

Creating a Retail Experience for Houston Methodist

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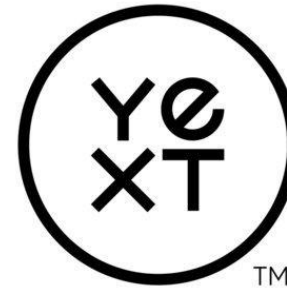
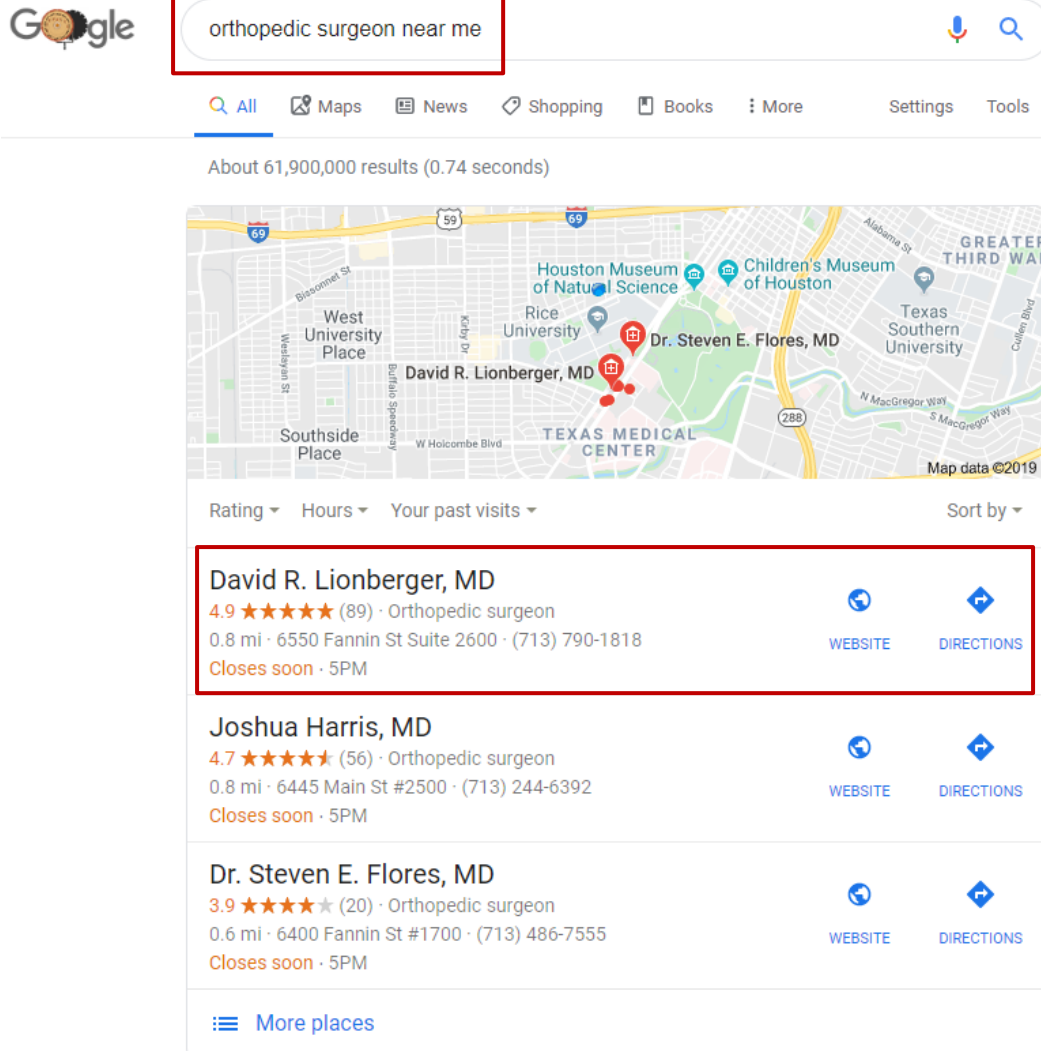
The Leadership Institute | 10.17.19



Creating a Retail Experience for the Consumer Journey



Findability of Our Services Is Key



Yext ensures that online information about our doctors is always accurate.



Search Engine Optimization pushes our doctors to the top of local search results.

Relevance and Findability: Houston Methodist On Health Blog

Our new blog is engaging with consumers and building relevance and findability.

HOUSTON
Methodist
LEADING MEDICINE


On Health

When Should I Worry About...

Tips to Live By

Q

Main Site >



Can the Stress of Watching Sports Affect Your Heart? »
Your heart is racing faster than a Houston Astros fastball. Is that ok?

