



RESEARCH BRIEF

Hospital Digital Experience Index™

Benchmarking digital
excellence in healthcare

CONNECTIVE DX

Healthcare brands are their most durable on the web

Though health systems are using digital tools more broadly than ever, public websites remain their most influential digital touchpoints. Studies show that more than three quarters of patients form their perceptions of health organizations and their expertise through visits to provider websites.

“We believe digital connections with patients are the starting points for the relationships that embody healthcare. Actionable insight can help organizations focus their ambitions to deliver the digital connections patients require and deserve.”



DAVE WIENEKE
Connective DX

The importance of digital experiences continues to grow as health systems strive for more patient-centered thinking and service approaches. Some of the most powerful trends in healthcare are adding to the array of uses for hospital system websites. Consumerization raises patients' expectations of convenience and access to information, while trends driving health systems to grow and expand in new areas add new levels of complexity, which provider websites must accommodate.

The best digital plans are grounded in fact

This study quantifies the observable capabilities of leading health systems to digitally engage and influence patient experiences through public-facing hospital websites. It provides a fact-based framework to identify emerging best practices among the websites of the very best U.S. healthcare organizations.

Our Hospital Digital Experience Index provides a clear 1–100 point benchmark across more than 40 data points collected by structured evaluation, testing, and evidence of performance through analytics.

This evaluation is informed by our research-driven user experience practice, which provides insight on patient motivations, needs and behaviors. The framework brings an outside-in perspective by evaluating top user flows and digital touchpoints. It also utilizes measures to evaluate brand clarity, mobile-readiness, and site performance, including its reach and visibility in market.

Our goal is to provide an evolving view of digital innovation within provider organizations, which digital teams at other hospitals can use to frame their own planning.

THIS RESEARCH WILL HELP HEALTH SYSTEMS:

- Identify trends and best practices for digital engagement.
- Uncover emerging digital practices that hospitals are adopting.
- Prioritize digital investments and patient experience initiatives.



Function

measuring how health systems approach foundational capabilities for digital engagement

SITE SEARCH

In complex sites, site search is a primary means of navigation. We evaluate the query process, results, and usefulness of the overall search experience.

DOCTOR FINDER

Considering providers is a key moment of truth in a range of healthcare decisions. While doctor finder applications are heavily invested in, they have a wide range of effectiveness across hospital systems.

MOBILE RESPONSIVENESS

With the dramatic shift from desktop to mobile engagement, responsive design and a focus on mobile-first design are critical to support the healthcare journey.

TELEHEALTH AND MHEALTH INNOVATION

The study tracks innovation in this space and its increasing integration with the overall digital patient experience.



Utility

gauging how hospital websites support key patient user flows and digital touchpoints

USE CASE EVALUATION

Our research on patient needs and behavior helps us prioritize key tasks and user flows that hospitals need to support. This outside-in expert evaluation of key user flows considers the integrated use of website tools, content and design in helping patients connect their needs with hospital services.

Schedule your free HDX briefing

Sydney Wood will answer your questions and arrange for a custom assessment of your hospital's strengths and best digital opportunities.

(877) 897-7620 | swood@connectedx.com



Brand clarity

examining how successful health systems are in communicating value

ORGANIZATIONAL IDENTITY AND BRANDING

As health organizations become more complex, websites have to do more to solidify an organization's role in care and the way their organization can best serve them.

CLEAR AND SIMPLE LANGUAGE

Using a linguistic analysis tool we look at the ways hospital websites choose to use simpler, more accessible language.

GEOGRAPHIC COMPLEXITY

Helping patients find the best points of service for their specific needs has become more difficult as systems grow and care becomes more complex and interconnected.

TOP TASK FOCUS

Important gateway and routing pages receive considerable brand scrutiny and play a vital role in supporting key user-focused tasks.



Market impact

measuring the effectiveness and performance of the website and content

REACH

An organization's reach and velocity can be measured by evaluating the number of visitors to the website over time.

