

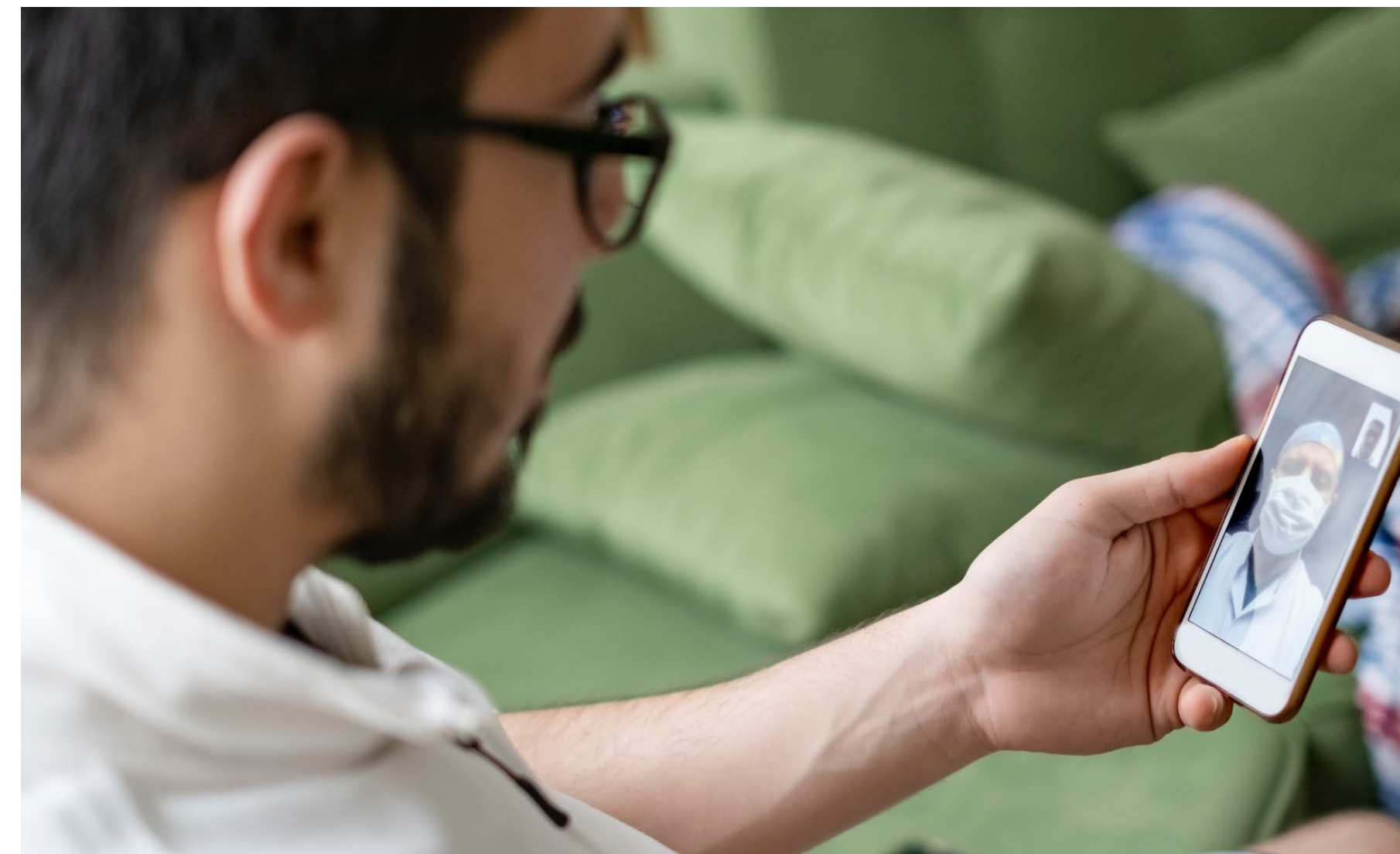


Rush Digital Transformation

From Feedback to Fixes: Using Real-Time Data to Improve Patient Experience

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Defining Digital At Rush

Three portfolios focused on solving real world problems



Digital Consumerism

Creating uniquely convenient and personalized experiences that promote *access, growth, engagement and retention.*

- Same-Day Access Models
- Personalized Engagement
- Real-Time Patient Feedback
- Digital Customer Service Programs
- ...

