



**M O D E A**

DIGITAL CONSULTANCY

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The Builders of the Most Effective  
Patient Conversion Engine in Healthcare



Academic Medical Centers, like **Duke Medicine**, have never faced a more dynamic or competitive environment. The core challenge in healthcare is changing. A change triggered by The Patient.

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“Ultimately the **business of healthcare** fails the most basic test. It is not organized around the **needs of the patient**”

*Michael Porter - “The Strategy That Will Fix Healthcare” found in the HBR*

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The misalignment of the needs of the business of healthcare and the needs of the patient is ever-increasing. Modea exists to align these two opposing forces.

## **BUSINESS NEEDS**

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## **CUSTOMER NEEDS**

- Driving Volumes
- Care Continuum Integration
- Optimized Payer Mix
- Meaningful Use

- Improved Access
- Cost Transparency
- Portability of Patient Data
- Improved Patient Experience

As patients demand more transparency, control and choice from their healthcare providers they turn to digital solutions - demanding experiences comparable to what they see from organizations like Apple, Google and Amazon.



**80%**

of respondents listed **price transparency as a factor** in choosing a healthcare provider



**77%**

of patients think that the ability to **book, change or cancel appointments online** is important



**40%**

of patients can **digitally self-schedule** some appointments at the top 100 health systems

- Accenture

We, at Modea, summarize this as  
**The Digital Patient Challenge**

And addressing this challenge for Duke Medicine through this site rebuild assignment was not only an opportunity to reimagine the Digital Patient Experience of their web properties but also to unlock value for both the organization and patient through an innovative and strategic digital solution.



**M O D E A**

is uniquely designed to address this challenge

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It's the challenge we addressed for Duke Medicine when we undertook the long term process of researching, restrategizing, redesigning and deploying their new site DukeMedicine.org

