

# Scaling Digital Innovation at PSJH

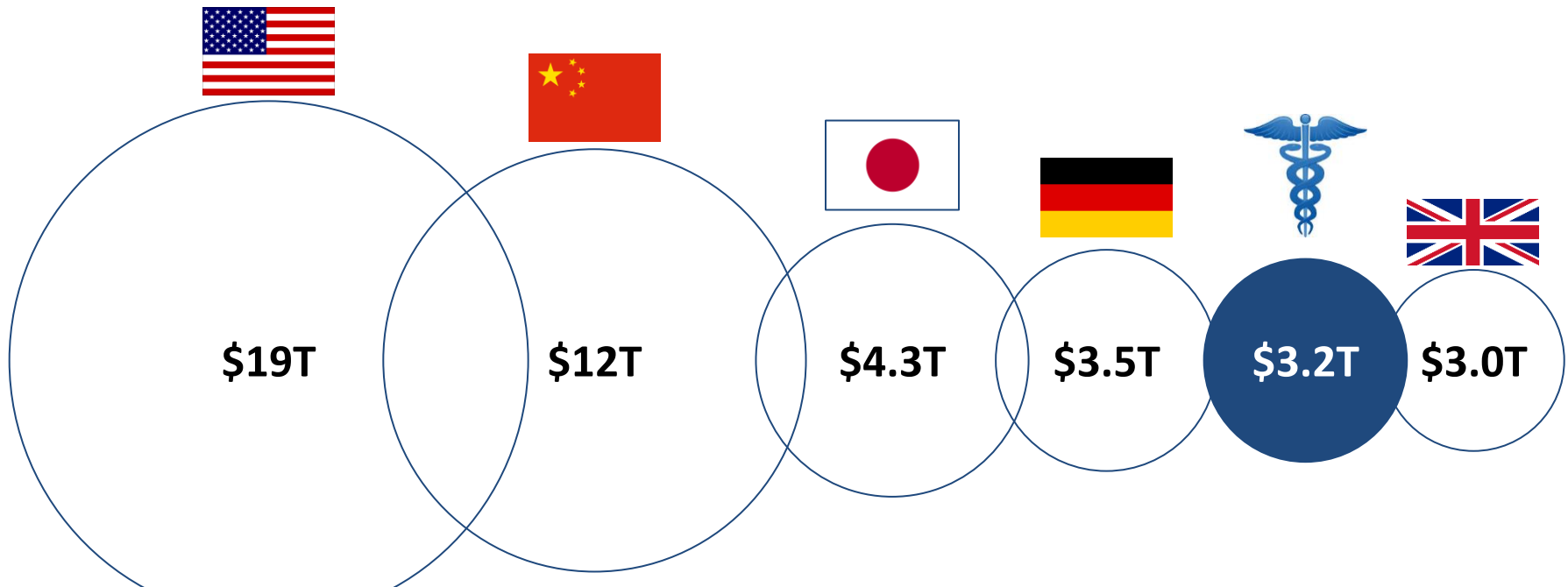
*February 16, 2017*

*The Leadership Institute*

# Providence St. Joseph Health Digital

- How We Think About Innovation
- PSJH Digital Organization
- Digital/Consumer Strategy
- Example Deployments

# The US Health System is Large and Complex: 5th Largest “Economy” in the World



**We need to focus on “needle moving” innovations that will scale**

# Innovative Organizations Think Differently

Purpose: Growth as a Visionary Agenda

People: Hire and Develop the Best

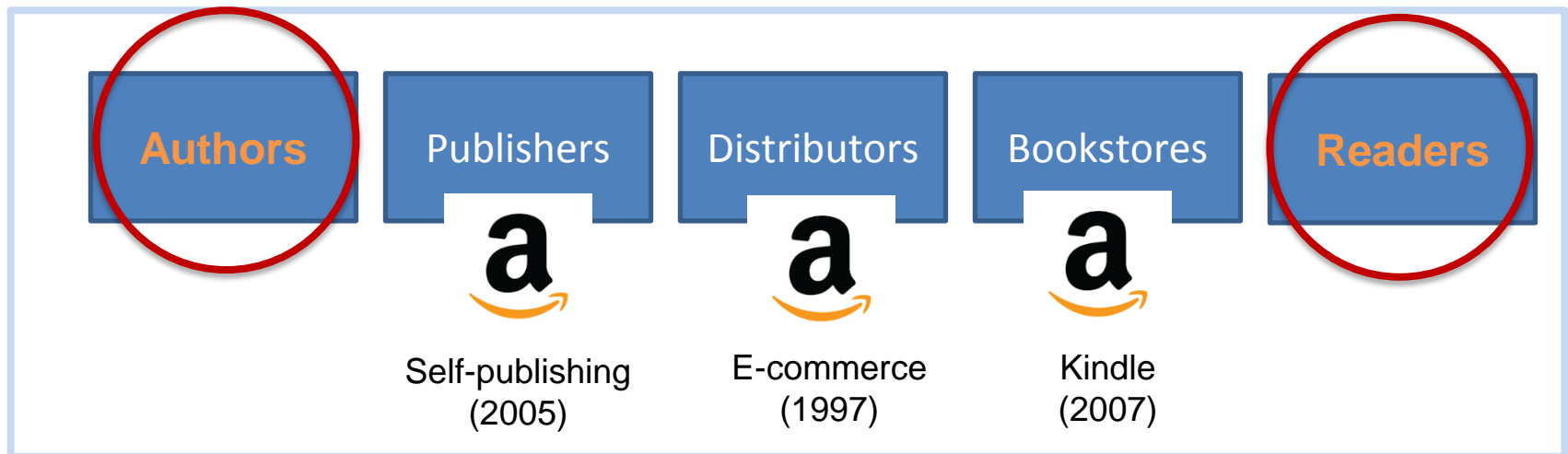
Process: Experiment, Scale, Repeat

Product: Built to Evolve (Quickly)

Platform: Open to Others to Build Upon

From: The Operating Model That Is Eating The World; Aaron Dignan

# Innovators Focus on the Ends of an Industry Value Chain: Creators and Consumers



# Innovators Focus on the Ends of an Industry Value Chain: Creators and Consumers



**If we don't disrupt our own business, somebody will...**

# Innovative Companies Focus On Things That Won't Change in the Future



**Lower Prices**

**Broader Choice**

**Convenience**



**Lower Costs**

**Better Outcomes**

**Patient/Clinician Experience**

A blue circle containing a white letter 'H'.

**50**  
HOSPITALS

A blue medical bag icon with a white cross.

**829**  
CLINICS

A blue silhouette of a person with a stethoscope.

**23k**  
PHYSICIANS

A blue icon showing one person standing and another in a wheelchair.