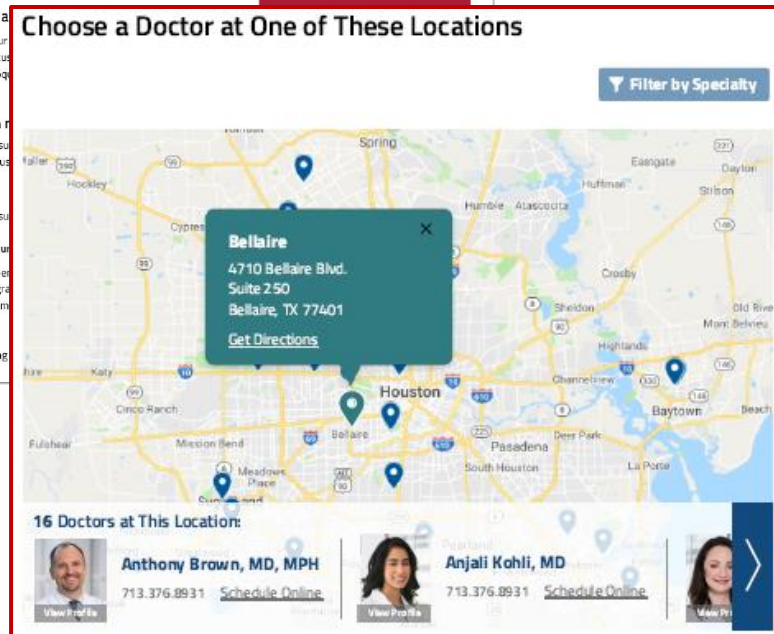
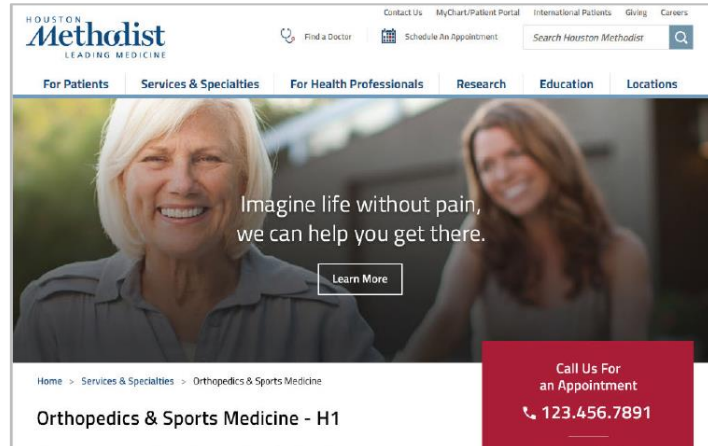
Featured Articles

Can Sparkling Water Replace Regular Water? »

8 Things I Wish I Knew Before My First Mammogram »

Do You Know the Signs of Depression? »

We Connect Consumers to the Most Appropriate and Convenient Doctors



Kyruus categorizes doctors by specialty, areas of interest, location and more.



We use Google Maps to display the closest and most appropriate doctors on service line webpages.


Live Agent Chat Deployed and Helping Consumers Find the Right Doctor

FIND A DOCTOR

Search by Specialty, Condition, Procedure or Doctor Name

Search


Let Us Help You



Call Us

Call to speak to an agent
713.790.3333

International Patients
+1.713.441.2340




Chat with Us

Chat with our agents to help
you find a doctor.

Monday - Friday 8 a.m. - 5 p.m. CT

Chat Now



Submit a Form

Complete our secure online
form to request an
appointment.

Request Appointment

FIND A DOCTOR - SEARCH RESULTS

Search by Specialty, Condition, Procedure or Doctor Name

Search

Refine Search

Accepting
☐ New Patients (64)
☐ Online Appointments (1)

ZIP Code


Apply

Insurance Plans

Provider Gender
☐ Male (51)
☐ Female (26)

Language
☒ English (77)
☐ Spanish (14)
☐ Hindi (8)
☐ Urdu (4)
☐ Arabic (3)
☐ Chinese - Cantonese (2)


Showing 1 - 10 of 77 Doctors



Mohammad Al Baeer, MD

Accepting new patients

View Profile




Stanley H. Appel, MD

Accepting new patients

View Profile

Request Appointment

**We're Here to Help**

— ×

Welcome! Our team is happy to help you find a doctor.

What kind of doctor are you looking for?

I need a primary care doctor.

I need a specialty doctor.

I'm not sure.