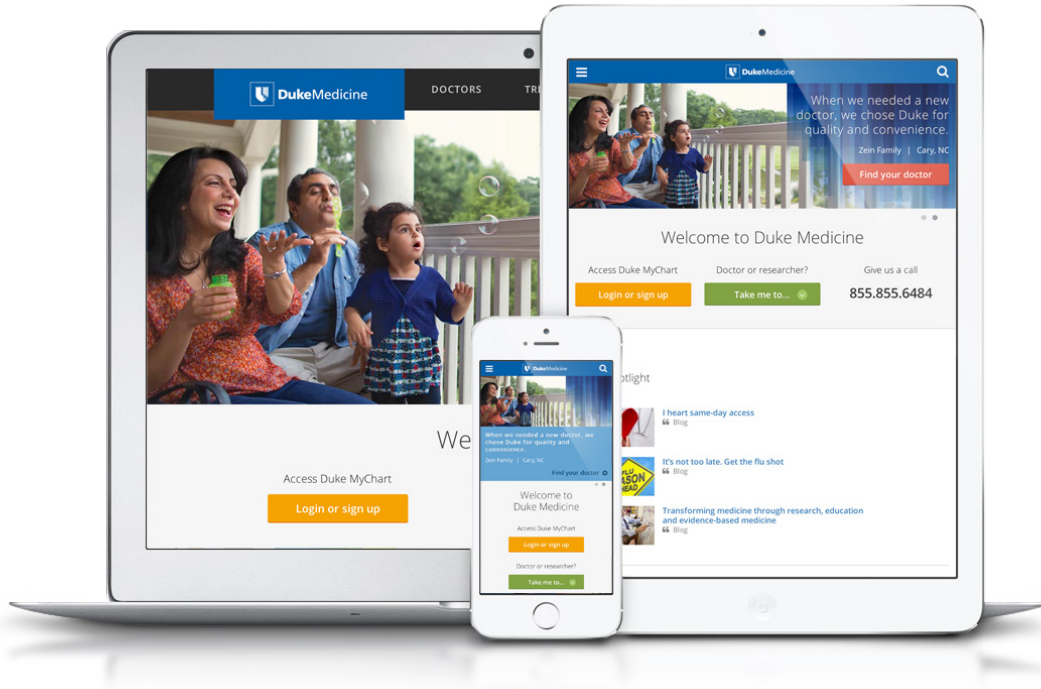


## In 2012 Duke Medicine approached Modia to answer the business challenge of

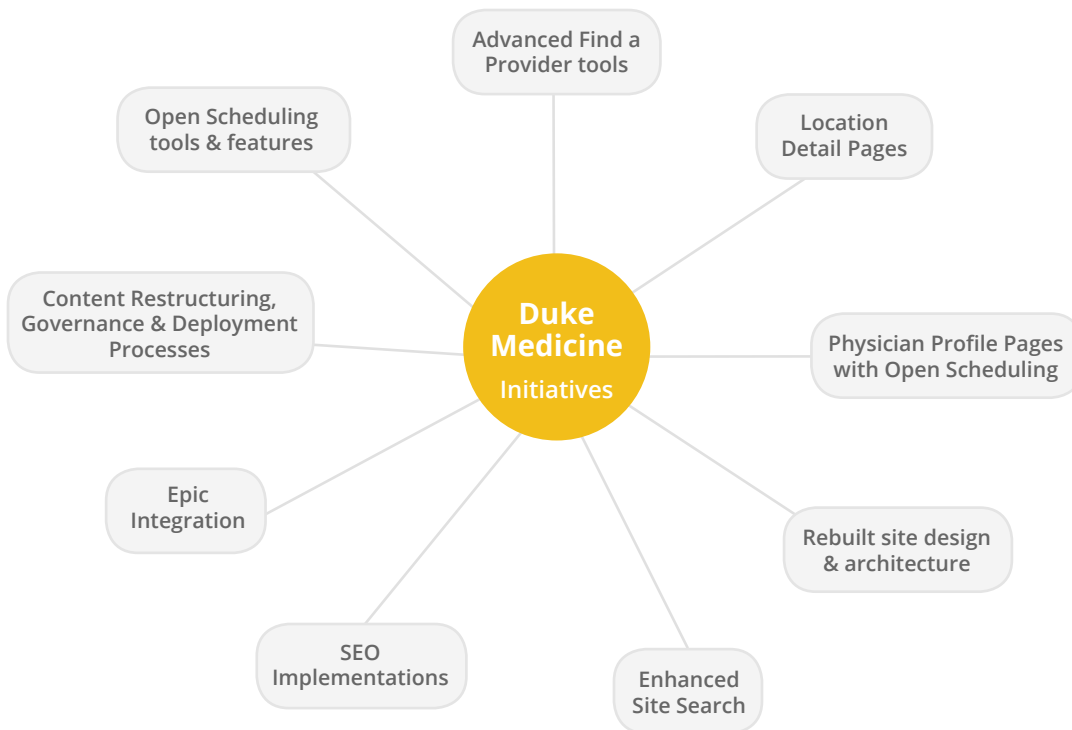
- Driving more patient volume in the hyper-competitive Greater Triangle Area in North Carolina
- Maintaining the stellar reputation of the organization

Duke Medicine had an outdated website that was designed to cater to the organizational needs more than the needs of patients. This of course was resulting in **lost revenue** and hurting the reputation of the health system in spite of its world-class care.

