Creating a Patient-Centric Web Experience
We’re in the Midst of a Design Revolution!
Are You Involved in an Online Technology Overhaul or Significant Site Upgrade?

- 24% Yes, Overhaul Recently Completed (Within 12 Months)
- 41% Overhaul Currently in Progress
- 19% No, But in Overhaul Planning Stages
- 11% Not Planning an Overhaul in the Near Future
- 6% No Overhaul, Just Ongoing Incremental Changes

Source: Geonetric’s Digital Marketing in Healthcare Survey
www.geonetric.com/SurveyResults
Undergoing Three Types of Change

• Strategy and approach
• Technology
• Style and aesthetics
Design is Not About Throwing in Everything, But Assembling Parts that Work.
Mobility is Changing Everything
Mobile Traffic

Average Mobile Traffic as a Percent Of All Visits

Average +1 Stdev -1 Stdev

TWEET IT: #GEOLIVE
Mobile Dominates the Website Priority List in 2014

42% Adding Responsive-Design Site

16% Adding Stand-Alone Mobile Site

Source: Geonetric’s Digital Marketing in Healthcare Survey
www.geonetric.com/SurveyResults
Designers Giving Up Control

Mobile Screen Sizes
- 240 x 320
- iPad Retina

Desktop Screen Sizes
- 640 x 480
- 2560 x 1600
Variable-Dimension Devices
It’s More Than Just Screen Size
Touch Screens
Mobile is More Than Phones and Tablets
CentraCare Health
CentraCare: Who We Are

CentraCare Health aspires to be the leader in Minnesota for quality, safety, service and value.
Coborn Cancer Center, a service of St. Cloud Hospital, provides comprehensive care and an extensive range of treatment options to support cancer patients and their families. The center is the first program in the United States to become a member of the Mayo Clinic Cancer Care Network. Coborn Cancer Center is designated as a certified comprehensive community cancer program by the American College of Surgeons, and our radiation program is certified by the American College of Radiology.

In addition to a nationally recognized program, Coborn Cancer Center is committed to provide our patients with:

- Exceptional quality and outcomes based on adherence to best practice standards.
- Multidisciplinary coordination of care.
- Shared decision-making.
- Coordination with primary care providers.
- Continued adoption of new technologies and services.
- Access to leading cancer providers, research and clinical trials.
- Programming to support the journey from cancer patient to cancer survivor.

Accreditation
- Received a three-year approval with Commendation and an Outstanding Achievement Award as a Community Hospital Comprehensive Cancer Program from American College of Surgeons Commission on Cancer. Only about 15% of cancer programs in the U.S. have earned this commendation.
- One of three radiation oncology departments in Minnesota to earn a three-year accreditation from the American College of Radiology (ACR).

Nursing Staff Qualifications
Approximately 70% of the professional nursing staff at Coborn Cancer Center are nationally certified in oncology, infusion and/or medical/surgical nursing. This certification is different from the RN license. Certification is voluntary and signifies a nurse has developed specialty knowledge beyond the entry level.

Cancer Report

So Long, Poofy Sleeves! (and mullets and mouse-over lists!)
Stand-Alone Mobile Sites vs. Responsive Design
What We Thought Mobile Consumers Wanted

• “On the go” capabilities
  – Location directory
  – Maps and directions
  – Physician directory
  – ER wait times
What Mobile Consumers Actually Want

Top Content For Mobile Visitors by Average Pageviews

- Home page
- Careers
- Physician Directory
- Services
- Baby photos
- Health Resources
- About
- Locations, maps and...
- For Professionals
- Patients and Visitors

Source: Internal research by Geonetric, Inc. - March 2012
Responsive Design
Benefits of Responsive Design

• Better experience for all visitors
• Improved engagement and conversion
• SEO benefits
• “Future-proofed” design protects from future device formats!
Responsive Isn’t Where Changing Design Trends End.

It’s Where They’re Beginning!
Mobile-First Design
It’s Hard to Downsize
Mobile First Design
Flat Design
iOS 7 Took Flat Design Mainstream

Image source: http://www.apple.com/ios/ios7/design/
MyChart is a secure, personalized and convenient tool to access and manage your personal health information.
Welcoming New Arrivals

The Birth Center at CentraCare Health - Monticello is now open. We offer moms and their families a new, private, serene environment to welcome their babies. Learn more about the Birth Center.
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Content as a Design Element
Server-Based Fonts

- Why bother?
  - Design elegance
  - Adherence to brand standards
  - Flexibility
  - Less manual manipulation
  - Empower non-technical contributors
  - Load speed
  - SEO
Care for Kids

CentraCare loves kids! Our dedicated providers care for children of all ages. We work with parents to help children and teens maintain health and well-being. Learn more about our Children's Services.
Finger ≠ Mouse
Mouseovers Are Great...

If You Have a Mouse!
Responsive Offers
Other Tools
Lines Blurring Between Web and Apps

- Off canvas layouts
- Hidden menus
- Gesture support
Sometimes Navigation Isn’t the Best Way to Navigate...
When something is designed to work beautifully, it tends to look that way, too.

Nothing we've ever created has been designed just to look beautiful. That's approaching the opportunity from the wrong end. Instead, as we reconsidered iOS, our purpose was to create an experience that was simpler, more useful, and more enjoyable — while building on the things people love about iOS. Ultimately, redesigning the way it works led us to redesign the way it looks. Because good design is design that's in service of the experience.
Particularly at Phone Dimensions
Be More Visual
Large Photo Backgrounds
Choose Your Doctor

Enter a name, specialty or location to search for a doctor.

name, specialty or location  Search

Advanced Search

Aaron Martin, DO
General Surgery
Large Images On a Scrolling Page

- Scrolling banner
- Choose your doctor
- Our services
- Find a location
- About your visit
- Health library
Evenings and Weekends.

We’ve got you covered. The Urgency Center, the first of its kind in Central Minnesota, delivers the high-quality urgent medical care you expect, without the ER wait or cost. Learn more ▶
Results
It’s True! If You Build It, They WILL Come!

Comparing Sept-Dec 2013 to Sept-Dec 2012:

• Traffic coming from mobile devices is up 128.65%
• Mobile traffic as a % of all traffic 2012: 18.20%
• Mobile traffic as a % of all traffic 2013: 26.77%
CentraCare.com
Top Pages on Mobile Devices

- Home page
- Job search
- Careers
- Locations
- Providers
- Services
- MyChart
- Patients & Visitors
Goodbye Mobile Web
Hello Whole Web
What Does This Mean For Me?

- Plan for a redesign soon
- Responsive is the biz case
- Modernization is a goal
- Mobile first, content-driven
- Reimagine the experience
- Build for your audience
- Don’t be afraid to stand out!
Questions?

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Pinterest.com/benatgeo
New White Paper Available
www.geonetric.com/SurveyResults
The End