- SEO efforts are a long term effort.
- Data accuracy and reputation management with Yext help drive SEO results.
- Using Kyruus to connect physicians to condition level treatment was a step change for us.
 - Searchability for the consumers and the contact center agents
 - Allows us to serve up our doctors on relevant website pages
- Live agent chat slowly ramping up. Now averaging 24 chats per day with consumers.

We Showcase Our Care Options to Help Consumers Make Appropriate Choices







CARE OPTIONS

Schedule Care

 Doctor Appointments <p>To schedule an appointment, search by specialty, condition, procedure or doctor's name.</p> Schedule an Appointment	 Imaging Appointments <p>Schedule an imaging appointment at a time and location that are convenient for you.</p> Schedule an Appointment	 Virtual Health Care <p>Schedule a video visit in one of the following specialties:</p> Virtual Behavioral Health Virtual Nutrition Counseling	 Virtual Second Opinion <p>Let one of our medical experts give you added perspective on your condition or treatment options.</p> Get Started
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Scheduled Appointment Care Options

Get Care Now

 Virtual Urgent Care <p>See our providers for non-emergency, urgent care needs via video visit — 24/7, from wherever you are, whenever you need us.</p> <p> Download on the App Store  GET IT ON Google Play</p> Use Your Computer Learn More	 Same Day Primary Care <p>Feeling sick? Call us for same-day care.</p> <p>713.394.6724</p> Same Day Clinic Locations	 Orthopedic Injury Clinics <p>Get same-day specialized orthopedic care for fractures and broken bones, injured tendons, minor dislocations, sports injuries and more.</p> Injury Clinic Locations	 Urgent Care Locations <p>We've partnered with Next Level Urgent Care for convenient, quality urgent care services after hours and on weekends.</p> Urgent Care Locations
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On Demand Care Options

Houston Methodist Virtual Health Care Journey

2017

HMVC services available to HM employees



Scheduled video visits available via Epic MyChart

2018

HMVC services available to all individuals on HM Health Plan



Enabled virtual care expansion in multiple platforms with Amwell implementation (web, IOS, Android)



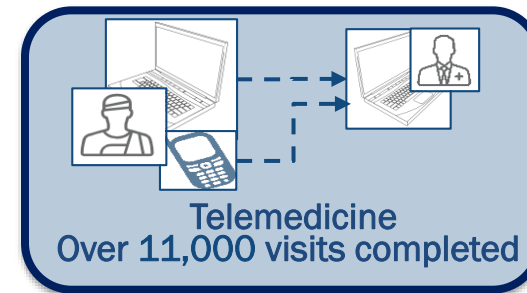
E-Visit program launched

2019

HMVC services available to all consumers



MyMethodist App launched



Zocdoc

Walgreens

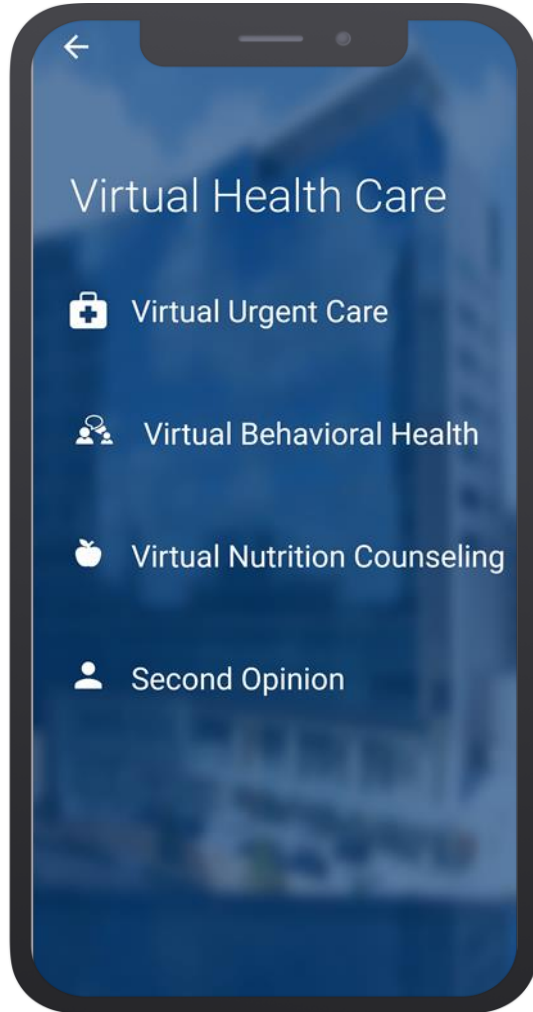
Expansions in Direct to Consumer Platforms