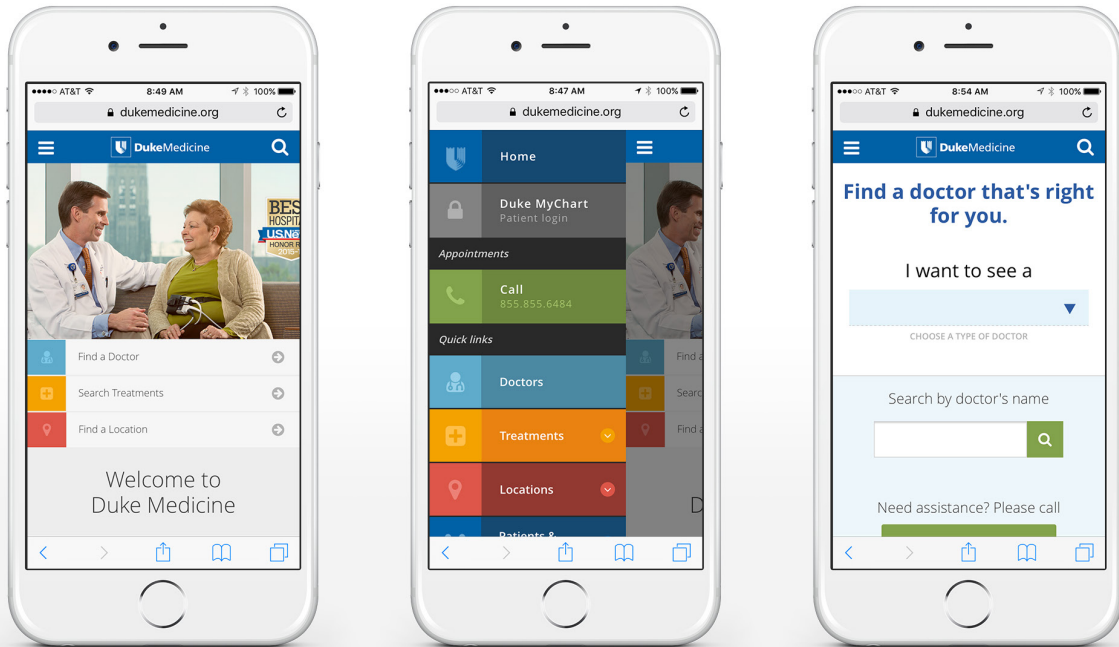
By bringing our team of business consultants, user experience experts and technologists we partnered with Duke Medicine to determine the need to reimagine the site as a “Deep Decision Platform”.



An advanced web experience designed to help users choose which physicians were right for their care.



The strategy required reimagining the entire structure, content and experience of the site. Further, it required a cultural shift for the Duke marketing and IT teams to operate in a way more akin to a software development organization.



