How to Communicate With the Millennial Patient
Never Has the Patient/Provider Relationship Been More Important
Patient ‘Consumerism’
Millennials Lack Brand Loyalty

-Daymon Worldwide study
The Millennial Consumer
83.1 M Millennials
Generation Z

GENERATION Z: CONNECTED FROM BIRTH.

Born mid-1990s to 2010.
40% of Population by 2020
Know Your Audience
The Millennial Patient
The Millennial Profile

Known as the ‘Instant Gratification’ Generation
Tech Savy -- Apps and more Apps
Millennials believe seeing a doctor is too much of a pain
51% visit a physician less often than once a year

-Nielsen
Digital Trends

65 million U.S. online households have a smartphone
7 in 8 millennials own a smartphone
49% use mobile device to pay a bill
Average adult spends 5.6 hrs a day on mobile phone
2.3 hours on computer/tablet (non-work)

- eMarketer
- Daymon Worldwide
Live in Their Space

Social media advertising – Facebook

Blogs, forums, electronic exchanges

Strong website with good content

Healthcare apps
Personalize The Experience

Treat this generation like the ‘Apple Experience’

- High level of convenience
- Personalization
- Get Social
The Challenge – Being Heard
According to the latest marketing research, patients get on average 5,000 messages a day. And research tells us that a person needs to see or hear a message at least 4 times before they take the necessary action.
24/7 World
Best Practices to Engage Millennial Patients
It’s not **mobile first**.
It’s not content first.
Stories first.
People first.
**Conversations first.**

- Ahava Leibtag
5 Phases of Patient Communication

New Patient

Diagnostic & Treatment

Financial

Educational & Preventative

Patient Acquisition
New Patient
Provide Value-Added Services

Convenient hours
Online appt. booking and forms
Telemedicine
Mobile apps
Concierge medicine
Electronic Communications (Continued)

Automated Calls: As an added convenience, we offer automated appointment reminders via a text message or an automated call for those who want to participate. The reminders are sent from a computer and cannot be used as a way for you to communicate back to us. If you should need to reach us, please call our main number. If at any time you should change your mind, please let us know what other method you would prefer for appointment reminders.

I understand under the telephone consumer protection act that in order for you to contact me by automated means for services relating to my medical care, including ones I may owe, etc., I agree that Regional Women's Health Group, LLC and/or your agents may contact me by my cell phone, which may result in charges to me. You may also contact me by text messages, or emails providing that I have consented above. Methods of contact may include using prerecorded/artificial voice messages and/or use of an automated dialing device, as applicable.

☐ Yes, I want to participate, my cell number is provided below.
☐ No, I do not wish to participate at this time.

Cell Phone Number: ________________________________

☐ Yes, I want to participate, my cell number is provided below.
☐ No, I do not wish to participate at this time.

Signature of Patient or Representative __________________________ Date ________________
Online Appointment Scheduling
75% Prefer TEXT Appointment Reminders
New Patient Registration

Our Specialties:
- Adult and Pediatric Orthopedics
- Arthroscopic Surgery
- Deformity Correction / Limb Lengthening
- Foot & Ankle Surgery
- Fracture Management
- Hand Surgery
- Hip Reconstruction
- Knee Reconstruction
- Minimally Invasive Surgery
- Shoulder Surgery
- Sports Medicine
- Total Joint Replacement

Southwest Office
10450 W. McDowell Rd., Suite 102
Avondale, AZ 85392-4802

Northwest Office
6760 W. Thunderbird Rd., Suite E-110
Peoria, AZ 85381-5048
p. 623.846.7614

Hello [Name],

Welcome to OrthoArizona Canyon Orthopaedic Surgeons! We look forward to helping you with your orthopaedic healthcare needs.

Your appointment is on [date] at [time] at our [location & address].

Please explore our website to find helpful information about our practice. Visit www.canyonortho.com or click one of the links below to get started.