2020

Continuous growth and organizational development



Enhancing HMVC capabilities with device integration and medication delivery



Available to all consumers 24/7/365

Virtual Urgent Care

Conditions that can be treated by virtual urgent care:

- Acne
- Allergies
- Back/Neck Strain
- Cold Sores
- Cold or Flu
- Constipation
- Coughs
- Diarrhea
- Fevers
- Headaches
- Heartburn
- Minor Skin Infections
- Nausea or Vomiting
- Pink or Red Eyes
- Rashes
- Sinus Infections
- Sore Throats
- Styes
- Sunburns
- Upper Respiratory Infections
- Urinary Tract Infections (Women Only)
- Vaginal Yeast Infections

Virtual Health Care is growing beyond urgent care with the following services:

- Virtual Behavioral Health
- Virtual Nutrition Counseling
- Second Opinion

Directing Consumers on Our Website to Virtual Urgent Care by Relevant Condition

Search by Specialty, Condition, Procedure or Doctor Name

Search

Refine Search

Accepting

☐ New Patients (21)

☐ Online Scheduling (18)


ZIP Code

Apply

Insurance Plans

Provider Gender

☐ Male (7)



Virtual Urgent Care

See our providers for non-emergency, urgent care needs via video visit - 24/7, from wherever you are, whenever you need us.

📺 Provider Available

Learn More

Download on the App Store

GET IT ON Google Play

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Conditions treated include:

- Allergies
- Cold/flu
- Cough
- Nausea/vomiting
- Pink eye
- Sinus infection

Showing 1 - 10 of 21 Doctors



Enhancing Virtual Health Care Capabilities with Consumer Technologies



Kit with stethoscope, otoscope, camera and thermometer. It allows comprehensive physician directed virtual medical exam from anywhere

Direct to Consumer: TytoHome



Corporate Partnership: TytoClinic™

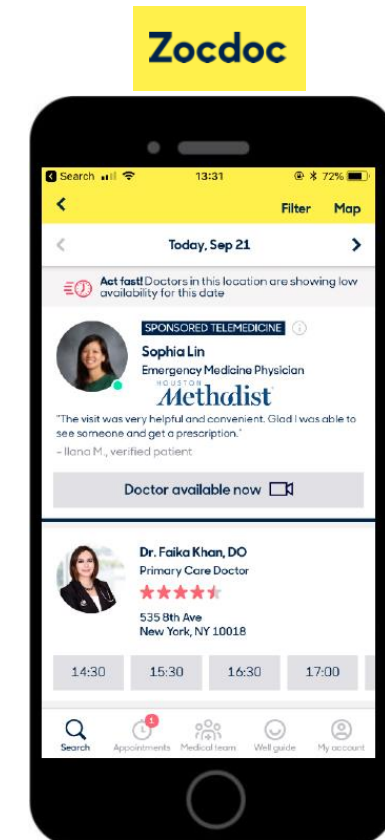
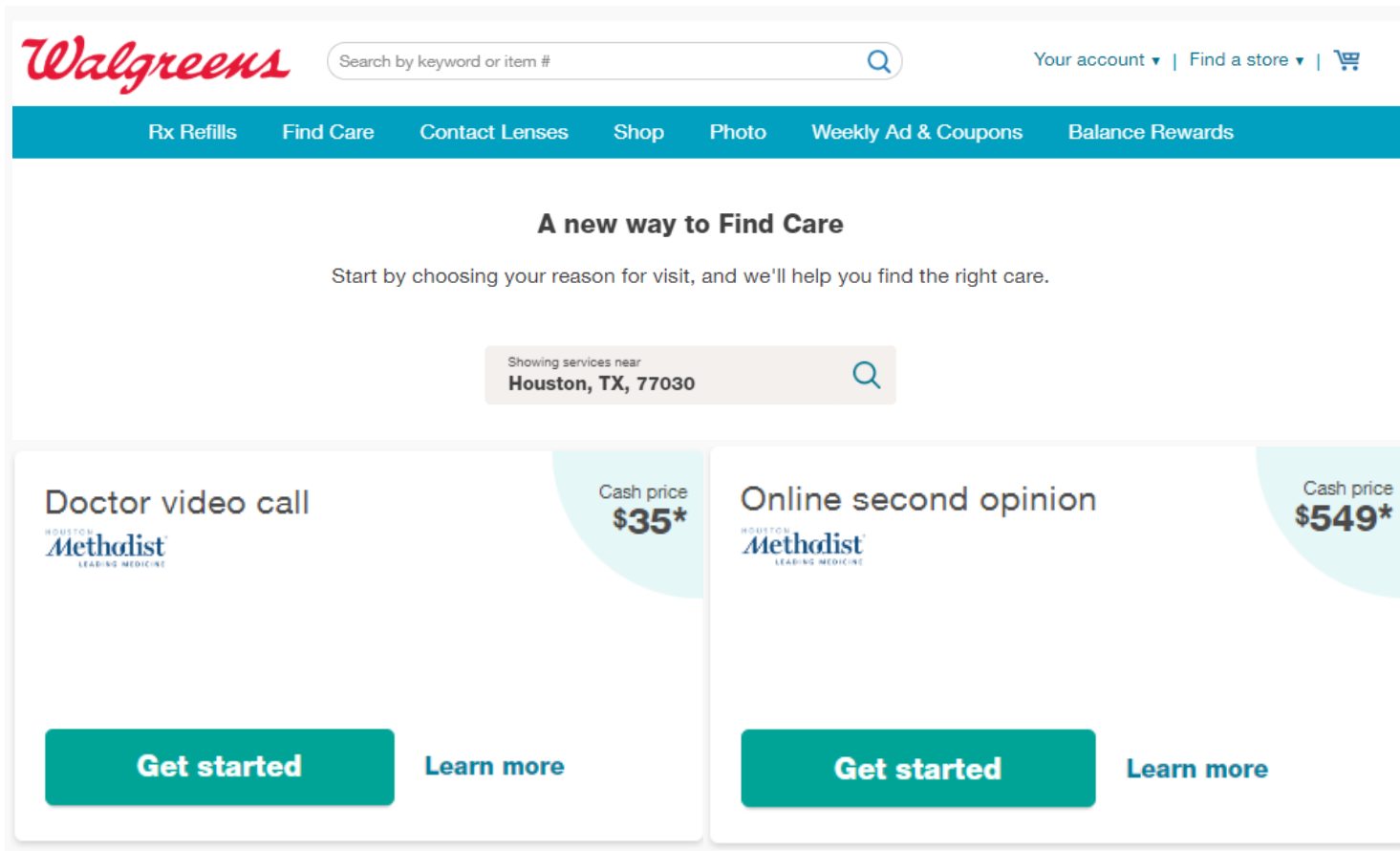
- Turns *any* location into a remote telehealth clinic.
- TytoClinic is also available in a travel version for those who require a portable, lightweight solution.