But the results of our work are self-evident  
POST LAUNCH RESULTS 2013 - 2014

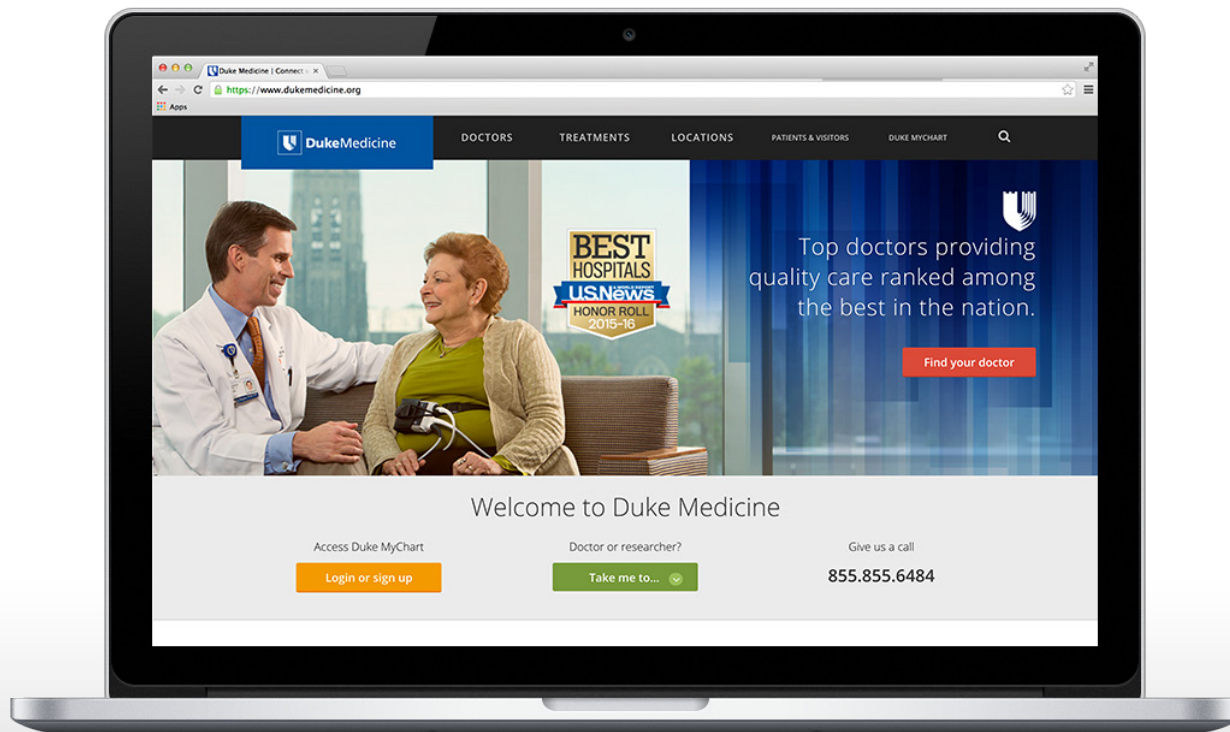
**350%**  
ROI ON  
MARKETING SPEND

▲ **20%**  
OUTPATIENT  
VISITS

▲ **25%**  
APPOINTMENT  
CALL VOLUME

▲ **37%**  
INPATIENT  
ADMISSIONS

▲ **43%**  
SURGICAL  
PROCEDURES



**FY 2013**

DUKEMEDICINE.ORG  
SITE LAUNCHES

**FY 2014**  
**350% ROI**

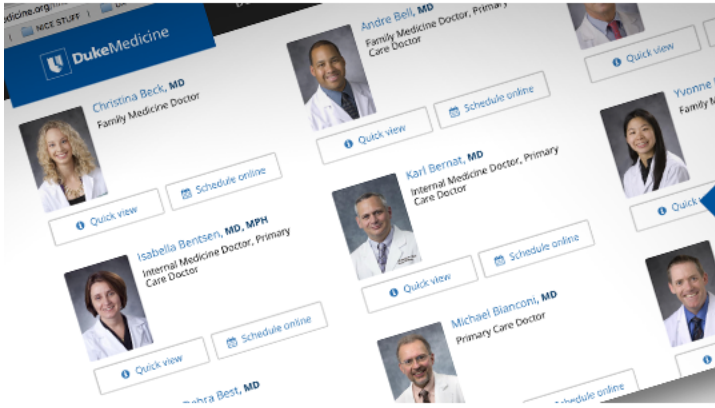


**FY 2015**  
**390% ROI**



# Open Scheduling

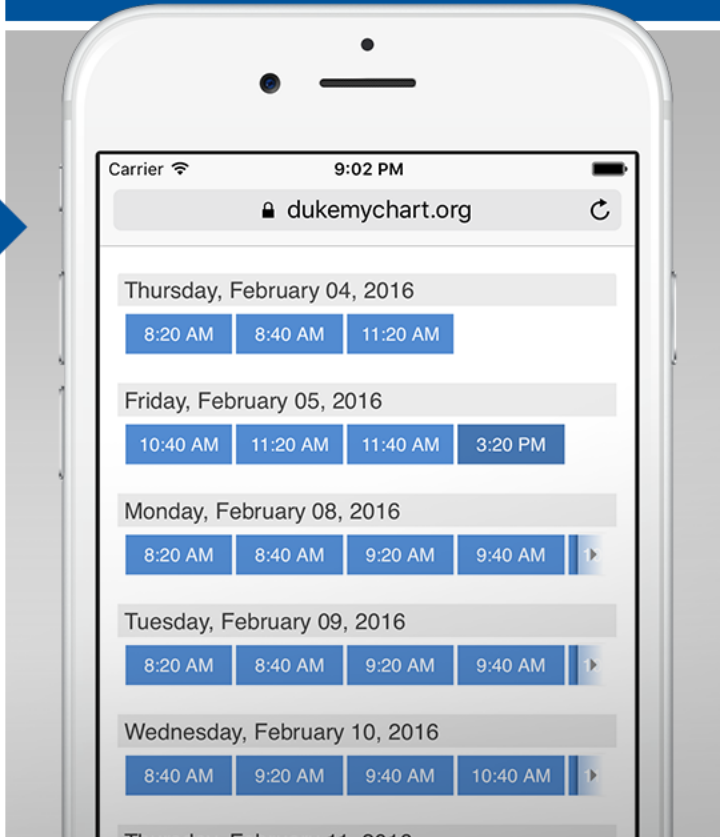
A seamless way for new patients to schedule with Duke doctors through DukeMedicine.org



**Customized Front End Experience**  
Modea re-designed the Epic Open Scheduling experience to fit the needs of the Duke patient

## Epic Integration with Physician Calendar

The Open Scheduling tool is engineered to link directly into the Epic EMR system



## Schedule with Jacqueline Campbell, ANP-BC

This internal medicine provider only sees patients over the age of 18. If the patient is under 18, please take a look at our family medicine doctors.

