



Ochsner Health System Website Redesign Strategy

DRAFT Version 2.0

Presented 8.12.14

McMURRY / TMG

Each persona defined herein consists of the following attributes:

- Descriptive title defining the audience category in which the information encompasses
- Individual names and profile photos that most closely model the audience type based on the representative demographic data
- Detailed summary of the audience demographics based on recent census data and in-market statistics
- Behavioral data that exemplifies most likely scenarios based on the demographics and individual user case
- Summary narrative that tells a descriptive story of who this person is and how they would expect to consume your services based on the demographics, general behaviors and the scenario we have placed them
- Definitions of user and business objectives that outline what this person would want to accomplish with the website given the narrative
- Summary of any core website features, social usage or attributes that this user would either expect to see or require in order to fulfill their outlined objective

OCHSNER HEALTH SYSTEM PERSONAS

1. Sasha Harkins - Prospective Patient, Primary Care persona
2. James Holden - Current patient, Specialty persona
3. Edward Wilkinson - Doctor, Referring persona
4. Lisa Scott - Doctor, Employed persona
5. Michael Davis - Job Seeker persona
6. Alan Cook - Student persona
7. Claire Smith - Donor persona

Sasha Harkins - Prospective Patient, Primary Care



“I’m looking for high quality, low cost care that’s convenient and fits my schedule.

Female

Age - 36

Summary

Sasha moved to Louisiana for college and, after graduation, got a job in the area. She’s always led an active lifestyle, and is an avid runner, frequently using her mobile phone to track her health and fitness. Sasha’s currently searching for a primary care doctor, which is heavily influenced by her coworkers and friends. It’s important that the provider takes her insurance, delivers quality care, and is available for appointments that fit her schedule.

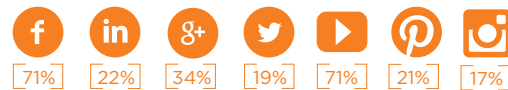
Sasha regularly uses social media—checking it multiple times per day—to connect with friends, pass time, and stay informed. Outside of social media, Sasha looks for opportunities to make her day-to-day activities more convenient, and often shops online. However, before she makes purchases—online or offline—she relies on product reviews and ratings to ensure she’s getting the best value for her money.



Internet Utilization Habits, National, by education

- Uses both a personal computer and mobile devices to access the Internet (52%); Uses the Internet every day (86%)

Social Media Platform Usage, National



User Goals

- Find a provider
- Research conditions, symptoms, treatments
- Make, confirm, or update an appointment
- Find locations
- Prepare for an upcoming appointment
- Find wellness events in her area

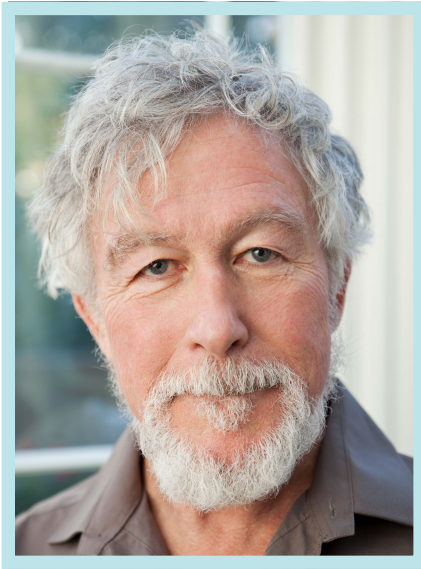
Business Objectives, Prospective Patients

- Promote primary care physicians
- Increase patient acquisition
- Position Ochsner as a leader in the region: high-light ratings, and reputation
- Streamline patient experience
- Promote community hospitals
- Promote MyOchsner portal

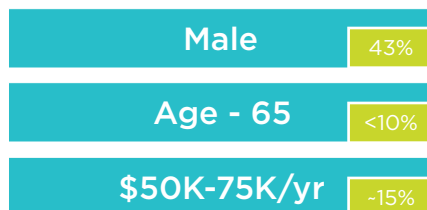
Key Features/Functionality

- Responsive website (mobile/tablet friendly)
- Enhanced find a doctor search
- Online appointment scheduling
- Improved find a location, using GeoIP
- Online chat
- Robust site search
- Online pre-registration
- Enhanced doctor profiles - Insurance accepted, treatment approach, listening skills, etc.
- Physician matching tool
- MyOchsner integration
- Event calendar

James Holden - Current Patient, Specialty



It's important that I build a strong partnership with my doctor, and keep my health care costs down.



Summary

James—a current patient at Ochsner—lives in Houston, Texas with his wife, Margaret. He regularly goes online, primarily using the Internet to: search for information, bank online, and check email. Recently, he's gotten more familiar with social networking sites and particularly enjoys using Facebook to get in touch with people from his past.

