

Digital Media Strategy Consultation

Texas Center for
Joint Health



Goals & Priorities

Goal: Develop digital strategy by improving user experience and other foundational elements of digital marketing

Goal: Quality content as an exercise in brand building.

Executing a best in class content strategy can help boost your brand, increase your reach within Google and other search engines, and position your company as a thought leader.

Goal: Provide an alternative method for patients to evaluate doctors online.

Patients have few ways to determine the quality of a doctor on the internet. Most patients prefer recommendations from friends and family, and reviews approximate that in theory. In practice, doctors can use media to show their expertise and dictate the conversation on their terms.

Goal: Develop digital media channels into a robust method for customer acquisition.

Content Strategy

Guests / Co-hosts etc.

- If the guest is in Dallas or nearby, I could bring a recording set up to where they live, clean + disinfect the equipment, and then leave it for them outside their door.

Production

- More discussion will be needed.
- Rick has a very well soundproofed theater.
- I have all the component pieces of a recording studio, but it is all in storage in NYC.
- Anyone who is identified as a host or cohost should have studio quality audio. Most people will not listen to audio that is not well produced, but 'callers' or guests often get a pass.

SEO & Best Practices Audit Conclusions

No problems were found.

My audit of the Texas Health website, web presence, and social media practices indicated that everything was running smoothly.

Rick confirmed that emails & mail is regularly sent to a strong base of subscriber - this is also great.

Social media is well run, all patient engagement was positive.

Active reputation management when patients express dissatisfaction on review sites.

- There are dynamics specific to medical websites that take priority over universal usability principles, so some of these issues are likely to be uninformed - I don't have the expertise and context required to properly evaluate certain aspects of the site's design.
- Example: is the typical joint-replacement patient demographically resistant to website changes, making it impractical to implement additional features / make improvements?

Some design & usability issues

Usability

- It is not a good idea to complicate or obscure the primary functions of the website, like paying bills or scheduling appointments.
- The visibility of podcasting content is low priority
- This means that users will rarely visit the site with the intention of viewing/listening to any media.
- Keeping visitors engaged - maintaining their momentum - by making the website easy to use will provide opportunities to discover.



UTILITY



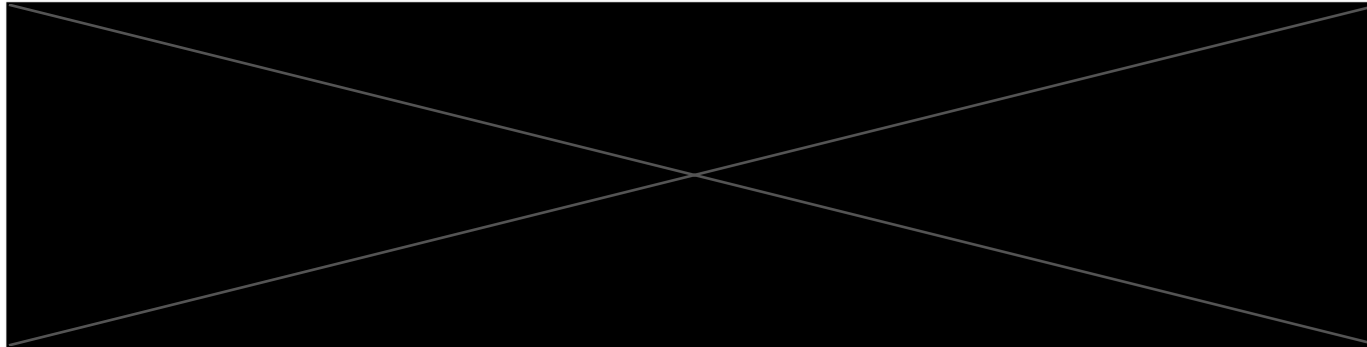
USEABLE



ACCESSIBLE



DELIGHTFUL



Each doctor should have a primary digital property that they own and control. A personal website is your own forum, a website that clearly presents all the critical information **they want emphasized.**

A website is a virtual window into an office. This is particularly important at the current moment, when patients are online.