Yes, the patient is 18 or over.

Continue

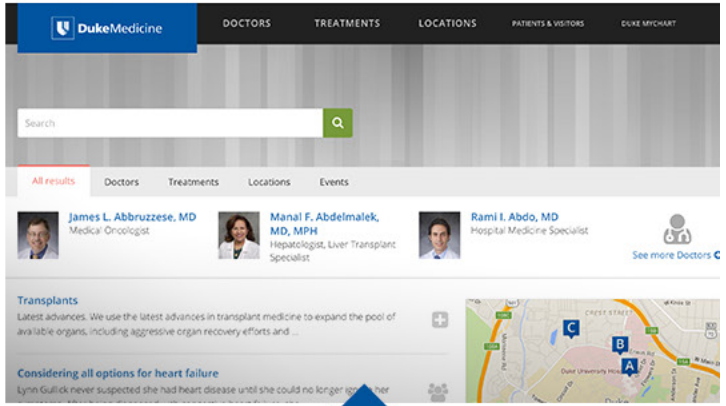
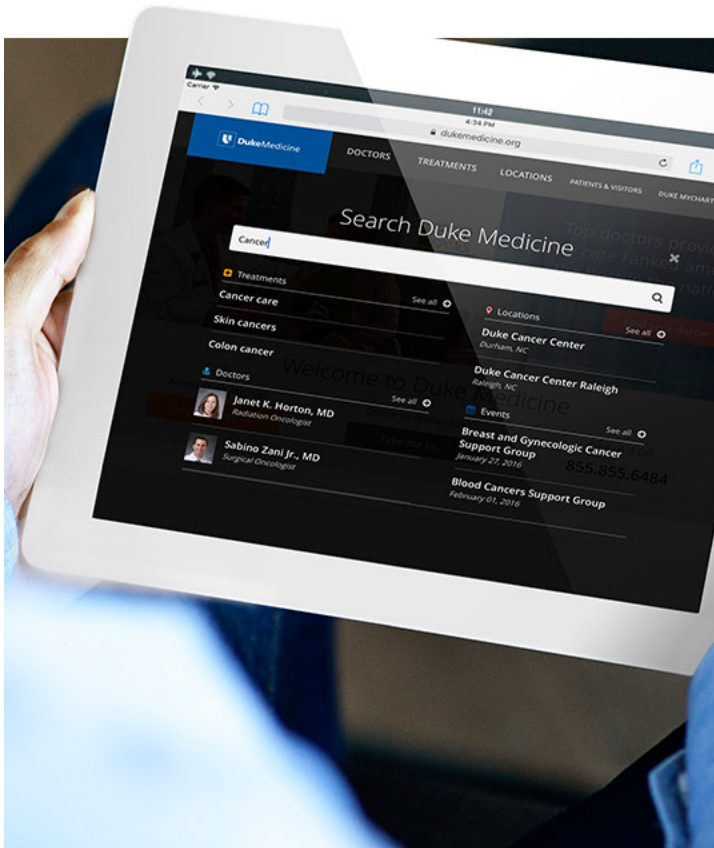
## Secure Scheduling Solution

The final experience is a fully secure digital scheduling experience for incoming patients



# Advanced Site Search

Borrowing from best practices of Web Search we reimagined the hospital site search experience

