KHN Digital Roadmap

2019

FROM A SEA OF POTENTIAL TO THE PEAK OF REALITY

Anthony Brown
Director of Digital Guest Experience
Information Systems, CFI

Learning Objectives

▶ Outline the "Digital Problem"

▶ Frame the KHN digital roadmap objectives

▶ Review current projects and future projects

▶ Q&A

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The KHN Digital Problem

▶ The (continued) rise of consumerism is forcing the healthcare industry to provide patient-facing technologies which deliver services on par with other industries.

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The KHN Digital Problem

▶ KHN has not had a comprehensive and coordinated approach to engage guests digitally.

Access

Experience

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▶ <u>Fun Fact:</u> We have to make choices in life

▶ Opinion #1: Give me all the options...then I will choose!

▶ Opinion #2: Give me a few *good* options...then I'll choose!

▶ Opinion #3: Just tell me what to do and I'll do it!

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DIGITAL ROADMAP

Quick Wins

Form steering group to evaluate demand, champion

Partner with PFACs to begin collecting guest insights and testing ideas

2019

Consolidation of DX technologies throughout the Network starts

Begin working with other Access owners on Persona Journey Mapping

Quick Wins

MyChart Open Scheduling

KHN branding in native MyChart app

2019

MyChart Gold Stars from level 1 to 5

Creating a Digital Front Door

▶ Value Proposition

   ▶ Access

   ▶ Experience

   ▶ Platform

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Telemedicine Battle Front

▶ Examples

1. TeleDoc
2. ZocDoc
3. Lemonaid
4. Digital Assistants
5. Many, many more

Value Vampire
A disruptive player whose competitive advantage shrinks overall market size.

- Places incumbents on the defensive
- Uses cost value to shrink margins and/or revenue of incumbents
- May also use experience value (renders incumbents obsolete) or platform value (rapidly acquires market share)
- Most dangerous value vampires practice "combinatorial disruption" (all three sources of value at once)

Figure 9: "Value Vampires" Defined
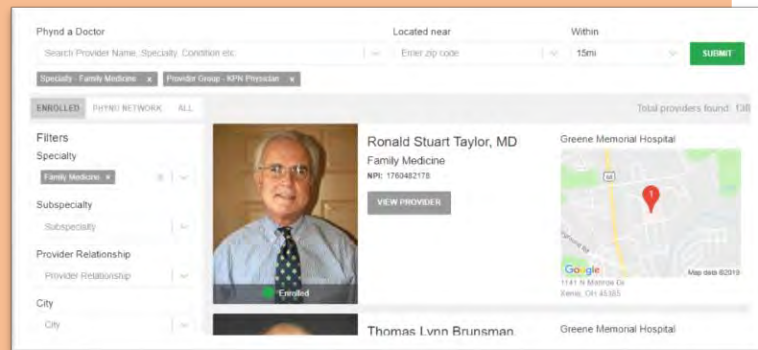Source: Global Center for Digital Business Transformation. 2015

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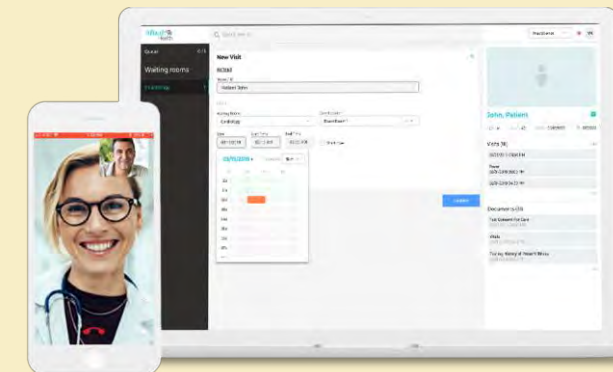
Adding more ways to do things online

Pipeline

Future

▶ Welco...
expansio...

And
Much
More!

...way-

...al Assistant &
Companion

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Final Thoughts

Thank You!

(questions)

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Reference

▶ [Link to Current Roadmap](#)

▶ ClipArt from http://freepik.com