Though James prefers traditional means of care, and is loyal to his providers, he's open to exploring alternative methods to make follow-up care more convenient and cost-effective. It's important that he clearly understands the costs of procedures, be able to quickly get in touch with his provider, and get his questions answered.



Demographics, Ochsner

- White (32%)
- Married (35%)
- College graduate (10%)
- Homeowner (41%)

Internet Utilization Habits, Ochsner

- Uses multiple devices to access the Internet, primarily via desktop (57%), laptop (57%), and mobile phone (55%); Uses the Internet multiple times day (90%)

Social Media Platform Usage, Ochsner



User Goals

- Research alternative treatments
- Make, confirm, or update an appointment
- Pay medical bills
- Learn about clinical trials
- Prepare for an upcoming appointment
- Review/rate doctors
- Contact Ochsner

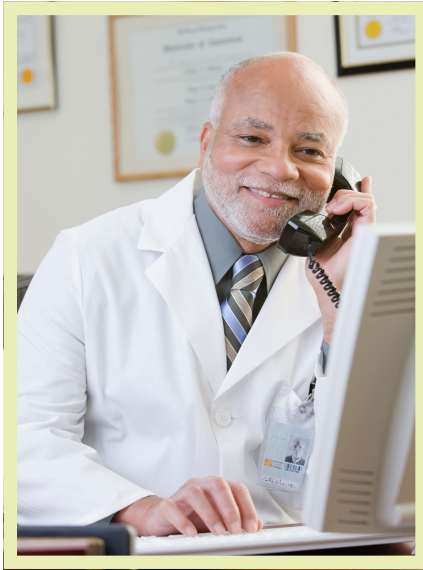
Business Objectives, Current Patients

- Connect patients with community support groups
- Provide resources, products, and content to improve quality of care
- Streamline patient experience (e.g. appointments, payments, questions, etc.)
- Promote telehealth opportunities
- Highlight online prescription refill functionality

Key Features/Functionality

- Optimized navigation and site structure
- Integrated appointment requests/scheduling, and medical record management
- Search engine optimization
- Online reviews/rating system
- Online chat
- Robust site search
- Text/SMS transaction integration
- MyOchsner integration

Edward Wilkinson - Doctor, Referring



It's important that I be able to get my patients the best quality of care, from providers I trust.

Summary

Edward is primary care provider in the New Orleans area who is looking to grow his practice. Over the past 15 years he's been practicing in the New Orleans area. Edward takes the time to get to know his patients, and is committed to providing them with the highest quality of care to maintain their health and wellness.

Many of his patients keep up with their regular check-ups, most have been coming to him for years, so he is able to consistently monitor their status and make corrections to any treatments early. When a specialist is needed, Edward wants to ensure that he selects a dependable and experienced provider that will maintain the high standards of care he's established in his own practice.



Internet Utilization Habits, National, by education

- Personal computer and mobile (52%); Uses the Internet every day (76%)

Social Media Platforms, National, by age



User Goals

- Search physician directory
- Refer a patient to Ochsner
- Learn more about Ochsner's specialties and areas of excellence
- Find resources on specific conditions

Business Objectives

- Highlight areas of excellence, innovation
- Promote doctors through their ratings, expertise, and background
- Increase physician referrals

Key Features/Functionality

- Optimized navigation and site structure
- Enhanced physician search
- Online referral system
- Physician email sign-up
- Robust referral information, including calls to action, as well as easy access to contact Ochsner
- Improved physician profiles
- Search engine optimization
- Online chat

Lisa Scott - Doctor, Employed



"I want to find the best way to help my patients and continue to develop my expertise.

Summary

Lisa is a specialist within the Ochsner hospital system. Over the past 10 years he's been practicing in the New Orleans area and, like many others on her staff, she spends her days with her patients and following up with their treatment plans.

She understands the importance of providing the highest quality of care and giving her patients the best possible experience. It is important to her that she develop a strong relationships with her clients, and keep up-to-date on the latest advancements in her field.

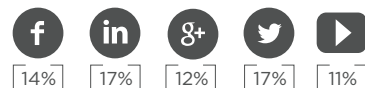
While raising her two children, James and Charlotte, Lisa is constantly on the go. Although she uses her mobile devices regularly in her personal life, she primarily handles work related business at her office.



Internet Utilization Habits, National, by education

- Personal computer and mobile (52%); Uses the Internet every day (86%)

Social Media Platforms, National, by age



User Goals

- Review, revise physician profile
- Follow-up with patients
- Manage patient records
- Update appointment scheduling
- Learn about advancements in her field
- Attend CME events

Business Objectives

- Streamline patient care and records
- Promote continued education opportunities
- Highlight areas of excellence and innovation

Key Features/Functionality

- Optimized navigation and site structure
- MyOchsner portal integration
- Continued education resources and content
- CME event calendar

Michael Davis - Job Seeker



"I want to make a difference, and work for a company that is committed to excellence.