**106k**  
CAREGIVERS

A blue icon showing a group of five people.

**1.9m**  
COVERED LIVES

A blue icon of a head profile with a stethoscope.

**90**  
NON-ACUTE  
SERVICES

A blue icon of a house being held by two hands.

**14**  
SUPPORTIVE  
HOUSING  
FACILITIES

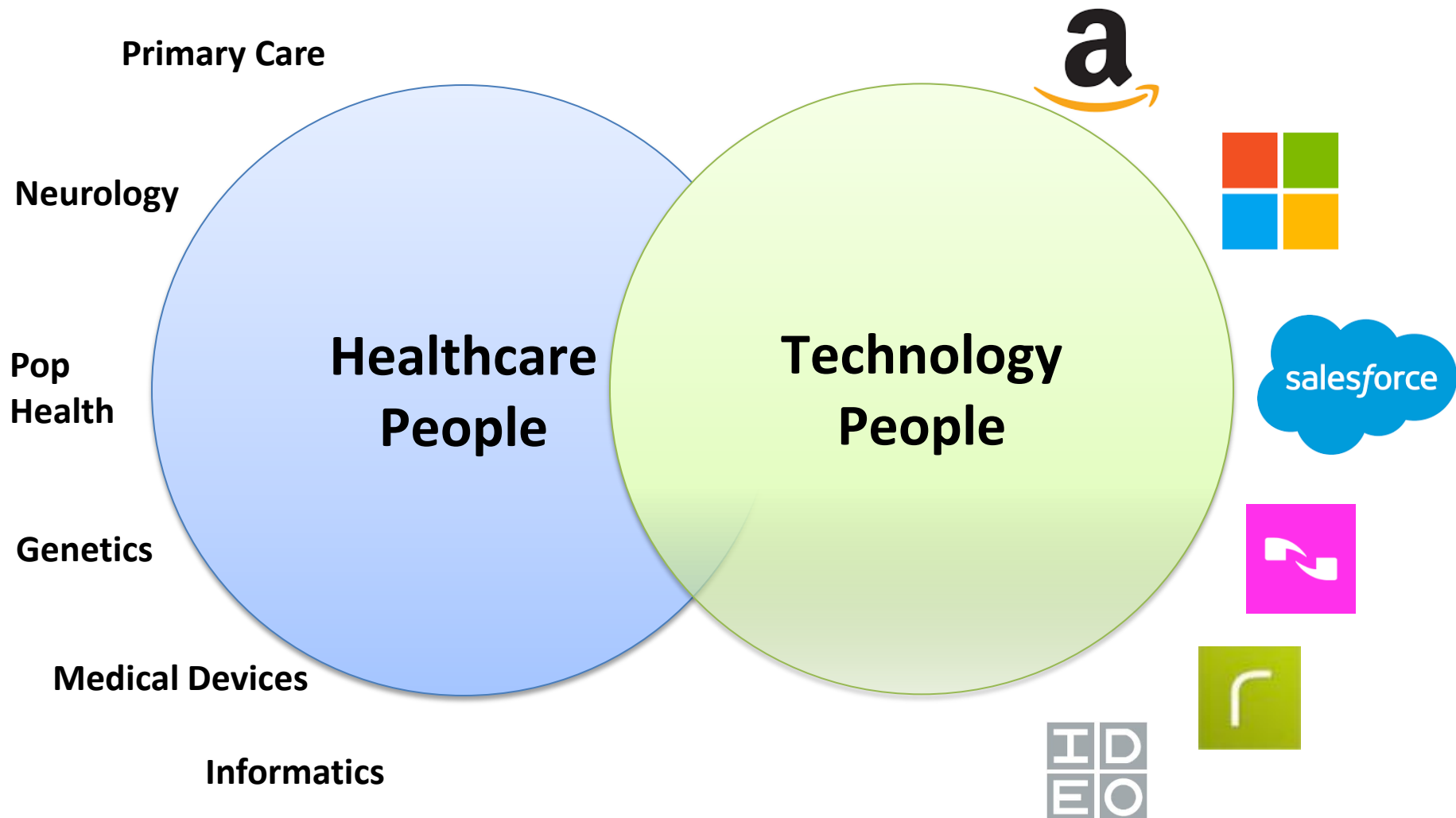
A blue icon of a person standing next to a presentation board.

HIGH SCHOOL,  
NURSING SCHOOLS  
AND UNIVERSITY

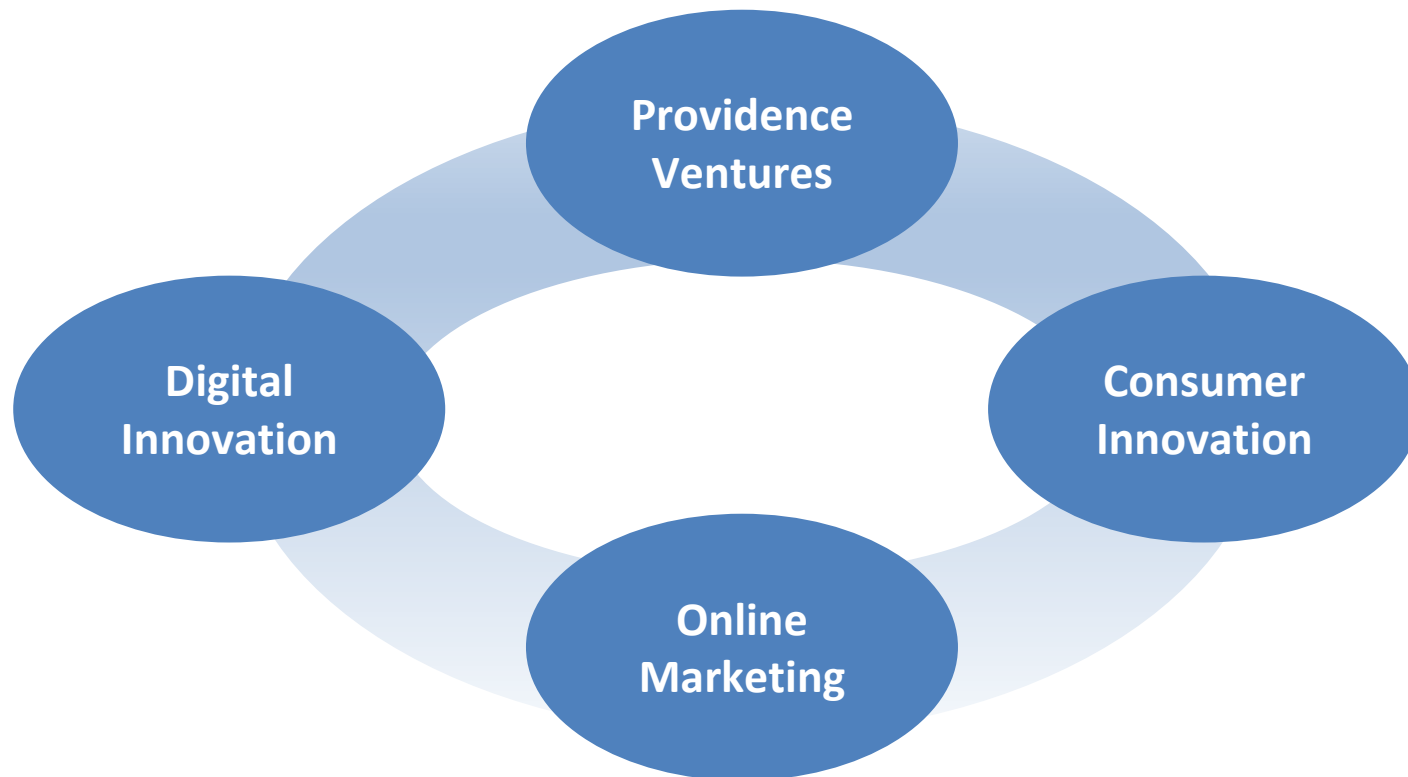
**PSJH Digital:**  
**Discover** Important Digital Innovations,  
**Demonstrate** They Work, and  
Bring them to **Scale**



