

# TAKING HEALTHCARE ADVICE FROM AMAZON & ZAPPOS

*And Creating a Great Digital Experience  
at Your Healthcare Organization*



## SHOULD HEALTHCARE ORGANIZATIONS TAKE ADVICE FROM POPULAR RETAILERS? WE THINK SO.

Amazon and Zappos are two retail companies that have big insights to offer today's healthcare practices and providers when it comes to offering a great digital experience for consumers. Here's why:



Amazon gives its online users a chance to personalize their journey by offering intuitive navigation, well-organized products, easy one-click actions and useful reminders and communications to create an engaging experience that never leaves consumers in the dark about how to find what they need.



Acquired by Amazon in 2009, Zappos creates an exceptional online user experience with its strong focus on customer service through live chat, phone and email support clearly showcased on their website, convenient product ordering and return policies and ten core values that guide its internal culture and external digital goals.

Because both are online companies, **the digital needs of Amazon and Zappos consumers make up an essential part of their business models.** In the healthcare industry, where digital takes a back seat, many organizations fail to consider their online appearance and the digital tools available to enhance service delivery—focus areas that need improvement if modern healthcare companies expect to survive through great industry change.

## MAKE DIGITAL A PART OF YOUR CONSUMER EXPERIENCE

Start out by mapping the consumer experience you offer, listing all possible touchpoints along the journey before, during and after any encounter consumers have with your organization. Whether they receive short-term or long-term services, consumers will come into contact with several digital touchpoints—both online and off—that might need some work in order to continuously improve their experience with your team and brand.



## 5 FACTORS THAT SHAPE A GREAT DIGITAL EXPERIENCE



## SIMPLIFY & DIGITIZE THE CONSUMER JOURNEY

There are many ways to incorporate digital tactics throughout your organization that help to simplify the consumer journey itself and add new levels of convenience and connection with your patients. Make it a goal to add at least one tactic from each area below.



### REFERRAL & INTAKE PROCESS

- Online chat option
- Online documentation
- Online appointment scheduling
- Convenient check-in kiosks
- Emails and texts (for welcoming, visit prep and educational materials)



### ASSESSMENTS & PLANNING

- Explanation of goals and structure
- Electronic copies of assessments after visits
- Outcome tools recommendations



### SERVICE DELIVERY

- Multiple service options (in-person, telehealth, self-help, treatment extenders)
- Electronic documentation with outcomes measurement
- Customer feedback portal
- Regular feedback review and response



### DISCHARGE & POST DISCHARGE

- Electronic discharge documentation and follow-up help
- Alumni portal and treatment extender access
- Ongoing email communication and education

## MAKE HEADWAY ON YOUR WEBSITE

If you can offer quick fixes to make the average user experience on your website faster, easier, more convenient or more fulfilling without significant investment, put them on a short-term checklist and save more complex changes for long-term to-dos.

### MY SHORT-TERM CHECKLIST

- ☐ Use Google Analytics to improve user experience
- ☐ Add online chat feature to offer convenient service
- ☐ Supply required visit forms through website or portal
- ☐ Offer online appointment scheduling and screening tools
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

## IS AN ADVANCED EHR PART OF YOUR DIGITAL HEALTHCARE EXPERIENCE?

Contact Core Solutions today to learn how our Behavioral Health EHR solution can help you better serve your clients and consumers.



[www.coresolutionsinc.com](http://www.coresolutionsinc.com) | (610) 687-6080

©2018 Core Solutions, Inc. All Rights Reserved