Level 3: Collaborative Website

- Includes all of level 1 and 2 and
  - On-line appointment scheduling
  - Prescription renew online
  - Call center
  - Able to request medical tests on-line
  - Email doctor
  - Patient health blog and/or journal (third party)
  - More……

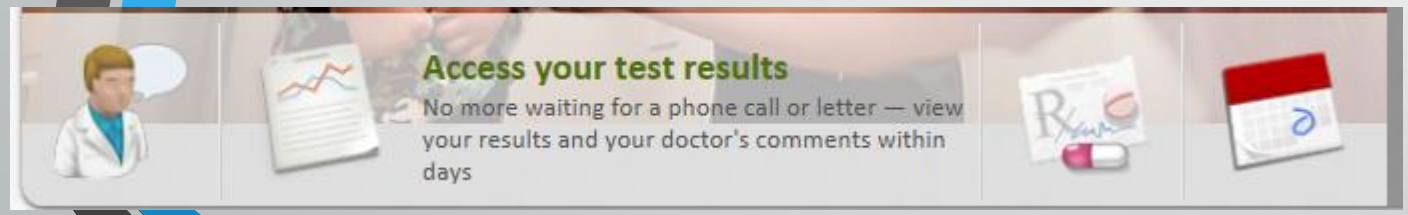


# Level 4: Empowered/Engaged Website













- Includes level 1, 2, and 3 and
  - Doctor referral request on-line
  - Patient portal thru website
  - Close captioning

Assessment tool

| Level/Name/ Definition | Characteristics | √ Check if present | Comments, URL |
|---|---|---|---|
| 1 Informing<br><br>One-way communication through website whereas the hospital is giving out information but customer cannot communicate with the hospital through the website.<br><br>**Must meet all essential criteria (as noted by ☺) to meet this level** | **1.0 GENERAL**<br>1.1 ☺ Information is given about services available | | |
| | 1.2 There are no broken hyper-links | | |
| | **2.0 COMMUNICATION**<br>2.1 ☺ Phone Numbers (switchboard) are listed somewhere on the website | | |
| | 2.2 ☺ Main entrance address of facility listed on website | | |
| | 2.3 ☺ "Contact Us" or phone list or directory of departments is on the website (email address may be listed) | | |
| | 2.4 Driving directions to hospital(s) or clinics are provided | | |
| | 2.5 Information provided on how to make donations | | |
| | 2.6 Office hours are listed for bill payment | | |
| | **3.0 SERVICES**<br>3.1 ☺ Within list of services, phone number and hours provided for each | | |
| | 3.2 For Bill paying inquires, information provided. | | |
| | 3.3 Can download some nonmedical "commonly used" forms to mail in. (ex. Power of Attorney, Volunteer Application, Financial Aid Application, etc.) | | |
| | 3.4 List of non-medical services provided by facility available (i.e., gift shop). | | |
| | **4.0 HEALTH INFORMATION, EDUCATION, GROUPS**<br>4.1 There may or may not be a list of hospital-sponsored community and/or patient events. | | |
| | 4.2 There may or may not be a calendar of up-coming classes, and/or support group meetings. | | |

# Conclusion

- Start evaluating your website, create an assessment team --
  - Include customers (community)
  - Include technical people
  - Include medical
  - Include young and old
- Assess periodically not just one time
- Take some steps for improvement (improve at existing level then one or two items for next level)
- This is a journey not a destination.