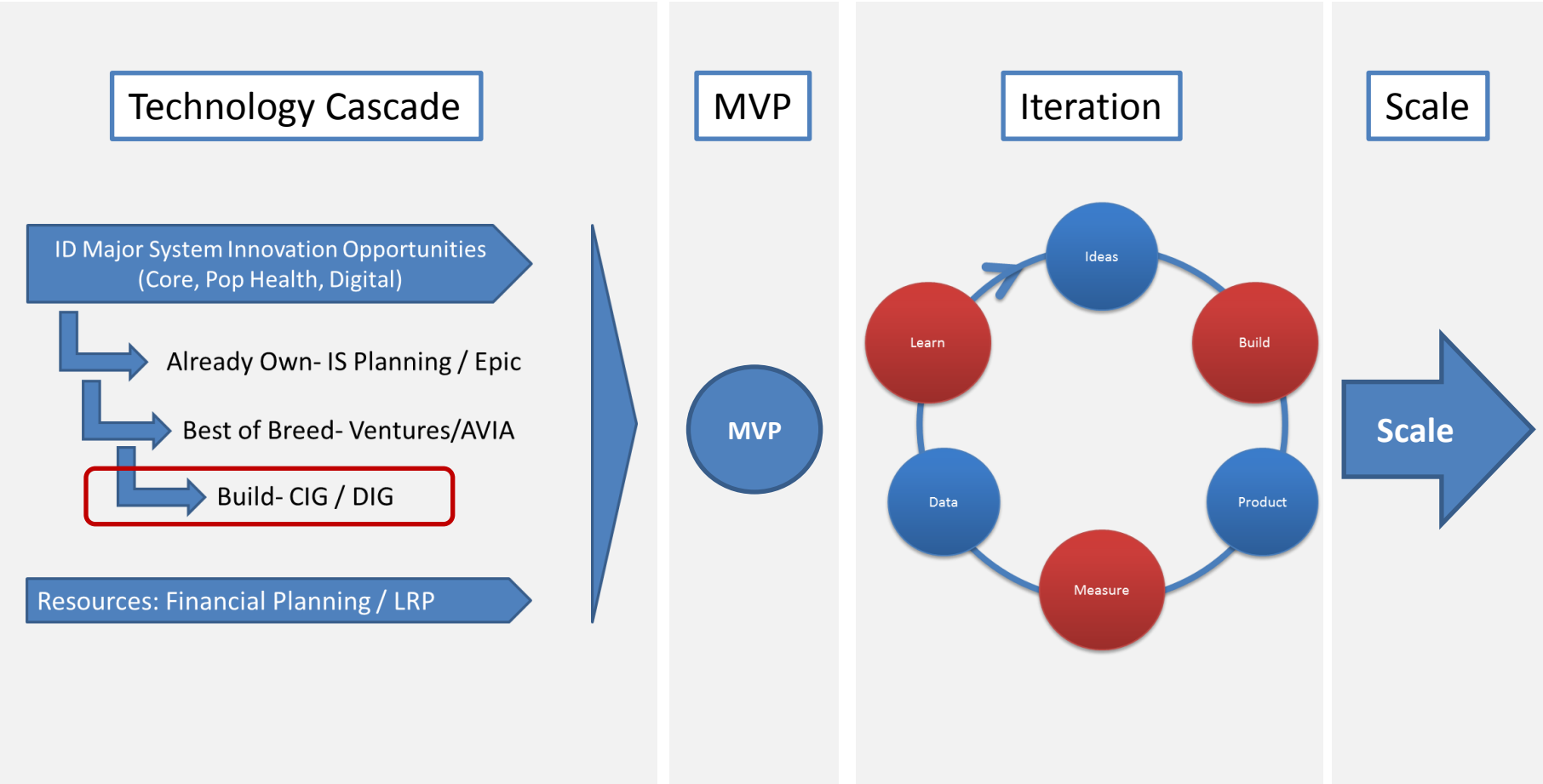
# People: Technology + Health Care



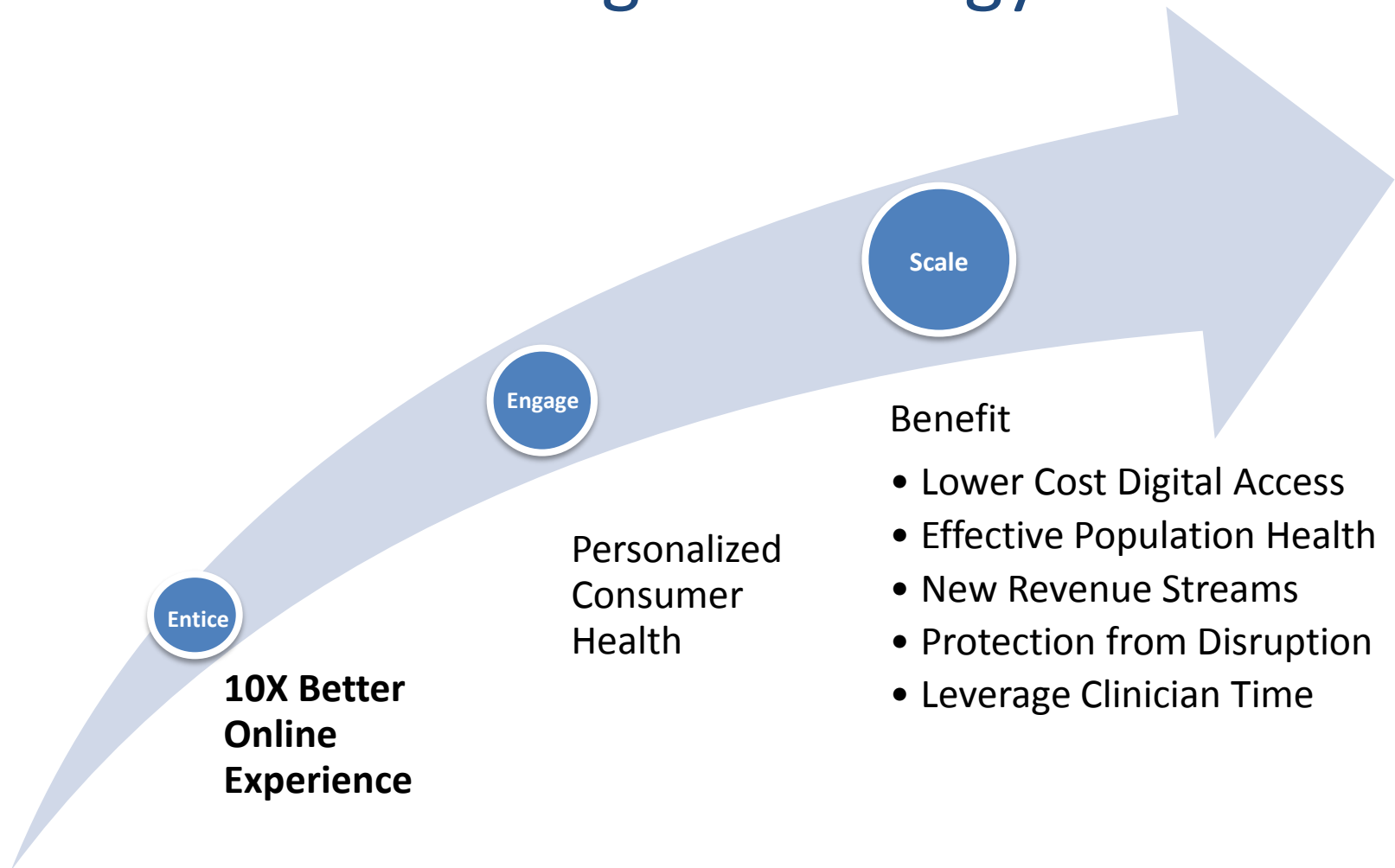
# Four Digital Teams



# How We Build Products

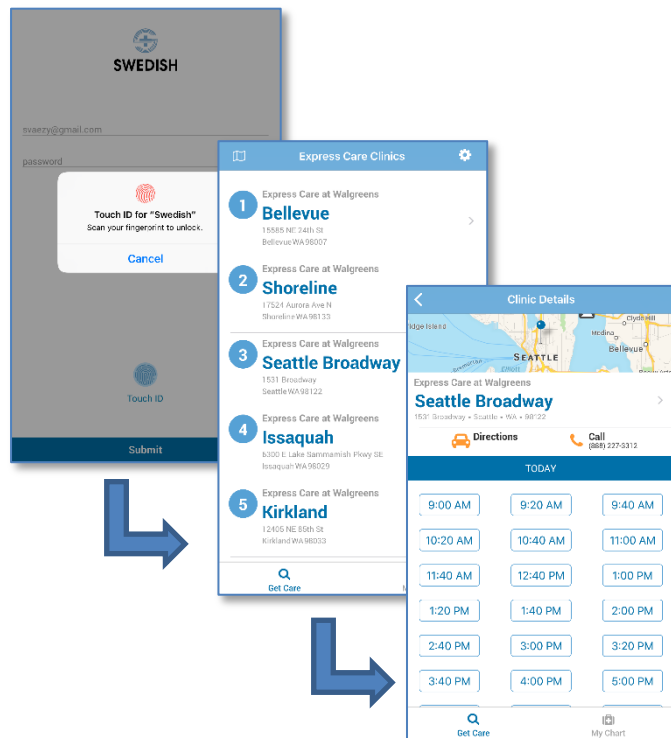


# PSJH Digital Strategy

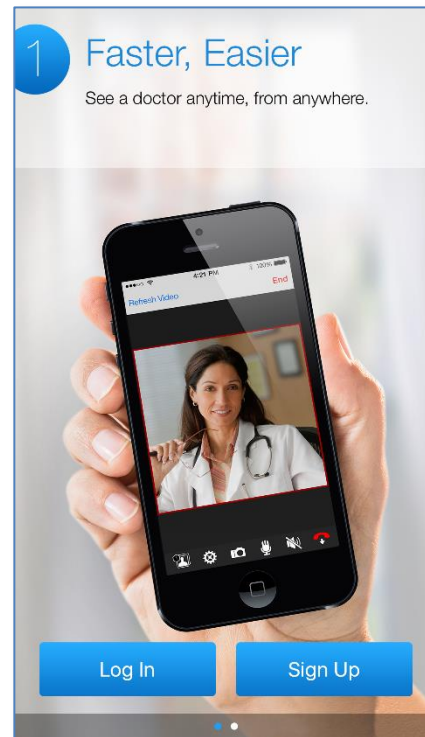