Summary

Michael lives with his wife, Jamie, and daughter, Constance. Michael works as a speech pathologist and is looking to make a move to a larger health care system. It's important to him that he works with a company that is at the forefront of its field, promotes continued education and advancement, and has a good reputation for employee satisfaction.

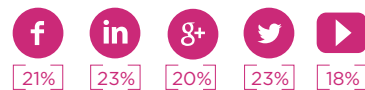
Michael is often on the go and stays in the loop using his mobile devices. He uses his laptop for in depth research, but it's important that he be able to access a broad range of information on his mobile devices.



Internet Utilization Habits, National, by education

- Personal computer and mobile device (52%);
Uses the Internet every day (86%)

Social Media Platforms, National, by age



User Goals

- Search job openings
- Learn about the Ochsner system and its employees
- Apply for a position
- Check application status
- Find benefits information
- Learn about the New Orleans area

Business Objectives

- Promote Ochsner's background and value proposition
- Increase job applicants
- Streamline career search, application, and interview processes

Top 10 Supporting Features/Functionality

- Responsive website (mobile/tablet friendly)
- Search engine optimization
- Highlight open job postings
- Integrate calendar of events
- Ochsner testimonials, rankings, and reviews
- Hiring video chat/interview
- Optimized navigation and site structure
- Streamline career pages
- Integrate social sharing of job postings
- Online chat w/ HR

Alan Cook - Student

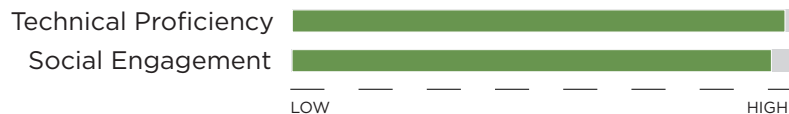


“I’m looking to learn from the best and hone my skills in the medical field.

Summary

Alan is a medical student looking to enroll in courses and electives. He’s on the search to find a highly ranked hospital with a academic track where he can gain solid experience in his field and continue to develop his education. Though Alan is focused on his medical career, it’s important that he be in a community that supports his interests outside of his profession. He’s also looking to connect with other medical students in the area.

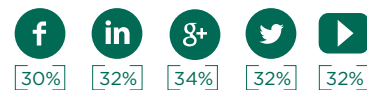
Alan frequently keeps up to date using his mobile devices, and frequently checks social media and email. Although he does the majority of his web browsing and keeps in the loop using his mobile device, he uses his personal computer for extensive searches.



Internet Utilization Habits, National, by education

- Uses both a personal computer and mobile devices to access the Internet (52%); Uses the Internet every day (87%)

Social Media Platforms, National, by age



User Goals

- Search program listing
- Learn more about Ochsner’s education program
- Determine eligibility
- Submit an enrollment application
- Contact the Ochsner academics department
- Learn about the New Orleans area

Business Objectives

- Increase student enrollment
- Promote areas of excellence, service lines, and specialties
- Highlight continued education opportunities
- Position Ochsner as the leading hospital for research, training, and medical advancement

Key Features/Functionality

- Optimized navigation and site structure, specifically the academics section
- Online application submission
- Eligibility requirements
- Information about the New Orleans area
- Search engine optimization
- Responsive website (mobile/tablet friendly)

Claire Smith - Donor



“I want to make an impact on my community and support innovative organizations.

Summary

Claire grew up in New Orleans. Her daughter, Isabelle, is studying medicine at the local university. Claire has been a long-time supporter in the health care space and often attends philanthropic events. She is looking to make a lasting impact on her community, and support organizations focused on innovation and education.

Though Claire travels for work, she does the majority of her web browsing from home for online banking and purchasing products. She uses her phone primarily to keep up-to-date on news and email. It's important to her that she have confidence that her donations will be securely processed and be allocated towards areas where she is most passionate.



Internet Utilization Habits, National, by education

- Personal computer and mobile (52%); Uses the Internet every day (86%)

Social Media Platforms, National, by age



User Goals

- Research areas of excellence and specialties
- Donate to Ochsner
- Learn about and/or attend philanthropic events
- Explore the impact of donations and their usage in the Ochsner system

Business Objectives

- Increase donor engagement
- Streamline donation process
- Improve donation security
- Showcase donation impact and testimonials
- Promote giving events, both internally and externally
- Highlight giving priorities, methods of giving, and ways to participate (e.g. events, etc.)

Key Features/Functionality

- Highlight areas of excellence, service lines, and specialties
- Prominent donation calls to action
- Integrated donation portal for secure transactions
- Showcase awards and recognitions
- Integrate specific donation paths (e.g. specialties, etc.)
- Upcoming event calendar, and highlights