Recent Highest Lowest **Most Helpful**



[Reply](#) [Flag](#)

Would not recommend Dr. Reitman to do surgery on anyone. Did three surgeries in three months on my knee. Destroying my knee and then telling me to get out of his office and don't come back. Said he couldn't fix my knee because something was wrong with my body. Destroyed knee and no other surgeon wanted any part of his screw up.

Was this helpful? [Thumbs up](#) 13 [Thumbs down](#) 5

Rockwall, TX – May 21, 2016

How likely is this story - 'get out of my office and don't come back'? Yet this improbable story from a disgruntled patient's review was voted helpful 13 times.



[Reply](#) [Flag](#)

Office staff schedules appointment with wrong person, leaves message on phone for 1pm, then claims appt was an hour later. Priceless when i played voicemail they left with 1pm appt. Office staff is incompetent, remember to document all interactions. It won't let you see the Dr., but at least when staff makes excuses and lies you can make them look (more) stupid. Check out Dr. Buch instead.

Was this helpful? [Thumbs up](#) 12 [Thumbs down](#) 3

Office staff lazy, incompetent. Hard to see Dr. in dallas – Dec 22, 2015

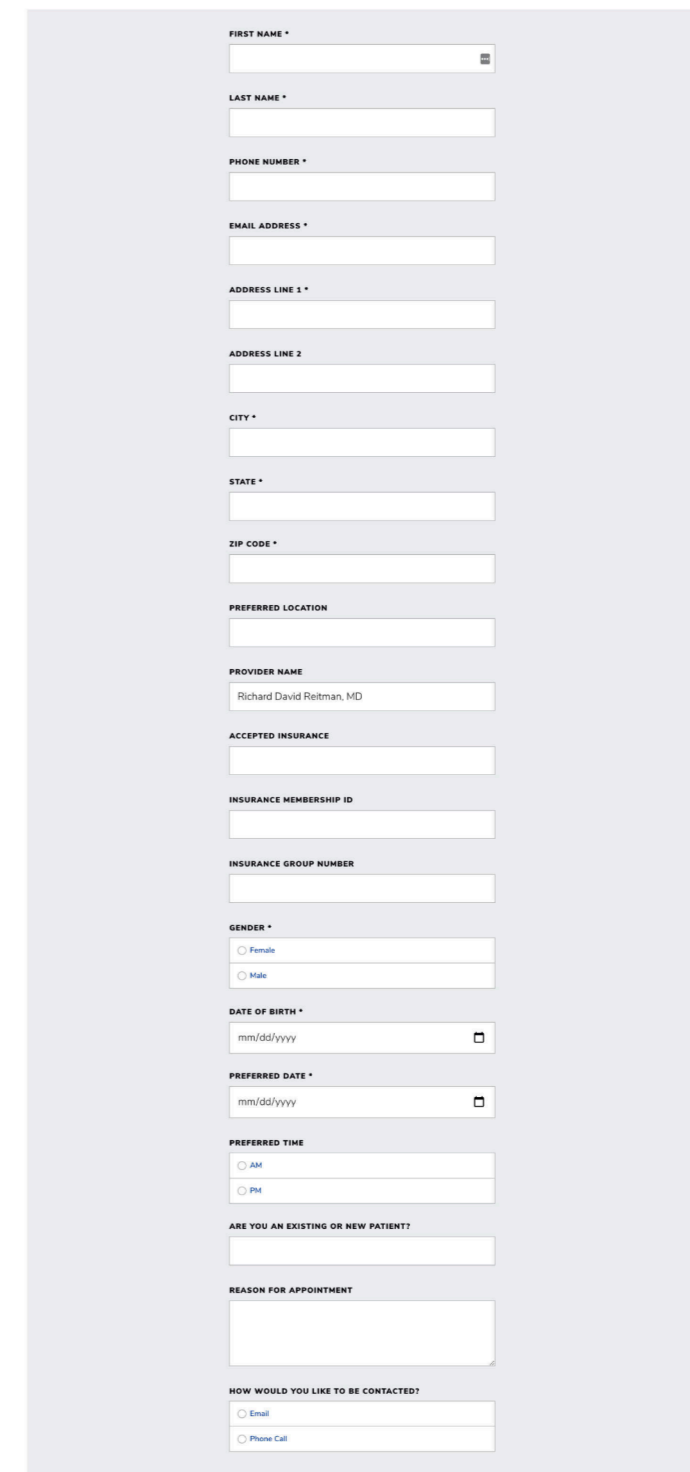
This review does not even mention Dr. Reitman. It is also absurd and insulting. Yet - voted helpful 12 times!