Patient Portal Please register for our patient portal with the unique username and password provided when you scheduled your appointment. Please call 623-846-7614 should you need your username and password.

Preparing for your visit

Please complete your New Patient forms

Meet our Physicians

Thank You, we look forward to meeting you!
Diagnostic & Treatment
The ‘Drive Thru Patient’

28% self diagnose

35% do self-treatments at home

8 out of 10 Americans look for health info online
74% Interested in Telehealth
Digital Patient Reminders

An Accenture survey of 1,100 U.S. patients shows that 88% of patients want to receive digital reminders, such as email and text for preventive or follow up care.

Can you believe it’s been a year since the last time we saw you at Dr. Smith’s office? Call 800-331-4976 to schedule your appointment today!
Financial
What You Need to Know

Price Saavy and Competitive

41% of millennials request estimates for treatments (Pew Research Center)

More likely to ask for discounts

Don’t understand insurance
Financial Behaviors

88% pay bills online

49% paid a bill via a mobile device

-Fiserv
Financial Patient Education
**Communicate Financial Responsibility**

- A financial agreement or policy.
- Provide estimated fees when possible.
ATTENTION TO ALL PATIENTS
EFFECTIVE MARCH 1st, 2009
All returned checks will be issued a $30 service charge.

PAYMENT
EFFECTIVE MARCH 1st, 2013
Copay due at time of service
1/2 of material cost due at time of order
Medicare patients $20 due at time of service

BENEFITS
EFFECTIVE OCTOBER 1st, 2015
Patients: It is your responsibility to know your benefits prior to your appointment.
# Share Insurance Coverage Information

## 10 Things to Know about Your Insurance Coverage

1. After your new baby arrives, you must notify your employer and your insurance company to add her/his name to the policy. The insurance company **does not** automatically know this and will not send you a claim form for the baby while the baby is for 30 days, but it will be pending the baby being added to the plan.

2. Some Point of Service (POS) and All Health Maintenance Organization (HMO) plans require you to choose a Primary Care Physician (PCP). One of our doctors must be listed on the card in order for your insurance company to pay the claim.

3. If you want the physician to address any other significant concerns during the health check (like an ear infection, asthma, or ADHD), this will **not** be included as part of the health check. This means your insurance company will require you to choose the cost via co-pays, co-insurance, or deductible.

4. Our doctors recommend treatments or services that they feel are best for your child, a service like lactation consultation, a lab test or vision screen, a treatment (ear was removed), a prescription or referral to a specialist. This unfortunately doesn’t mean that your policy will cover these services. In order to avoid significant out of pocket costs, you should check to see if the service or physician is covered in-network. **Before** you have the service, Most insurance companies will not go back and reconsider a charge if there was another option.

5. Most insurance policies now have a deductible and/or co-insurance, which may be in addition to your copay.

6. In general, most policies now cover preventive health visits (check-ups) without a copay, co-insurance, or deductible. However, this does not mean that all services done at the health check are covered. Many insurance companies do not fully cover charges for additional services like hearing/vision screen and hemoglobin/cholesterol testing.

7. If you need your information and/or any other significant concerns during the health check (like an ear infection, asthma, or ADHD), this will **not** be included as part of the health check. This means your insurance company will require you to choose the cost via co-pays, co-insurance, or deductible.

8. Your insurance policy is a contract between you and the insurance company. As a result, if you have the claim on file with the insurance company, the insurance company will not provide you with the information or any other significant concerns during the health check (like an ear infection, asthma, or ADHD), this will **not** be included as part of the health check. This means your insurance company will require you to choose the cost via co-pays, co-insurance, or deductible.

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10. We want to provide the best care we can in the most cost-efficient manner to help you get work with us by providing timely and accurate treatment that we feel best for your child.
Patient-Friendly Billing and Payment
Embrace Technology

Online Bill Pay
E-Statements
Past Due Notifications
Utilize e-Statements

48% of mobile phone users receive an electronic statement.