Digital Care Transformation

Reimagining and future-proofing the care delivery model to promote *caregiver experience, efficient use of resources, and improved outcomes.*

- Clinical Automation
- Inpatient Virtual Care Models
- Virtual Command Center
- Predictive AI models
- ...

Digital Operations Efficiency

Reducing administrative burden and improving efficiency to support the care delivery system and *build the workforce of the future.*

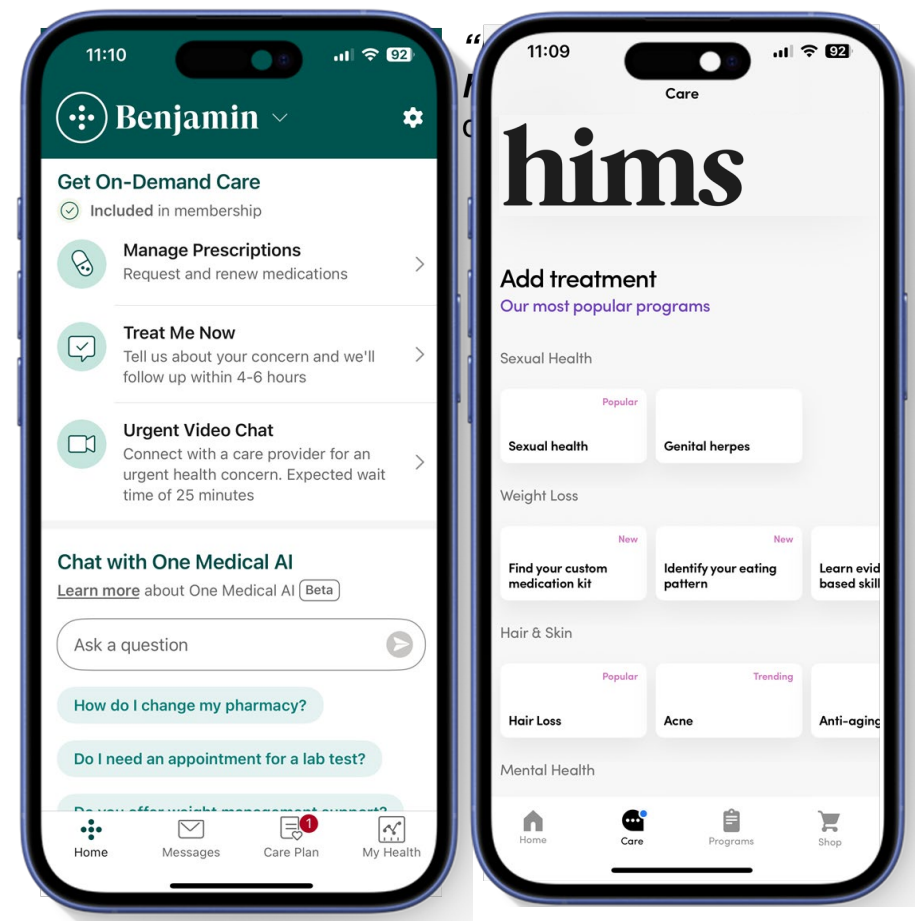
- Backoffice Automation (e.g. Rev Cycle, Supply Chain, HR, etc.)
- Predictive Staff Scheduling
- Workforce AI Tools
- ...