User Experience Recommendation

Appointment Form

This contact form is accessible from Rick Reitman's profile on the main website.

The design is a bit overwhelming, and might be more digestible if presented in a different way.



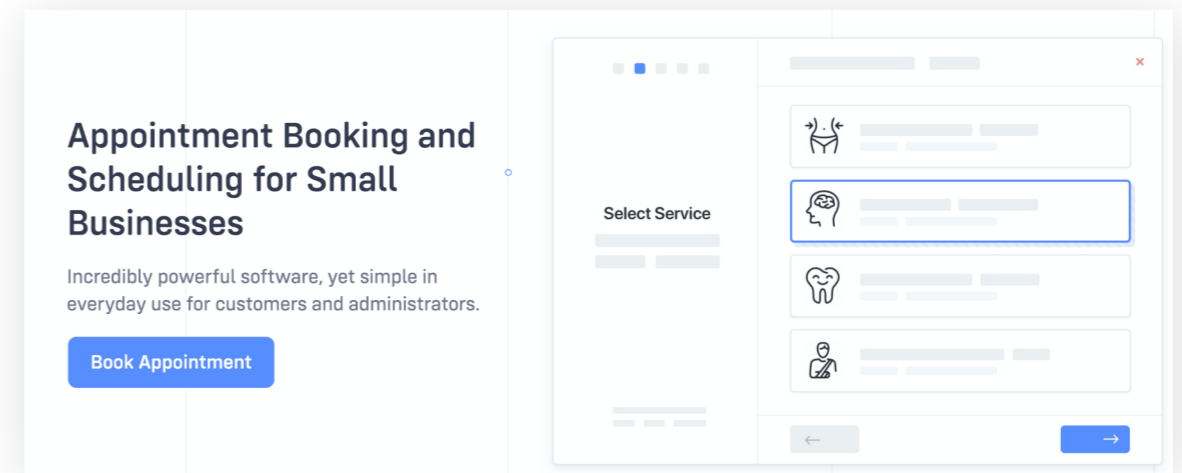
The screenshot displays a vertical medical appointment form. It begins with fields for 'FIRST NAME *', 'LAST NAME *', 'PHONE NUMBER *', 'EMAIL ADDRESS *', 'ADDRESS LINE 1 *', 'ADDRESS LINE 2', 'CITY *', 'STATE *', and 'ZIP CODE *'. Below these are 'PREFERRED LOCATION' and 'PROVIDER NAME' (pre-filled with 'Richard David Reitman, MD'). The form continues with 'ACCEPTED INSURANCE', 'INSURANCE MEMBERSHIP ID', and 'INSURANCE GROUP NUMBER'. A 'GENDER *' section includes radio buttons for 'Female' and 'Male'. 'DATE OF BIRTH *' and 'PREFERRED DATE *' are followed by date pickers. 'PREFERRED TIME' has radio buttons for 'AM' and 'PM'. The 'ARE YOU AN EXISTING OR NEW PATIENT?' field is a simple text box. 'REASON FOR APPOINTMENT' is a larger text area. Finally, 'HOW WOULD YOU LIKE TO BE CONTACTED?' has radio buttons for 'Email' and 'Phone Call'.

