

DENVER HEALTH



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Bio unavailable at time of print.



Denver Health is an integrated, efficient, high-quality academic health care system that is considered a model for the nation. The Denver Health system includes the Rocky Mountain Regional Level I Trauma Center, a 525-bed acute care medical center, Denver's 911 emergency medical response system, 9 family health centers, 17 school-based health centers, the Rocky Mountain Poison and Drug Center, the Denver Public Health Department, an HMO, and The Denver Health Foundation. As Colorado's primary safety net institution, Denver Health is a mission-driven organization that has provided more than \$3.3 billion in care for the uninsured in the last ten years. Denver Health is a leader in performance and quality improvements and remains financially secure, in part, due to its nationally recognized implementation of lean principles in healthcare. Denver Health is a major resource to the community, serving approximately 185,000 individuals and 67,000 children a year.

DEPARTMENT BREAKDOWN

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

Vision: Make Denver Health a place for everyone in Denver. Objectives: Engage the community and Build the reputation of Denver Health among the public, patients and stakeholders. Meet the needs of our patients and grow the volume and revenue of Denver Health. Increase awareness, consideration and use of Denver Health facilities.

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Domo • Facebook Business Manager • Google AdWords • Reputation.com • Google Analytics • Quantcast (free) • SpyFu (free) • Moat (free) • Bitly • Hootsuite • Unito • Trello • Adobe CC • AddThis • CallRail • Inline Manager • ScreamingFrog • Conductor & Searchlight • Snapchat for Business • Site Improve • FormMule

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

12

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

UP TO \$10 MILLION

ANNUAL AD SPEND

Up to \$1 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

This project has two aspects: Tracking patient journeys to maximize customer satisfaction, better understand their needs and to generate revenue for Denver Health. Tracking and measuring ROI on marketing spend by linking marketing activity to our patient records.

WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

Mapping the multiple touch points of patient interactions across internal systems; competing priorities for internal resources; patient privacy concerns.

WHAT IS THE PROJECT TIMELINE?

2018

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.

Digital Patient Journey Management Platform	B
Make Marketing A High-Yielding Revenue Machine	A
Digital Experience Strategy, Design And Implementation	B
AI-Driven Digital Patient Experience	B
Patient Engagement To Better Outcomes And Increase Service Line Growth And Patient Retention	A
Brand Innovation In Healthcare	A
Content Marketing: Building Audience And Driving Sales Through Original Content And Brand Storytelling	B
Digital Preventive Medicine	B
Centralizing Your Digital Marketing Strategy	C
Interactive Innovation And Patient Engagement Opportunities	B
Driving Patients With Local Search Marketing	B
AI-Driven Web Chat	D
Connected Health: The Role Of 'Internet Of Things' In The Digital Health Revolution	C
Consumerism: Electronics Evolution And Meaningful Technology Engagement	B
The State Of Digital Healthcare Marketing: Patient First, Mobile Ready, Socially Engaged, And Technology-Enabled	B
Mobile-Only Consumers: Preparing For A New Reality	C
Boundary-Less Healthcare: Connected, Digital And Personalized	C
Wearable Health	D
The Power Of CRM: Informing And Supporting Digital Media And Marketing Strategies	A
Personalizing Connected Health	C
Online Feedback: Bridging The Gap Between Healthcare And Consumer Expectations	C