Digital Consumerism | Macro Perspective

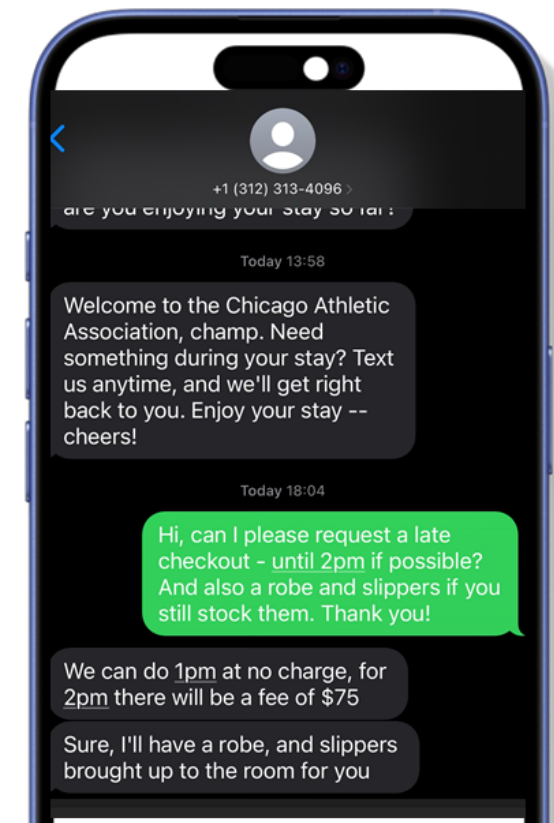
► **Consumer expectations** have been elevated by disruptors and experiences in other service industries...



“Healthcare without the hold,”
convenience as a differentiator




Personalized engagement and self-service connecting the digital and physical



Digital Consumerism | 20,000+ Patient Focus Group

Rush engages our patients to guide our strategy – online focus group and real-time feedback surveys

What they have told us...




Friction Points

My minimum expectations are...

- Make access easier**
Less guesswork, more available, more flexible.
- No really, make it easier**
Or I am willing to go somewhere else that does.
- Be there when I need you**
Provide (real, human) support when I have questions.

Key priorities...

► Access and convenience



Real Delighters

You could really wow me if you...

- Know me**
Use what you know about me to anticipate my needs.
- Guide me**
Present me the information I need when and where I need them.
- Comfort me**
Remove uncertainty and always maintain the human touch.

► Personalization and engagement

Vision | RUSH Connect

- ▶ **Radically convenient access** when and where you need it, in just a few taps
- ▶ **Personalized** to help you and your family make more informed decisions with less uncertainty

ACCESS & CONVENIENCE



New, 24x7
Care Access
Models



Same - Day
Virtual
Specialty
Care



Digital - First
Primary Care



Personalized
Digital
Outreach



Easy,
Real - time
Ratings



Delay Alerts &
Service
Recovery

Example 1 | Same-Day Virtual Specialty Care



Same - Day Virtual Specialty Care

Results to date

- Live in 8 specialties
- 26% of visits are patients new to the health system
- 92% patient satisfaction
- High impact patient stories, including life saving case studies

- Same/next-day visits for new patients seeking care in 8 specialties (*and growing*)
- Specialty-trained APPs treat 40 conditions, triaging to in-person care as needed

- Cardiology
- Dermatology
- ENT
- Medical Weight Loss
- OB/GYN
- Physical Medicine & Rehab
- Sports Cardiology
- Urology

...and more coming soon.

RUSH Doctors Services Locations Patients & Visitors [Schedule Appointment](#)

Virtual Men's Health Care

Men's Health

We want to help you heal, without the hassle. Virtual care appointments for men's health conditions are available today and tomorrow at Rush.

Get care

Make an appointment for a video visit today or tomorrow.

Men's health virtual care from Rush that keeps your time and privacy top of mind. Regrow hair, boost fertility and sexual health, improve your mental health, lose weight, and more — all from the comfort of home.