[Link: Reitman contact form](#)

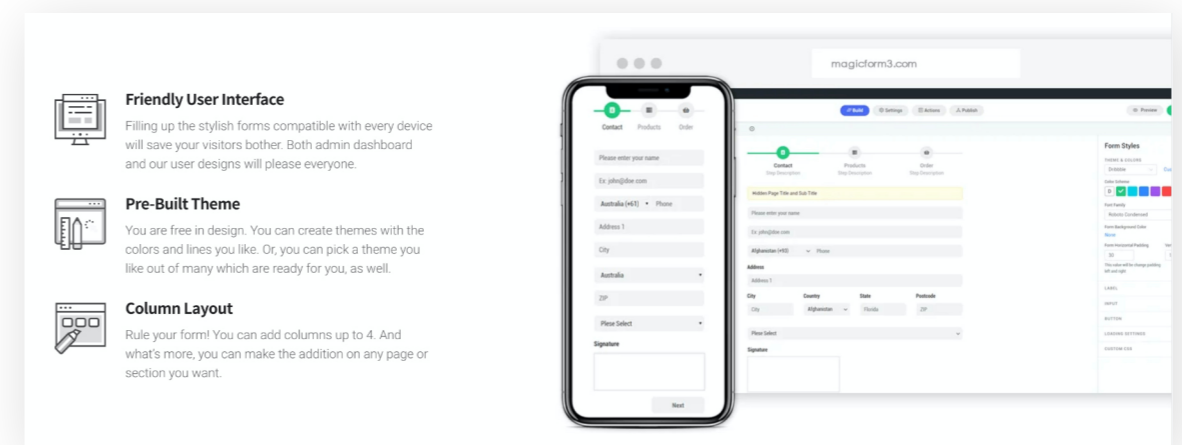
User Experience Recommendation

Booking / Appointment Forms

- Make process as easy as possible
- Integrated booking experience across websites
- New front-end experience can be adapted to existing admin if necessary (does not change anything for admin/staff, just for patient)
- The ones listed here are very basic systems that I am considering, but there are better options for a large healthcare system with better interoperability with the software you are currently using.



