

AMITA HEALTH



DEBORAH FULLERTON, VICE PRESIDENT & CHIEF MARKETING OFFICER

Creative & results-oriented marketing executive with a progressive track record of success in a highly regulated industry with a challenging competitive environment. Orchestrator of the brand to differentiate the organization, support the corporate vision and drive business results. Chief content officer who aligns the positioning and messages throughout employee relations, marketing, media relations, recruitment, donor communications and public affairs. Strategic, data-driven marketer grounded by the voice of the customer. A global, outside-in thinker who identifies opportunities for business growth. Proactive promoter of the corporate reputation who mitigates risk and is a trusted advisor to leadership. An inspiring & influential leader who builds collaborative relationships leading to sustainable organizational change.



AMITA Health (AMITAhealth.org) is an integrated health system serving communities in western and northwestern suburban Chicago. AMITA Health is a Joint Operating Company formed in February 2015 by Adventist Midwest Health, based in Hinsdale, Ill., and Alexian Brothers Health System, based in Arlington Heights, Ill., encompassing nine hospitals and an extensive physician provider network of more than 3,000 physicians. AMITA Health is committed to delivering the most efficient, highest quality, faith-based care possible and respecting the faith traditions of all people.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Develop a system for collecting all customer feedback/insight into 1 database to shape/lead organizational decisions around further consumerism as a market differentiator Develop personas, add health risk stratification and behavioral insight (obtained by analyzing behavior trigger points from patient journey) to marketing CRM Build omnichannel contact center with contact center CRM Develop automated function for direct mail, email via our marketing CRM Further refine MD profiles & enhance SEO by rebuilding the directory architecture and data aggregation techniques Oversee the Center for Innovation and ensure strategic alignment of pilot projects to strategic plan to bridge gaps in consumer offerings If acquisition is approved, merge system marketing programs & update web sites, MD directories, etc. (acquisition doubles organizational size) Continue to refine metrics along customer purchasing funnel

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

CMS - CareTech CRM - Tea Leaves (pure marketing) Contact Center software - TBD (Sept. decision) Contact Center CRM - TBD MD profile database/class registration - LVM Credentialing database - Morrissey Data aggregation/location management - SimPartners Online direct schedule - DocASAP, inQuicker LCD screen communication system - PatientPoint Project management - Asana

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

21.2

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

Up to \$10 million

WHAT IS YOUR ANNUAL AD SPEND

7,788,598

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance:

A=High Priority B=Priority C=Interest D=Low Priority E=Not A Priority

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Local Search Marketing Platform For Physician Reviews And Listing Management	A
Digital Patient Journey Management Platform	A
Consumer Acquisition And Retention	A
Patients Or Consumers: Expanding Digital Access To Reach New Patients	A
Improving Health Benefits Administration Tools In The Consumer-Centric Era Of Healthcare	E
Demand Generation Specialists: Driving Revenue Through Branding, Lead Generation And Customer Engagement	A
Impacting The Patient Experience At The Point Of The Care In The Digital Age	A
Executing Data-Driven Digital Marketing Campaigns On A Platform Designed For Reach, Engagement And Scale	B
Patient Engagement To Better Outcomes And Increase Service Line Growth And Patient Retention	A
Digital Marketing Transformation In A Consumer's World	A
Interactive Innovation And Patient Engagement Opportunities	B
Population Health	B
Value-Based Care	B
Patient Experience	A
Payer/Provider Collaboration	D
Analytics/AI	A
Transforming Internal And External Data Into Immediately Actionable Information	A

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Develop a system for collecting all customer feedback/insight into 1 database to shape/lead organizational decisions around further consumerism as a market differentiator Develop personas, add health risk stratification and behavioral insight (obtained by analyzing behavior trigger points from patient journey) to marketing CRM Identify ways to leverage insight in the digital space (personalized web sites? apps?)

WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

Hope to convince our nationally acclaimed Behavioral Medicine team to work with us on behavior modification insight Operations leaders will be stretched and stressed to contribute to patient journey insight.

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

IBM Watson, Accenture - other big data experts App developers

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

By June 30, 2018

WHAT IS YOUR BUDGET FOR THIS PROJECT?

Not budgeted - have 1 vendor who will pilot with us