Anxiety

[Make an appointment](#)

Back Pain

[Make an appointment](#)

Erectile Dysfunction

[Make an appointment](#)

Example 2 | Easy Real-Time Ratings

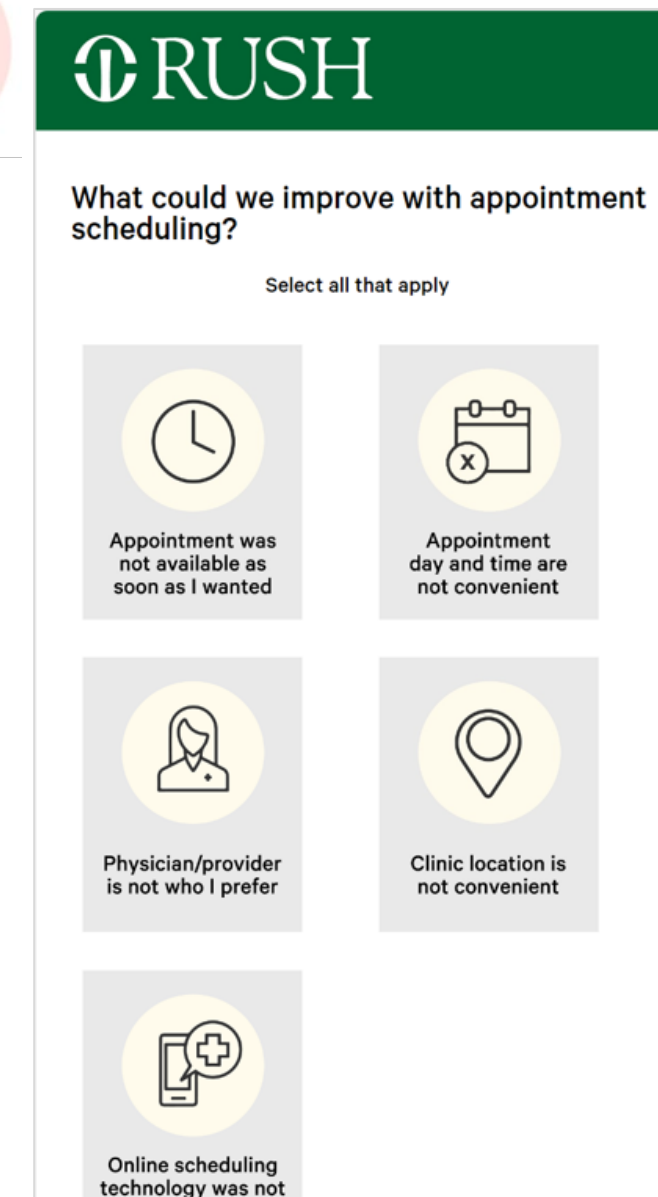
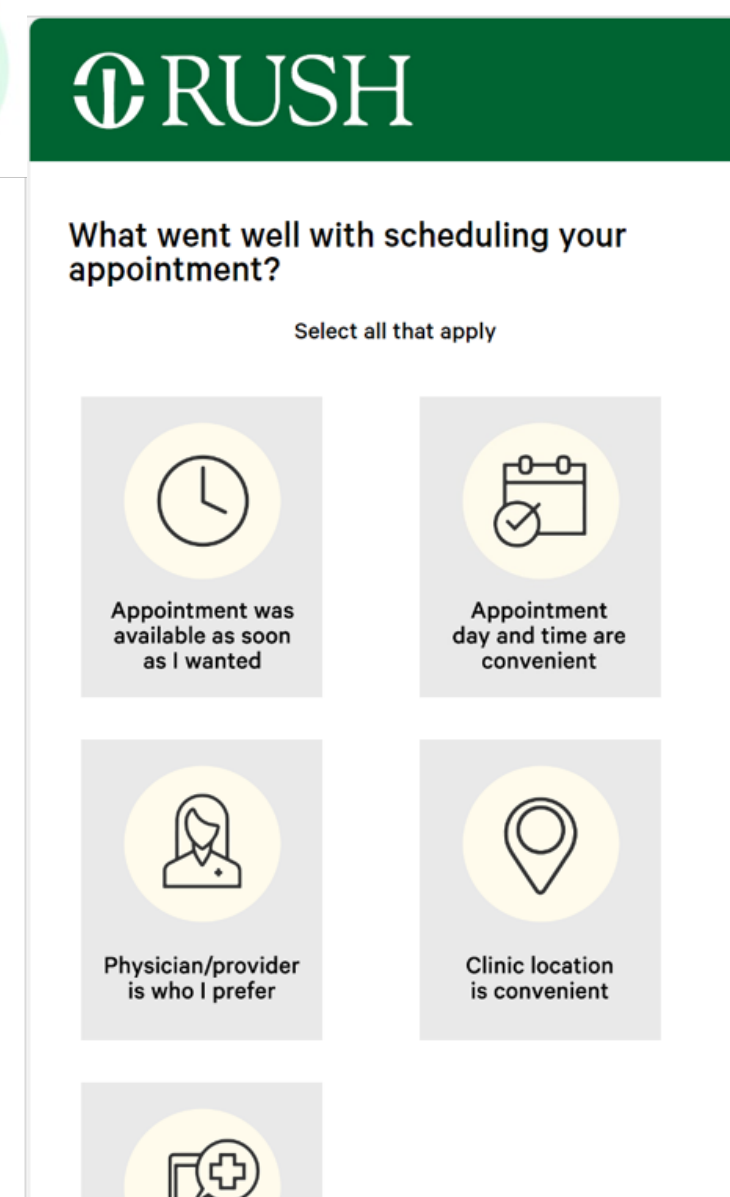
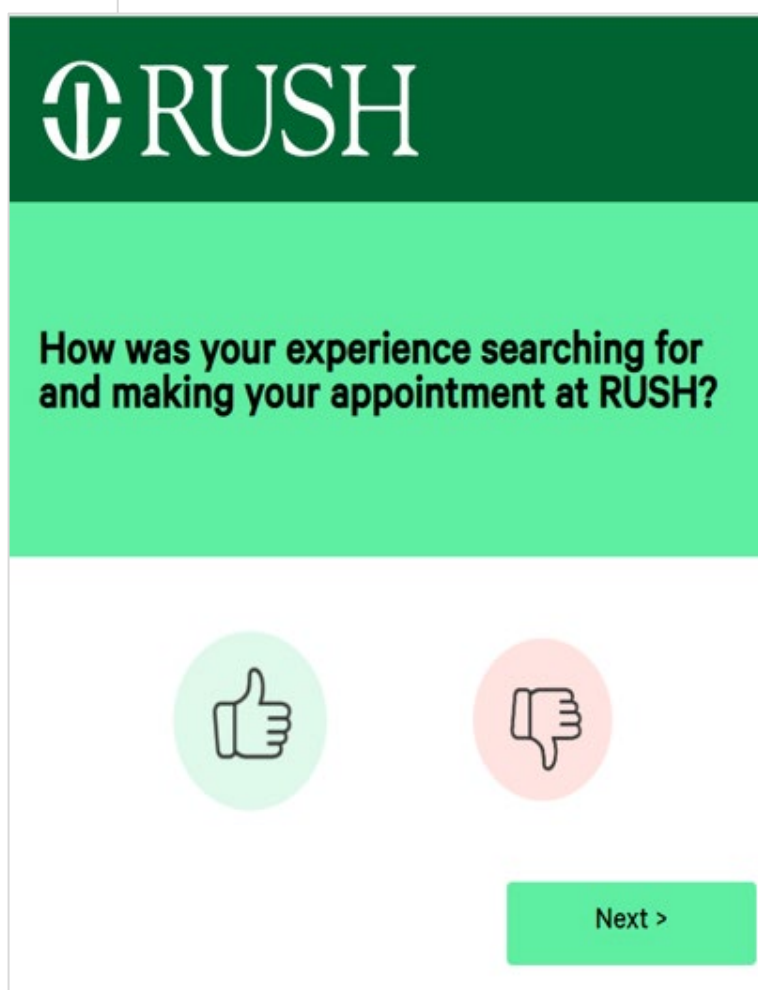
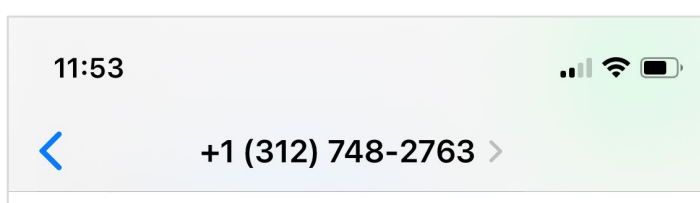