Latepoint Appointment Booking Software



MagicForm

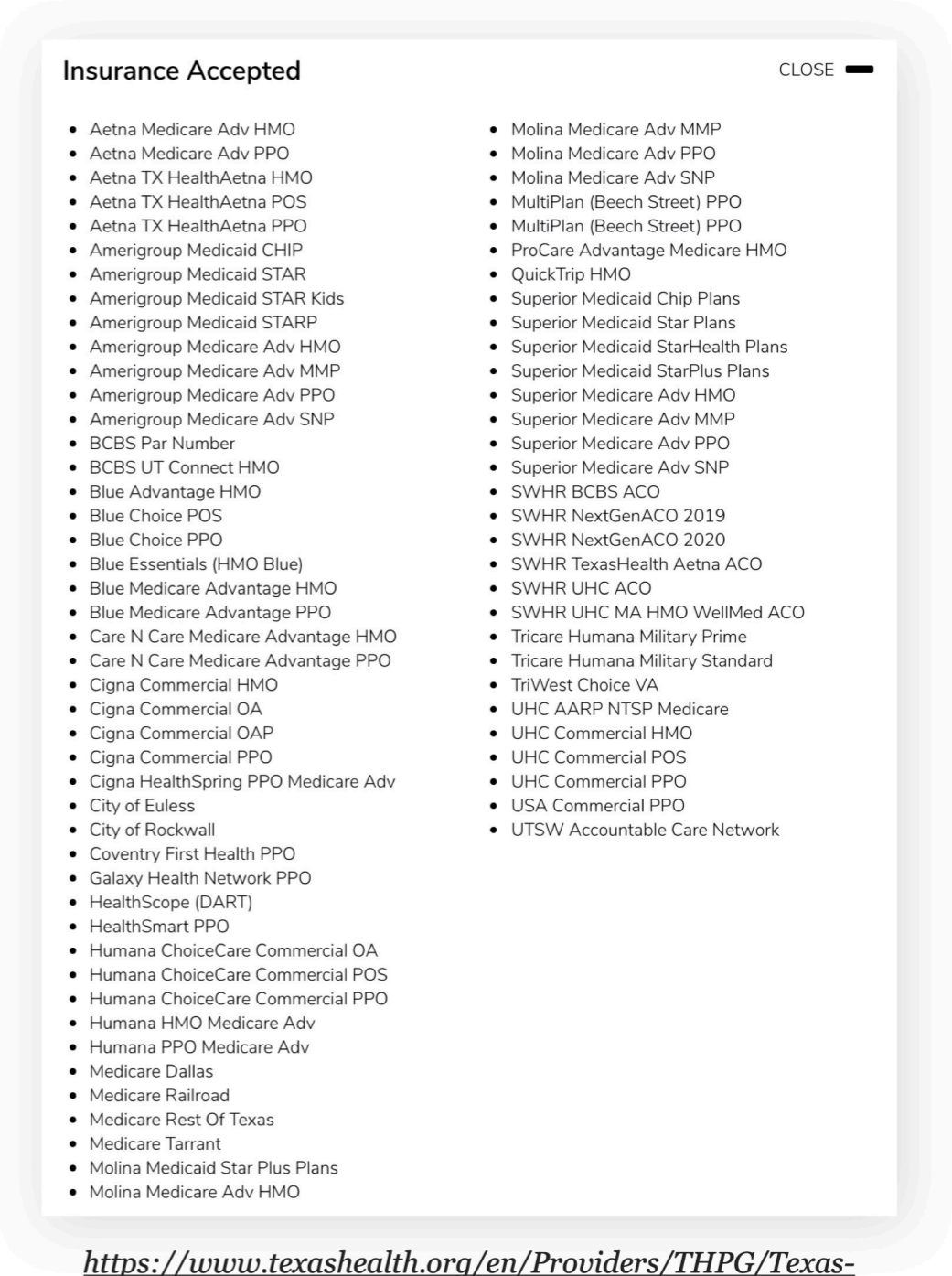


Amelia Booking Software

User Experience Recommendation

Insurance Check

- Avoid blocks of unstructured information without hierarchy, filtering options, organization, etc.
- [healthgrades.com](https://www.healthgrades.com) has an ‘insurance check’ feature that is very well designed. Consider implementing a similar feature.



<https://www.texashealth.org/en/Providers/THPG/Texas-Center-For-Joint-Replacement/Orthopedics/richard-david-reitman-md>

User Experience Recommendations

Insurance Check

[healthgrades.com](https://www.healthgrades.com/physician/dr-richard-reitman-2vsfy) Insurance Check

- <https://www.healthgrades.com/physician/dr-richard-reitman-2vsfy>

Insurance Check

Search for your insurance provider

Try: [Aetna](#), [Anthem](#), [Blue Cross Blue Shield](#), or [Cigna](#)