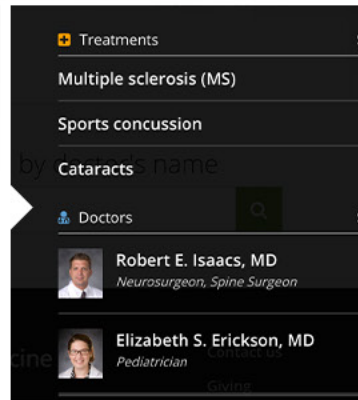


## Blended Search Results

Just like Google DukeMedicine.org presents different content types as the user searches (physicians, treatments, locations)

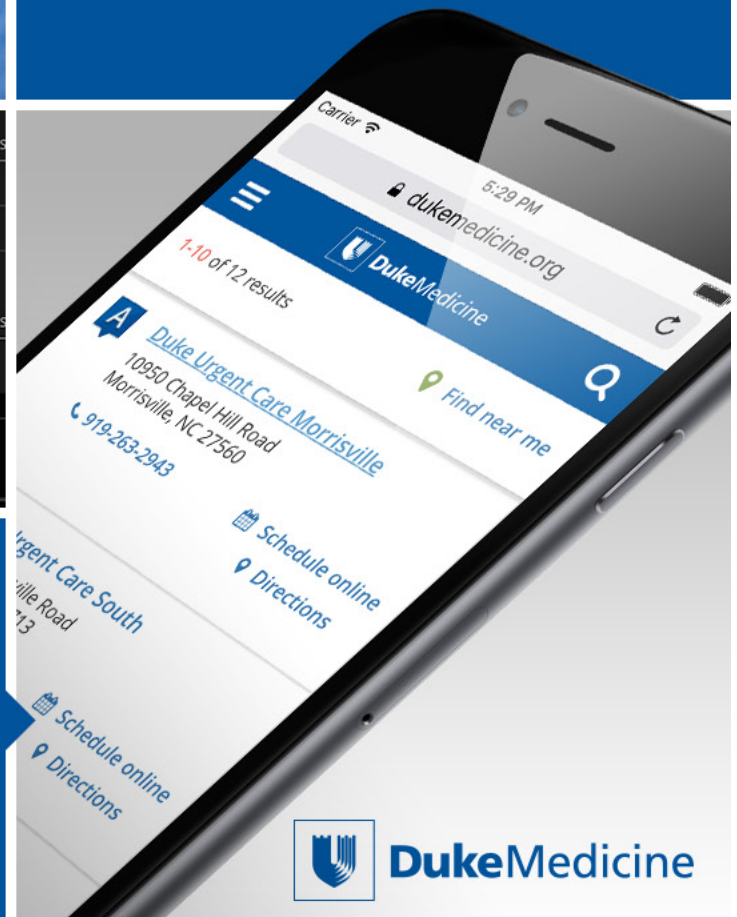
## Instant Search Results

Again like Google, we offer search results instantly as the user begins searching – making search a navigation tool.



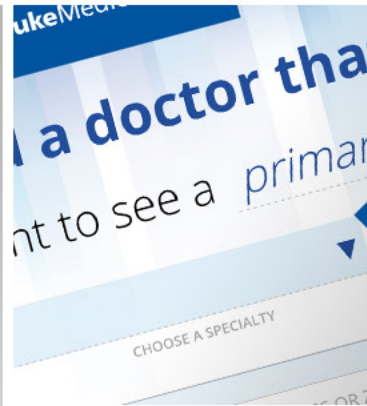
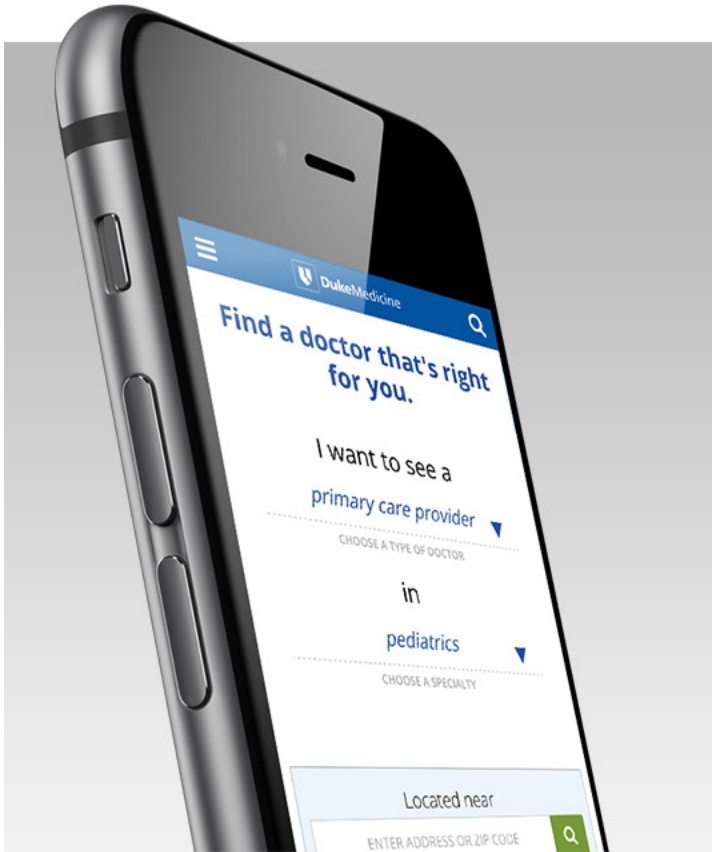
## Progressive Search Process Leading to Conversion