Easy,
Real - time
Ratings

- Real-time "thumbs-up, thumbs-down" ratings at the moments that matter
- Direct follow up by operational teams to proactively address issues

Results to date

- 90%+ satisfaction with online scheduling and bill pay experiences
- 80% of reported dissatisfiers were addressed 1:1
- A cancer patient reported a problem with a primary care visit and the agent was able to schedule a past-due cancer related visit as well



Example 3 | Delay Alerts & Service Recovery

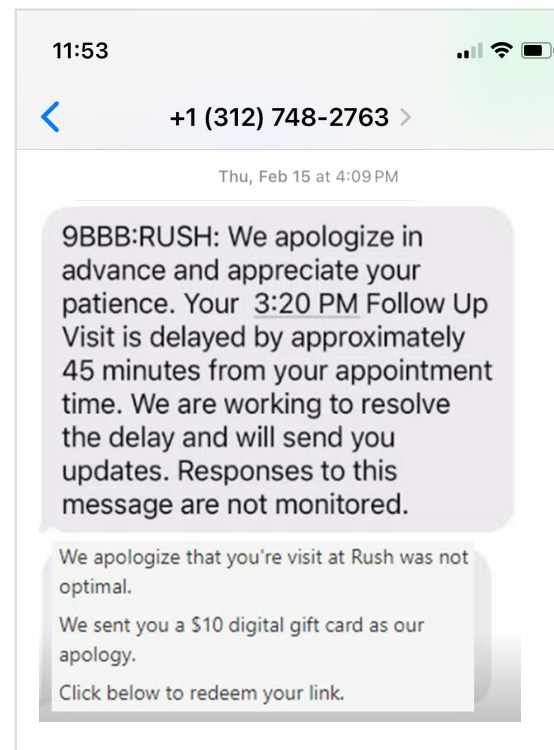


Delay Alerts & Service Recovery

- Real-time wait time predictions sent to the patient via text message
- Staff triggers digital coupons for free coffee or parking when thresholds are met