# Create the 10X Better Digital Experience

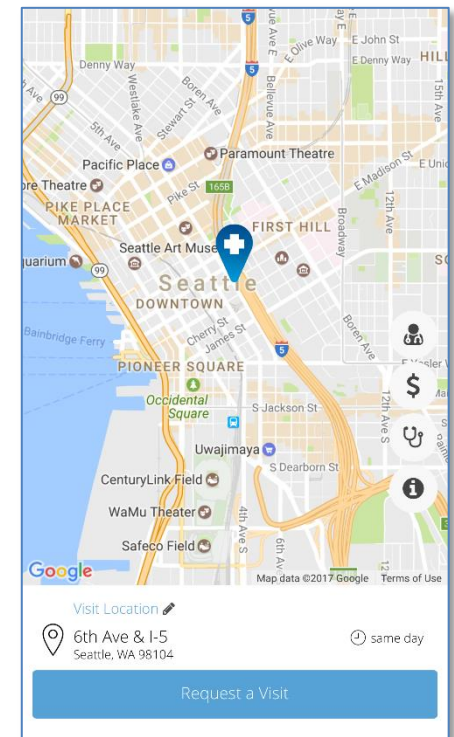
## Express Care Clinic



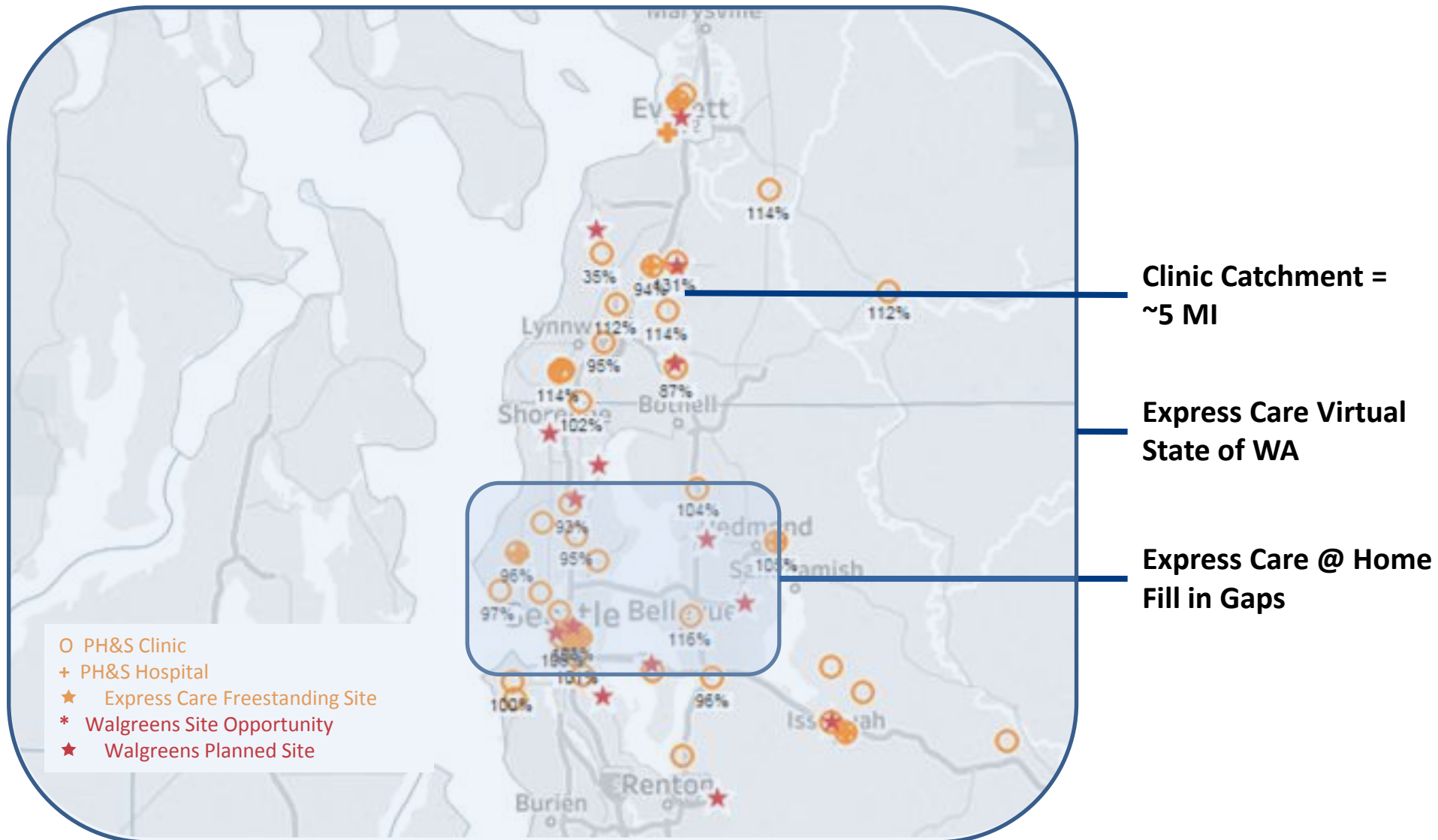
## Express Care Virtual



## Express Care @Home



# Make Care Available Everywhere



# The