The search experience directly links to locations and physicians where users can directly “click-to-call” to convert.



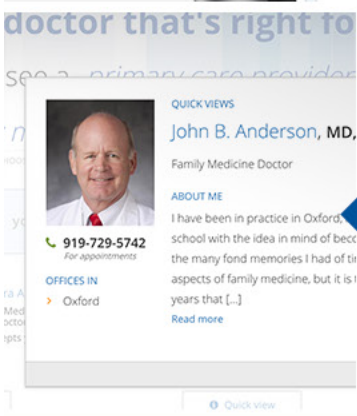
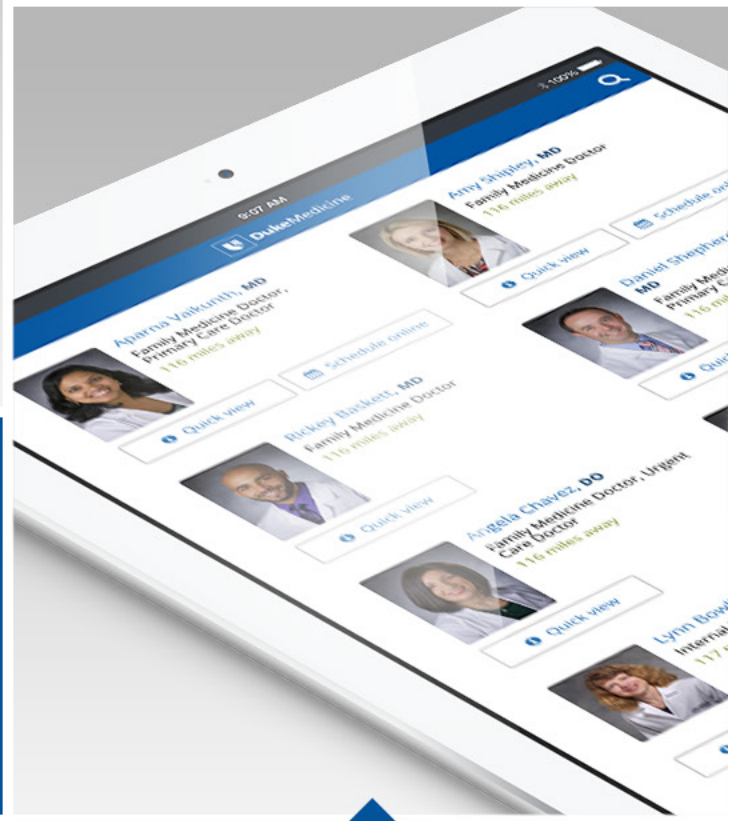
# Advanced Find a Doctor

A reinvented way to find the right physician for your care



## Natural Language Form

The "Mad Libs" form provides an intuitive first step to filter down from 2300+ physicians.