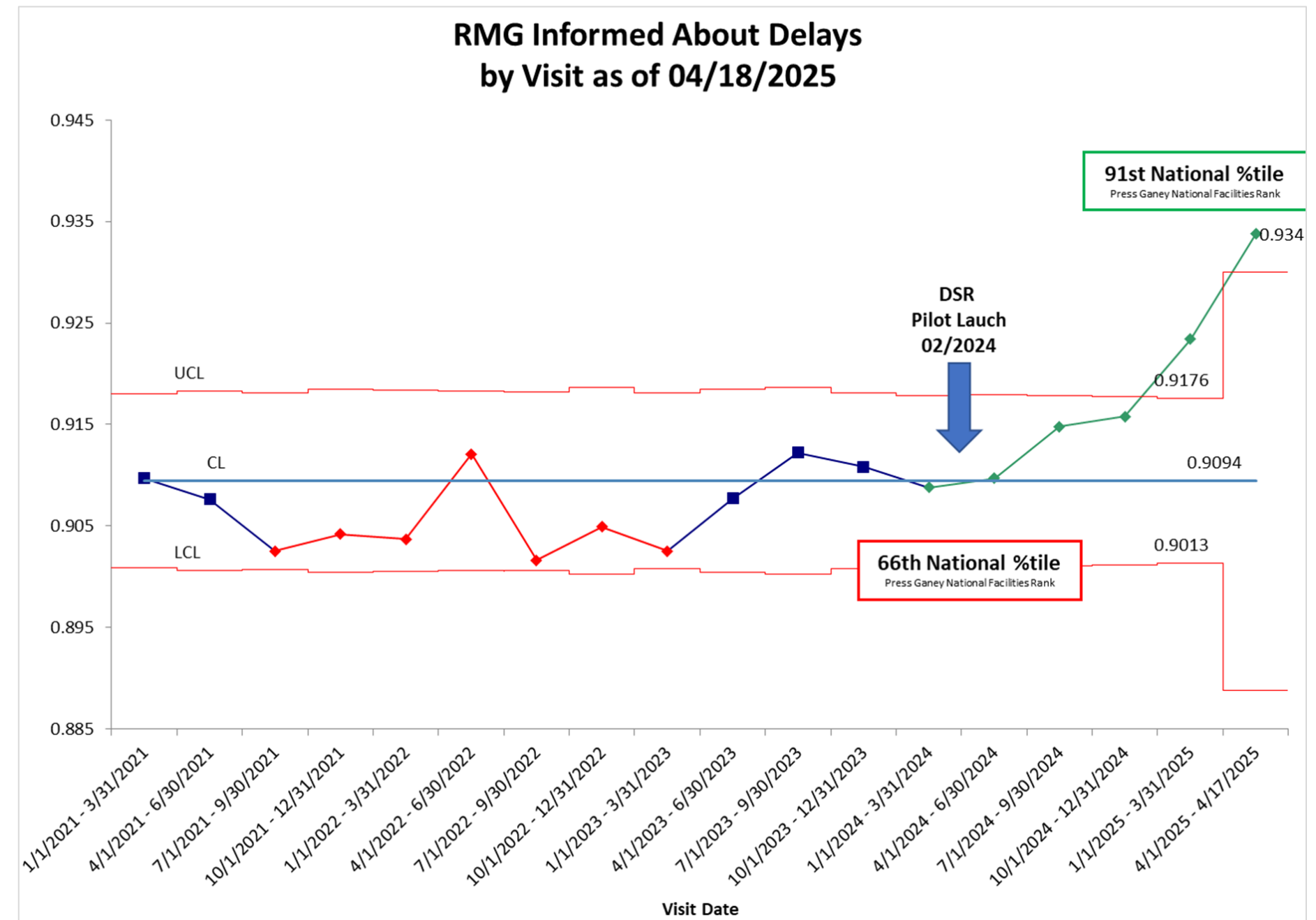
Results to date

- > 50,000 patient opt-ins per month
- 66th → 91st national percentile in “informed about delays” satisfaction score
- Meaningful impact on overall ambulatory satisfaction scores as the program has scaled



“Love the new text system with estimated wait time after checking in! More medical facilities should have that system in place.”

“I like the texts that let me know if my doctor was running on time. That eased my stress and anxiety.”



What's Next? | Coming Soon

- ▶ Driving greater access and personalization within the **patient experience**
- ▶ Applying the same rigor and focus to creating great **caregiver and employee** experiences

Expand, Improve & Scale ↗

Digital Consumerism

- “Up Next” alerts in ED and inpatient units
- Expanded same-day access models and always-on chat bot
- “My Care Journey” view in the mobile app – one stop shop for all of your healthcare to do’s

Create, Launch & Measure →

Digital Care Transformation

- Real-time hospital throughput predictions and interventions
- Ambient/automated provider and nursing documentation → JOY OF CAREGIVING focus
- Virtual inpatient and at-home acute care models

Digital Operations Efficiency

- Automated pre-authorizations and denials processing
- Automated invoice and PO processing
- AI assisted HR and workforce management functions