Convenient Patient Centered Medical Home

**PROVIDENCE**  
Express Care On-Line

**SWEDISH**  
EXPRESS CARE On-line



**PROVIDENCE**  
Express Care Virtual

**SWEDISH**  
EXPRESS CARE VIRTUAL



**PROVIDENCE**  
Health & Services

Patient Centered Medical  
Home

**Epic**

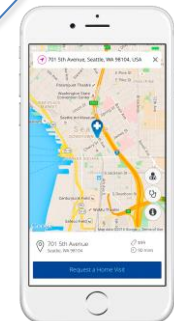
**PROVIDENCE**  
Express Care

**SWEDISH**  
EXPRESS CARE



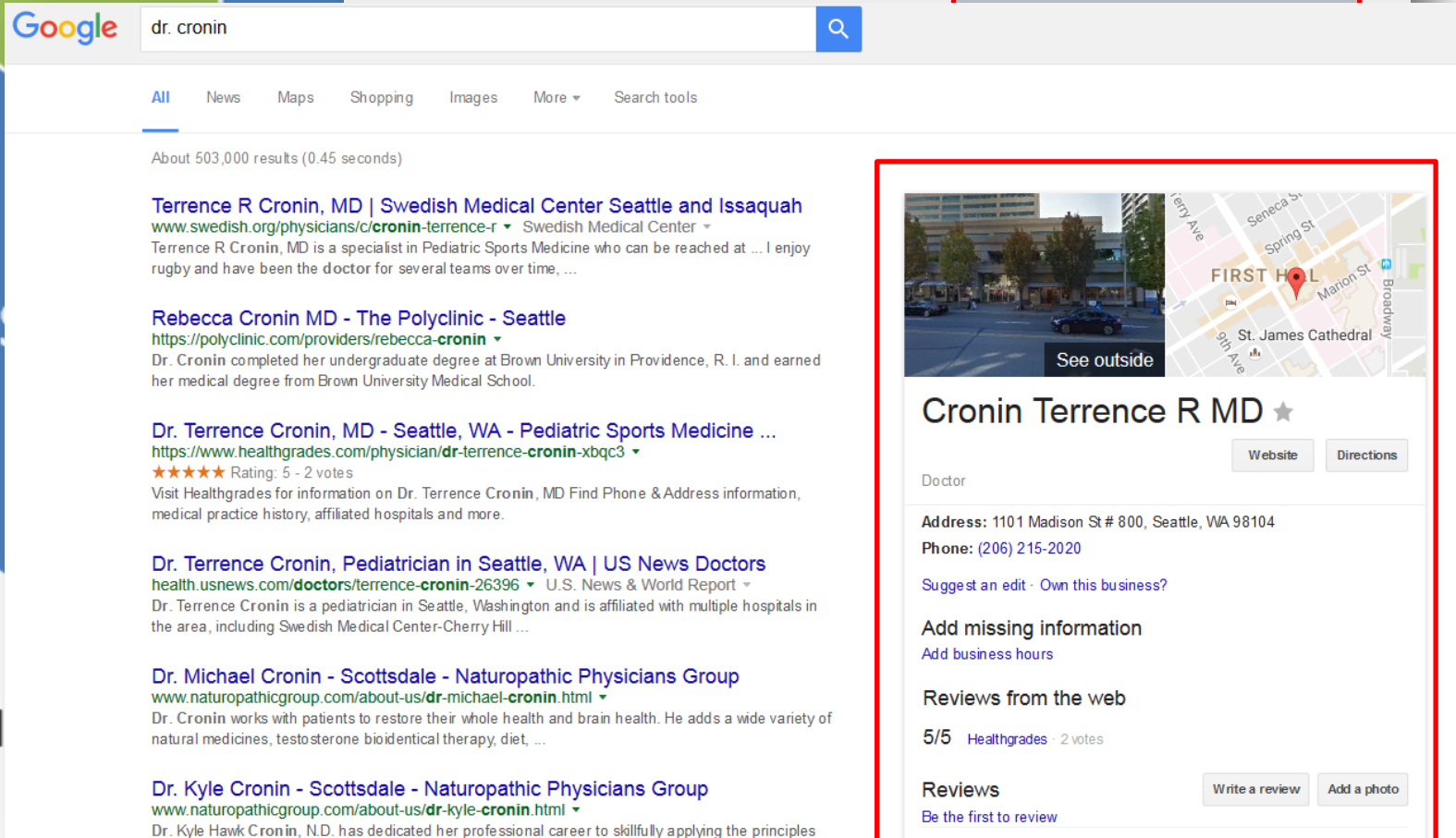
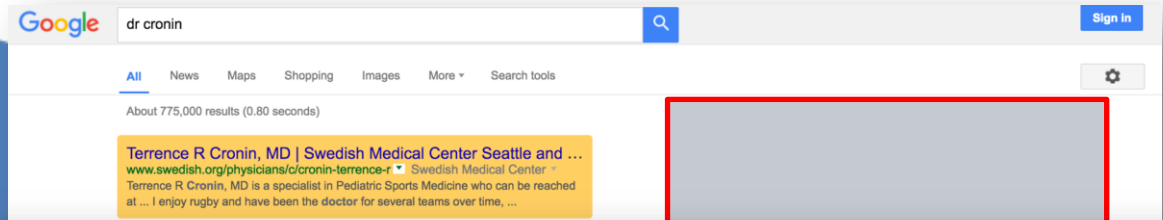
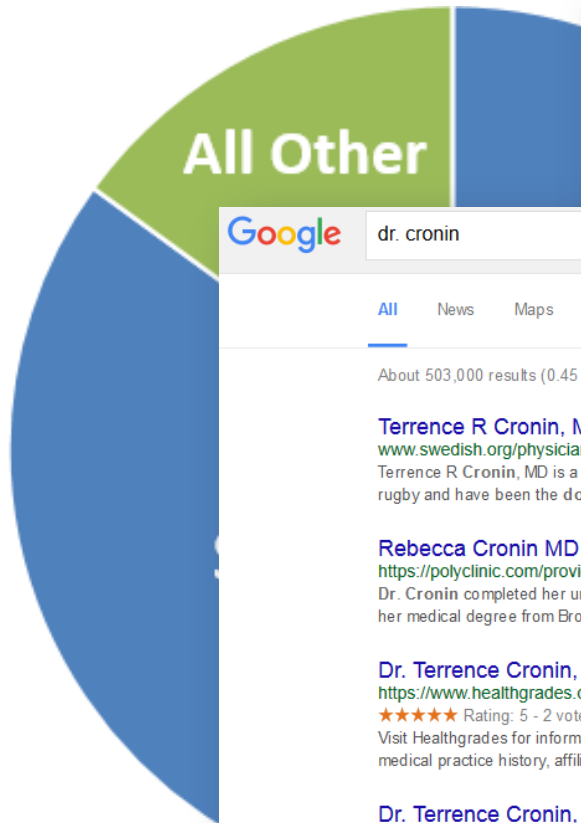
**SWEDISH**  
EXPRESS CARE @HOME