Free same day prescription delivery service for virtual healthcare patients

Expanding On Virtual Health Care with Partnerships

Partnerships with Walgreens and Zocdoc enable Houston Methodist to extend virtual health care reach to different consumer facing platforms outside MyMethodist App in Texas.



Virtual Health Care Offerings for Established Patients: MyChart Video Visits and E-Visits

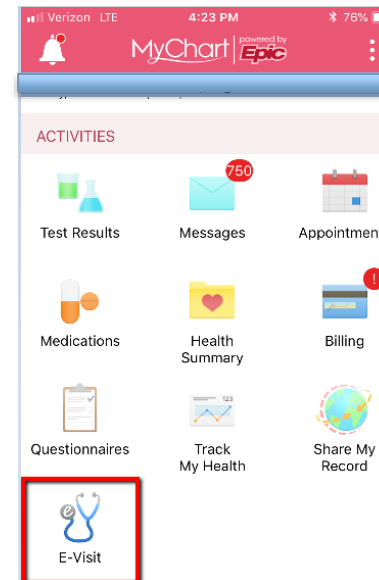
MyChart Video Visit and E-Visit are the digital care options for the established patients.

MyChart Video Visit

- Post-op visits for Orthopedics
- Follow-up visits
 - Cardiology
 - Endocrinology
 - Gastroenterology
 - Neurology
 - OB-GYN
- Follow-up visits with established Primary Care Physician

E-Visit

Available to Primary Care Group patients who have seen their PCP within the last 24 months. The service will only display to patients if they meet this criteria.



Conditions treated:

- Acne
- Allergies
- Bites
- Cough
- Diarrhea
- Flu
- Heartburn
- Rash
- Red eye
- Sinus problems
- Sore Throat
- Sprain & strain
- Travel Medication
- Urinary problems
- Vaginal discharge & irritation

Ease of Access/Communication



Over 175,000 calls across the PO
handled monthly



Over 4,000 appointments are
confirmed online each month



Referral Management

Over 9,200 referrals
handled monthly from PCG to SPG

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