AUTHORITY

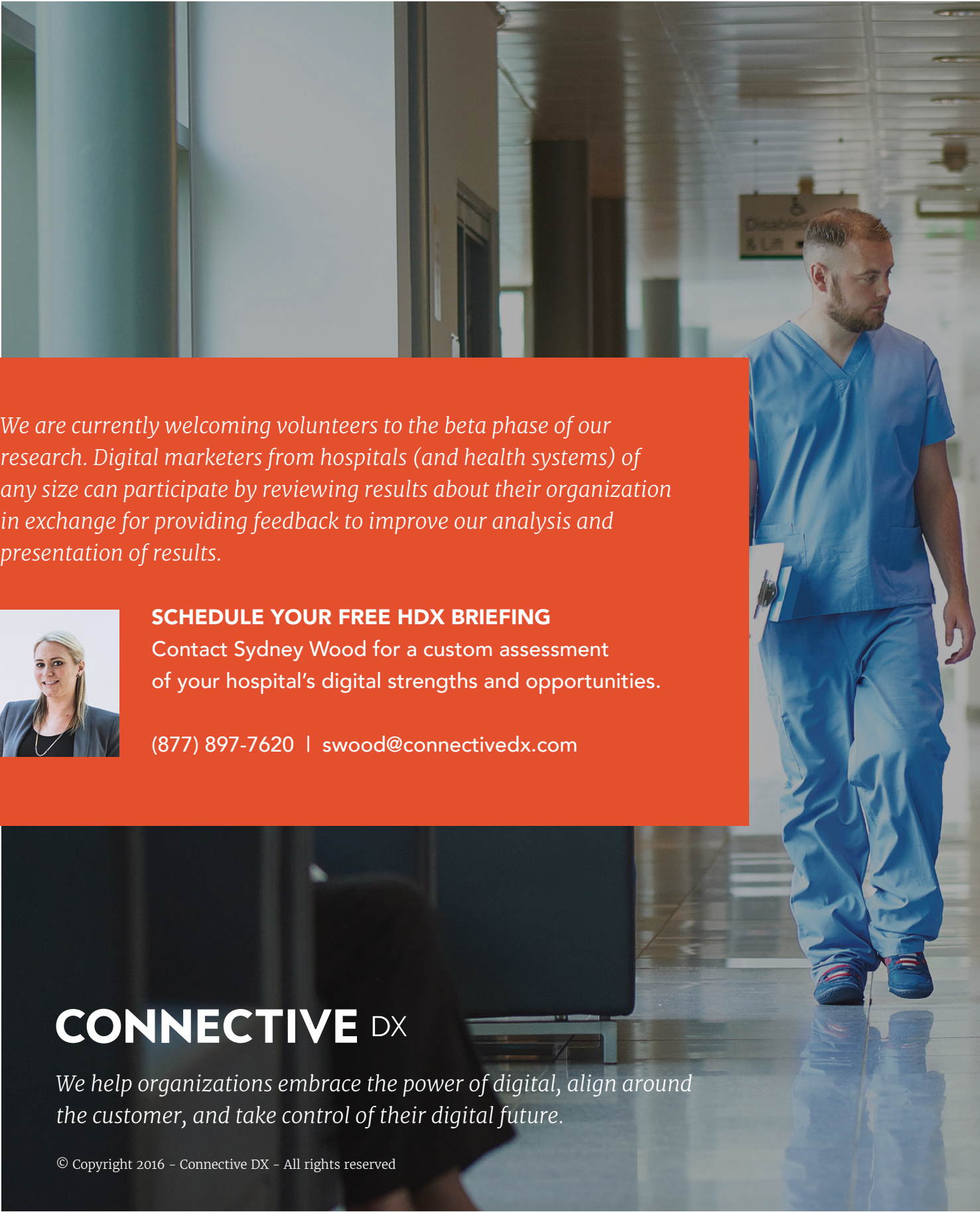
Google combines an array of signals to produce a single score that drives visibility in search results.

TIME ON SITE

Benchmarking the effectiveness of websites by looking at engagement time per visit.

SEARCH VISIBILITY

Evaluates the overall digital footprint of leading health systems across competitive search terms.



We are currently welcoming volunteers to the beta phase of our research. Digital marketers from hospitals (and health systems) of any size can participate by reviewing results about their organization in exchange for providing feedback to improve our analysis and presentation of results.



SCHEDULE YOUR FREE HDX BRIEFING

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CONNECTIVE DX

We help organizations embrace the power of digital, align around the customer, and take control of their digital future.

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