**PROVIDENCE**  
Express Care @Home



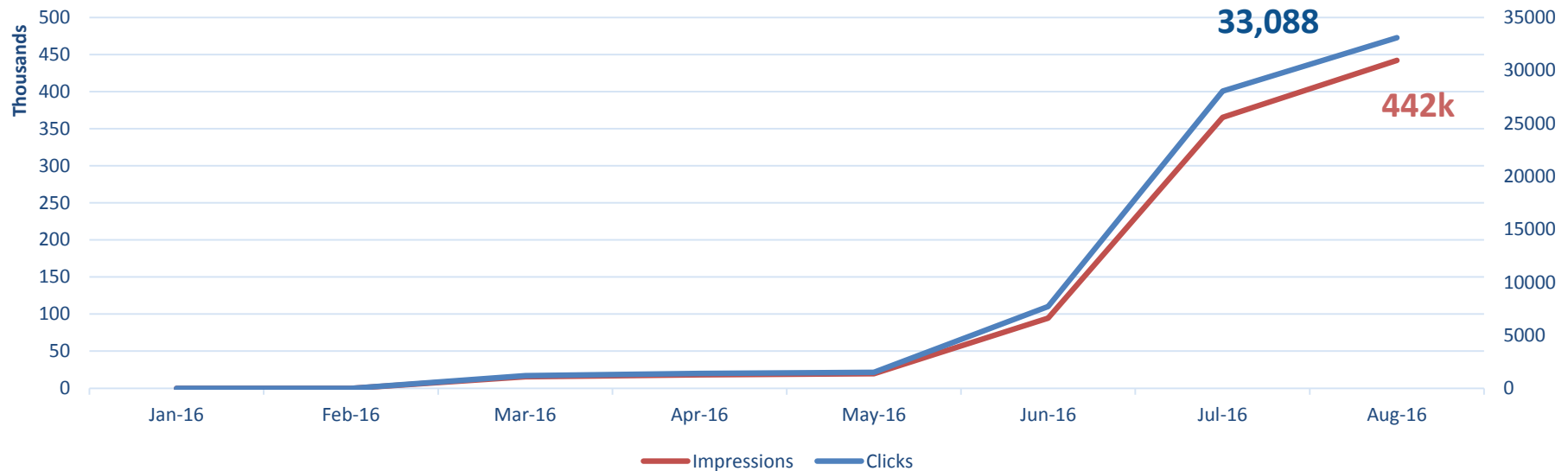


# Make Digital Services Easy to Find via Search



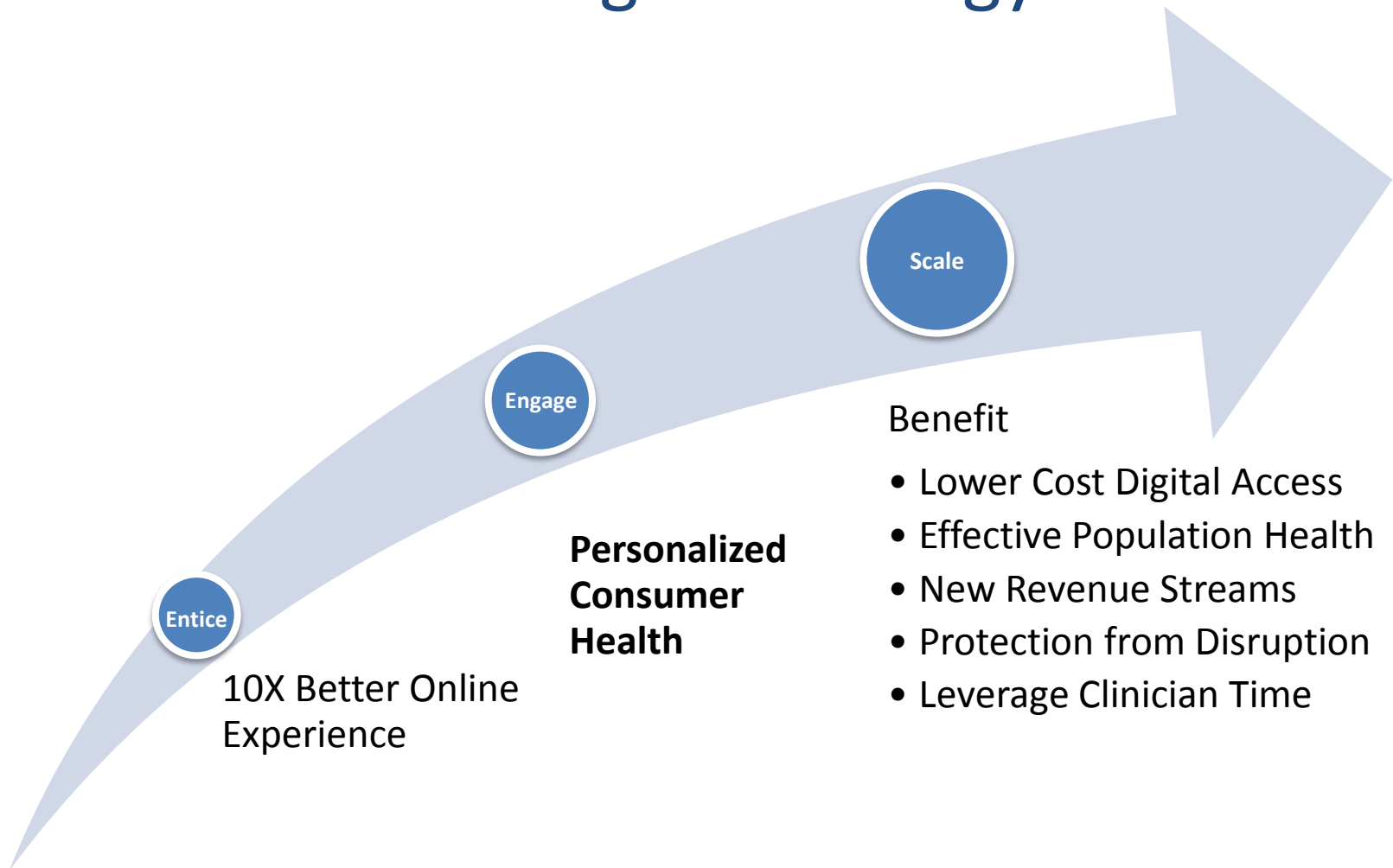


# Make Digital Services Easy to Find via Search



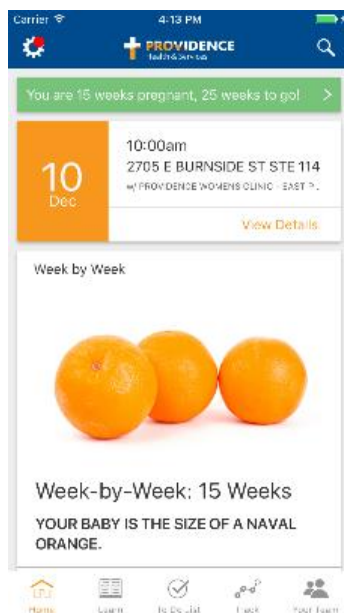
## Results: 19x Lift in Traffic from Rich Search Results

# PSJH Digital Strategy



# Consumer Engagement Circle: Personalization for Mom

A personalized  
experience



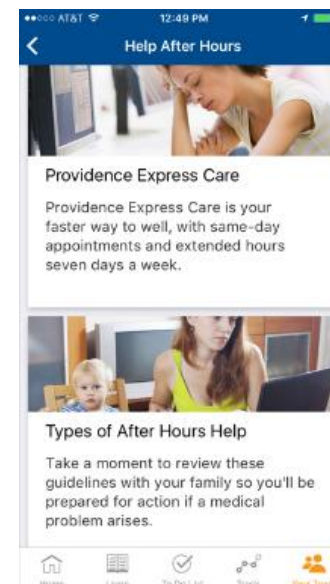
Clinically-approved  
answers to her FAQs