Insurance Check

Search for your insurance provider

POPULAR CARRIERS

Aetna

Anthem

Blue Cross Blue Shield

Cigna

Insurance Check

Search for your insurance provider

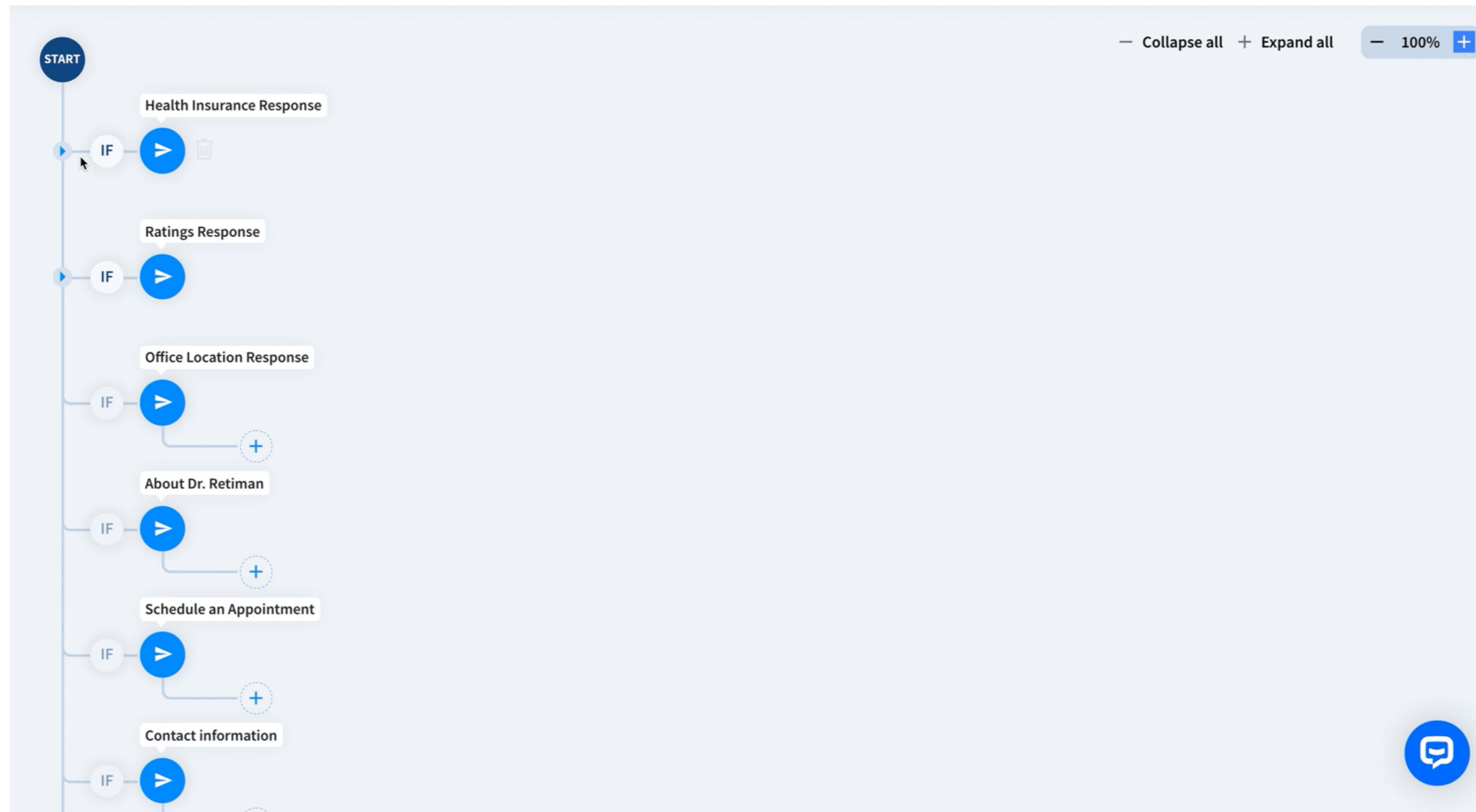
Aetna

✓

Dr. Reitman accepts the following Aetna plans

- Aetna HMO
- Choice Plus POS II

Accepted insurance can change. Please double-check when making an appointment.
[\(972\) 608-8868](#)