50% of healthcare patients want an e-Statement.
Online Bill Pay

Patients want convenience – guest pay
Payment Plan Options
24/7 access
Quick – credit cards on file
Save time. Pay online!

Pay your bill online at www.grahammedassociates.com
Enter your online bill pay code: BPC0D3

<table>
<thead>
<tr>
<th>DATE</th>
<th>DESCRIPTION</th>
<th>CHARGES</th>
<th>PAYMENTS &amp; ADJUSTMENTS</th>
<th>RESPONSIBILITY</th>
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<td>John Doe (55924) / Casey M Arnold MD Office or other outpatient visit for the evaluation</td>
<td>165.00</td>
<td>-25.00</td>
<td>140.00</td>
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<th>STATEMENT DATE</th>
<th>BILLING QUESTIONS</th>
<th>PAYMENT DUE DATE</th>
<th>PAYMENT RESPONSIBILITY</th>
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<td>10/01/2017</td>
<td></td>
<td>10/30/2017</td>
<td>8197.88</td>
</tr>
</tbody>
</table>

Please see reverse side of statement for important billing questions.
Have You Heard?

You can pay your bill online.

It's easy, visit www.24hourkidcare.com and click on "Make a Payment".

www.24hourkidcare.com
‘Pay Now’ on Website
38% of Millennials Pay a Bill Late
Frisco Health Associates is reminding you of your account balance. Please visit our website www.friscohlth.com to pay or contact us at 800-331-4976. Thank you!
Educational & Preventative
Going to The Doctor

93% do not schedule preventive physician visits

51% visit a physician less often than once a year

-Nielsen
What Care Looks Like

63% would like to be able to share their health data collected from their WiFi/wearable devices with their doctor for monitoring their health.

73% would like their doctors to use mobile devices during appointments to share information.

1 in 3 patients have a health app on their phone.
Annual Mailings

SYMPTOMS OF CERVICAL CANCER
- Abnormal vaginal bleeding and discharge.

FACTS ABOUT CERVICAL CANCER
- Cervical cancer occurs most often in women over age 65.
- In the last 40 years, cervical cancer diagnoses have decreased by 75%.
- Cervical cancer is the second leading gynecologic cancer to prevent with screening.
- Human papillomavirus (HPV) is the main cause of cervical cancer.

PREVENTION TIPS
- Talk to your doctor about the need for an HPV test, practice safe sex.

SCREENINGS
- A Pap smear looks for abnormal cell growth on the cervix that could indicate cancer.
- Use the HPV test looks for the (human papillomavirus) that can cause cervical cancer.
- A pelvic exam avoids a woman’s reproductive organs.

Claire was diagnosed with CERVICAL CANCER.
Thanks to early detection Claire is living her life HEALTHY & HAPPY.

12,000 women are diagnosed every year with cervical cancer. For effective cervical screening the American Cancer Society recommends that women have an initial Pap smear by age 21. Early detection and prevention allow for years of healthy and happy memories.
Special Offers/Direct Mailers

Invision Eye Care Optometry
3945 First Avenue
San Diego, CA 92103

Invisio eye care
optometry

OPLYLUX
GROUP INC.

Explore The Entire Collection of
This Exciting New Designer Line
And Meet The Optylux Representative
Saturday, August 29th, 2020
8:00am - 4:00pm
Refreshments Will Be Served

Michael A. Kling, O.D.
Hillcrest
3945 First Avenue
San Diego, CA 92103
619.292.4194
www.invisioecare.com

Bring this card in and receive
FREE LENSES*
with a comprehensive exam and the purchase of a frame.
Offer expires 12/31/2020

*Not valid with any other offer
or insurance benefit. Not combinable with any other offer.