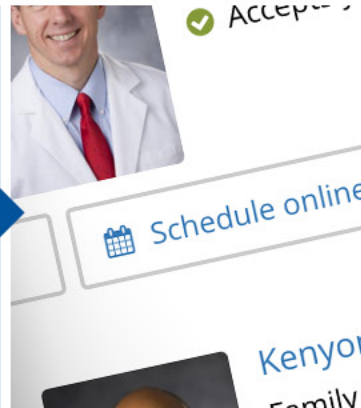


## Quick View

A feature borrowed from eCommerce, allowing people to comparison shop physicians.

## Schedule Online

The means to immediately schedule with the physician a new patient chooses – making the process a frictionless one.

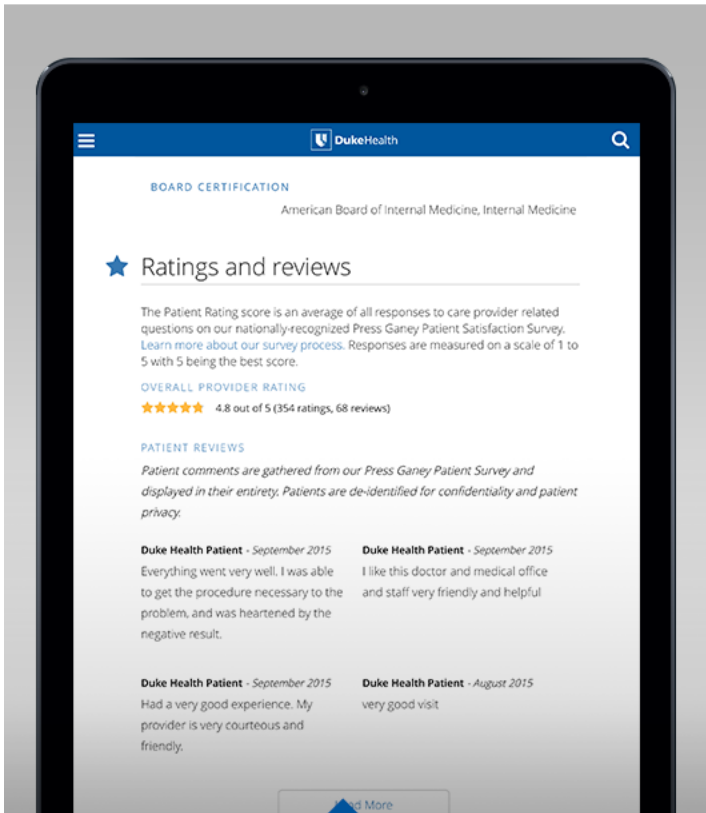


## Smart Filters

A set of intuitive filters – like distance from a patients current location - that both reduce the number of physicians and reorder them based on fit.

# Ratings and Reviews

Providing a metric and information that patients instinctively trust



## Seamless Integration

Modea brought Star Ratings to the places patients are learning about their physicians: Search results, Find-a-Doc, Profile Pages & Quick View



Samuel  
PhD, F  
Internal  
Primary



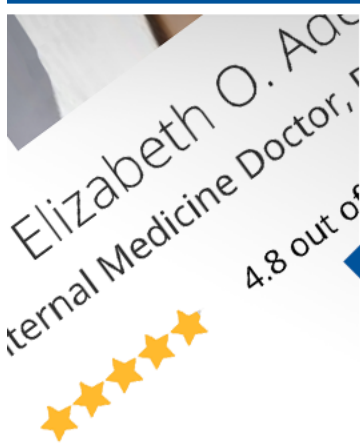
**i** Quick view

## DukeHealth.org + Review Data

We ensured that the Ratings & Reviews data was tied to the site in a way that updates would be automatic, dramatically reducing the time and cost to maintain

## Physician Reviews on Profiles

We ensured physicians would have the ability to preview reviews, while ensuring the most authentic reviews were featured on their profiles



## Making Star Ratings Accurate

Modea developed a unique methodology to make star ratings visually accurate to the tenth of a rating - something even Amazon.com doesn't do!



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## THANK YOU

If you'd like a more in-depth walk through or learn more  
about our healthcare practice please email us at

[marketing@modea.com](mailto:marketing@modea.com)