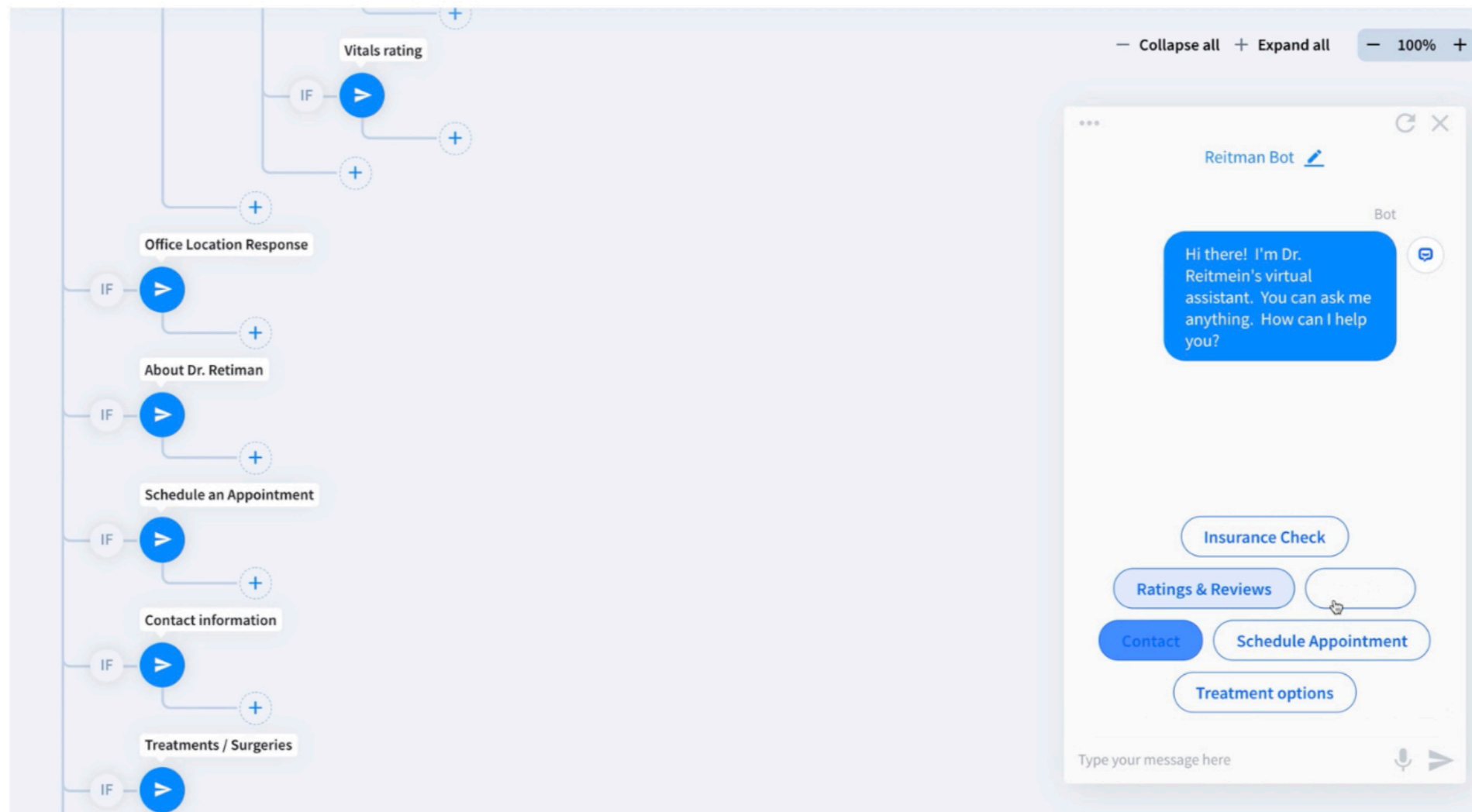
health insurance check prototype demo

Automation

Virtual Assistant / AI chatbot

One way to provide a quick answer to the common health insurance query is through an ai system like this one.