CALL FOR AN APPOINTMENT TODAY!
Know Their Interests

Nutrition
Skin care and rejuvenation
Fitness
Diet
Holistic Health
Promote Patient Wellness

Quit Smoking

By simply quitting smoking, smokers can reduce their risk level for diseases such as heart disease, lung disease, cancer, etc. Smoking is not good for your health. It increases chances of getting cancer and heart disease.

Double Trouble

Heavy drinking and smoking increases the risk of oral cancer for men much more than for women.

Fitness & VO2 Max Testing

Get Fit for Life. Right Now.

The OC Leader of

Sports & Wellness

FITNESS TESTING

Your fitness level is the best indicator of your health and well-being. Whether you are one of the millions in the large age group that is increasing age, fitness, and overall quality of life, we can assess your fitness level. Our VO2 Max testing is a great way to determine your fitness level and prepare for your next workout.

VO2 MAX TESTING

A 12 MINUTE TEST THAT WILL CHANGE YOUR LIFE

Pilots do not take off without a pre-flight check and race car drivers don’t leave the pit without running a full diagnosis of their engine to ensure peak performance. So why do people ignore an even more intricate machine – their body? Just as no two people have the same DNA or fingerprints, no two people have the same metabolic response to exercise.

Whether you are a novice or already fit and want to train smarter, not harder? Stop the guess work!

With a simple exercise test lasting approximately 12 minutes, our team of trained professionals will determine your unique metabolic profile – your body’s pre测试 response to exercise. Using these measures, you can train scientifically, knowing exactly how hard you need to push to achieve the gains you desire.
Patient Acquisition – Practice Marketing
Tell A Story

Millennials relate more to personalized experiences

84% of millennials will trust the advice of a friend or family member over a professional (Nielsen)

Market with real people, real stories
Emotional Marketing on Preventative Care

PRINT HAS THE POWER TO SAVE LIVES.

JANA'S STORY

A warning sign delivered straight to her mailbox

When Jana was in her early 20s, she would often find herself in a tanning bed practically every other day. The fact that it was dangerous never even occurred to her. Until she received a postcard from her dermatologist's office explaining the warning signs of skin cancer.

Noticing a strange mole on her shin, Jana booked a physician's appointment. Just a week later, she got news she never wanted to hear: Malignant melanoma. Thankfully, it was caught early. All because of a postcard.
Direct Mail is not Dead
Direct Mail Stats

84% take time to look through mail
98% check mail on daily basis
70% engagement and recall
ROI – averaging at least 2% better response rate than email

-U.S. Postal Study
Get Social - Beyond Facebook

Instagram, Snapchat, YouTube catching up to Facebook
Millennials engage in social media and business brands
Consider a practice blog
Consider a practice app
Online Reputation Management
The Research

Patients are 3 times more likely to leave a practice where they report poor quality relationships with their physician.

(Safran DG et al. Journal of Family Practice; 50 (2))
Practice and Provider Reviews
Market Online Channels

1. Go to www.brightsmilesortho.com
2. Click on Yelp icon.
3. Click Write a Review.

1. Go to www.brightsmilesortho.com
2. Click on g+ icon.
3. Click Write a Review button.

Thank You
Ask for a Review

We appreciate your business.
Please take a few minutes to review us online.

Your opinion matters to us.
At Complete Family Dentistry we pride ourselves on great service and treating patients like family. We value your input and feedback. We encourage you to take a minute and review us online.

Visit us here: https://goo.gl/GD6qVz
In Summary...
Continue to Evolve
Communicate to YOUR Audience

Know how they want to be communicated to
Balance digital and traditional marketing
Improve online presence
Embrace new technologies
Get social
Personalize the experience
Remember Communicate Often
The Evolution of Communication

First Written Word

Movable Type

Mass Publication

Email

Twitter

"140 Characters... What More Is There to Say?"

"Tweet... Tweet..."
You Provide the Care.  
We Provide the Communication.

PRINT | PATIENT PAYMENT SERVICES | DIGITAL MESSAGING | PATIENT SURVEYS
Thank you for your time!