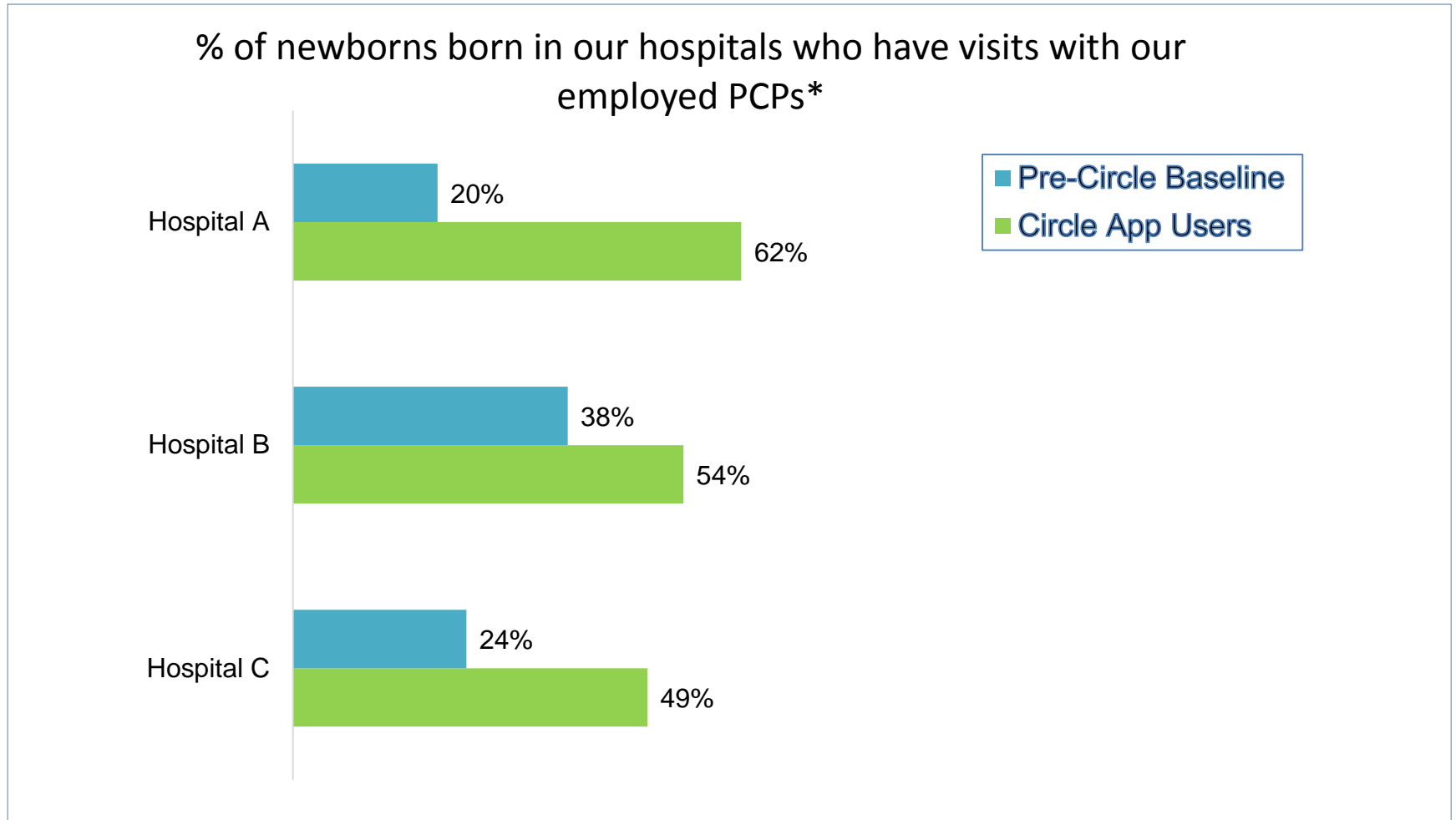
Timely and  
local To Dos



Convenient access to  
relevant resources



# Circle: Personalization and Engagement Drives Loyalty



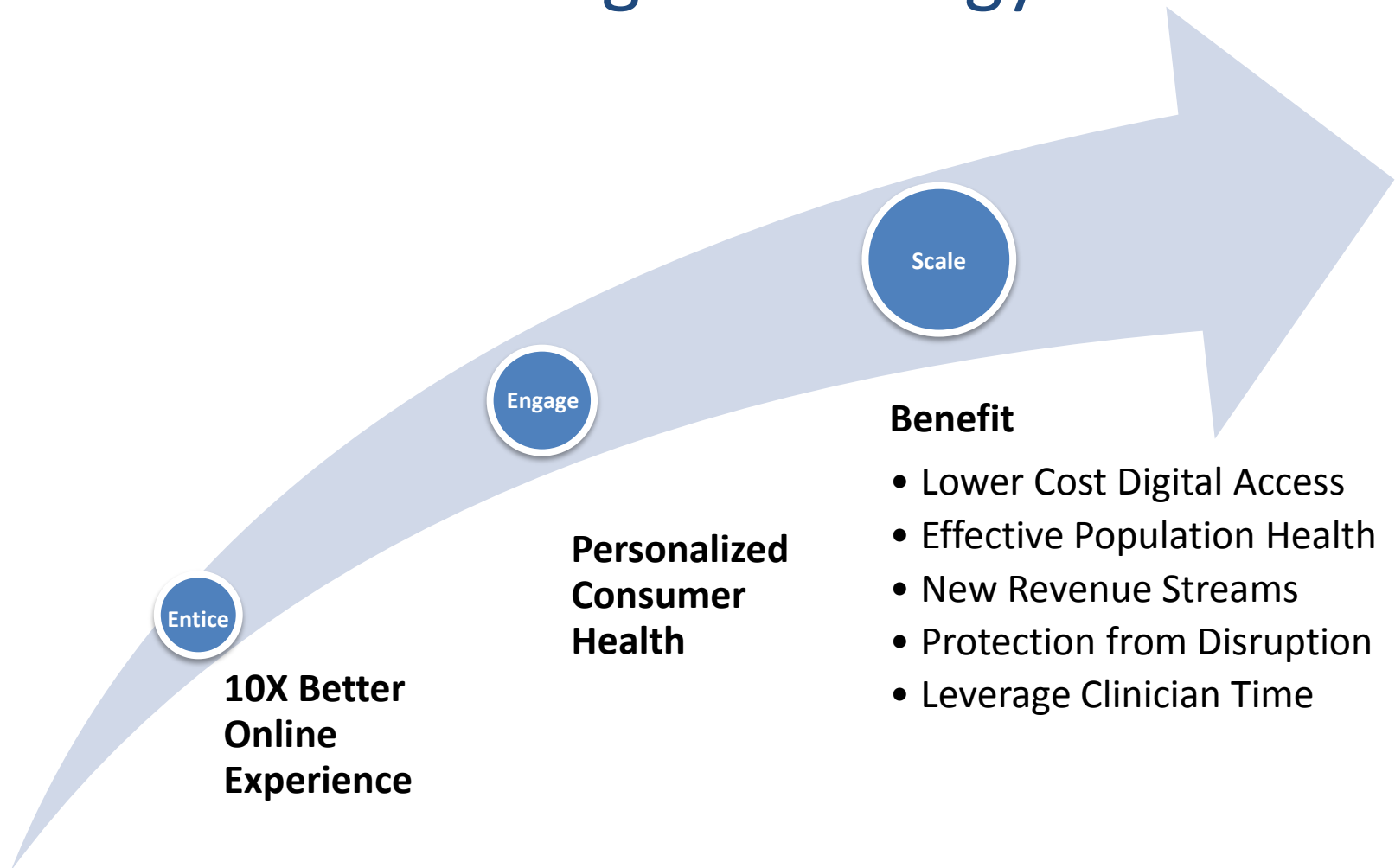
\*Chart represents first 6 months of data for the first 3 hospitals we launched

# Consumer Engagement

## Xealth: Prescribing Digital Care



# PSJH Digital Strategy



# Q&A

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