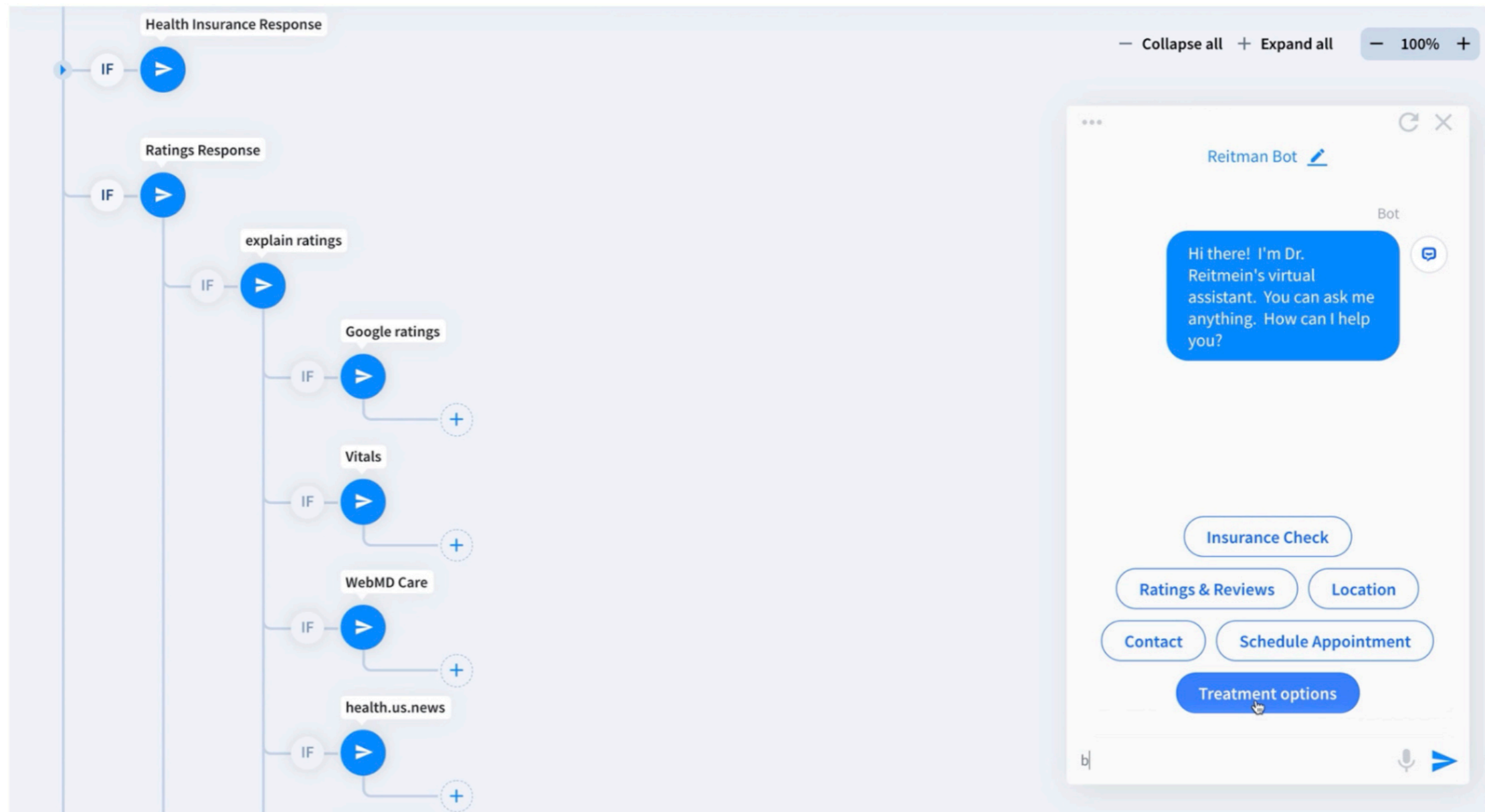
By providing a framework for the ‘insurance check’ interaction, the system can be trained to respond to many of the common reasons for viewing the website.



Location

A virtual assistant can approximate a receptionist, making your website into a digital office space for patients.

Also, one reason for the increasing popularity of these ai chat systems is that chat is very well suited to mobile interaction.



Review query demo

Centralized Digital Analytics

A centralized digital property with a robust analytics platform is needed to measure and improve effectiveness. Sites need to drive engagement and traffic to the main Texas Health website.

If possible, physician websites will be found when patients search for that doctor.

Integrating each website so that users are filtered into through that centralized platform will provide valuable insights about the performance and effectiveness of different promotional strategies.

That data can inform decisions about new podcast episodes, popular guests, and popular topics.