

# **eHealthcare**

## **STRATEGY & TRENDS**

# **Provider Data Management: The Foundation for a Supercharged Marketing Strategy**

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## loyal

Loyal focuses on optimizing health systems and improving their relationship with patients, providers, payors, employers, and the broader community.

As the centralized operating system, we provide actionable insights for enterprises and individualized actions for patients at every step of the journey.





**Stephanie Scott, MHA**  
Senior Manager, Web Operations



VillageMD provides high quality, accessible healthcare services for individuals and communities across the United States, with primary, multispecialty, and urgent care providers serving patients in traditional clinic settings, in patients' homes and through virtual appointments.

Through Village Medical, Summit Health, CityMD and other practices, VillageMD serves millions of patients throughout their lives, wherever and whenever they need care. Its dedicated workforce of more than 20,000 operates from 680 practice locations in 26 markets.



# What we will cover today...

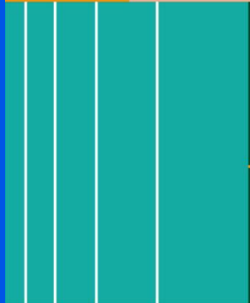
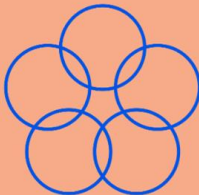
State of Healthcare & Search

The What and Why of Data Management

Summit Health Case Study

Final Thoughts

# State of Healthcare & Search



# Google Search Stats

# 5.9

There are 5.9 million Google searches per minute

# 63%

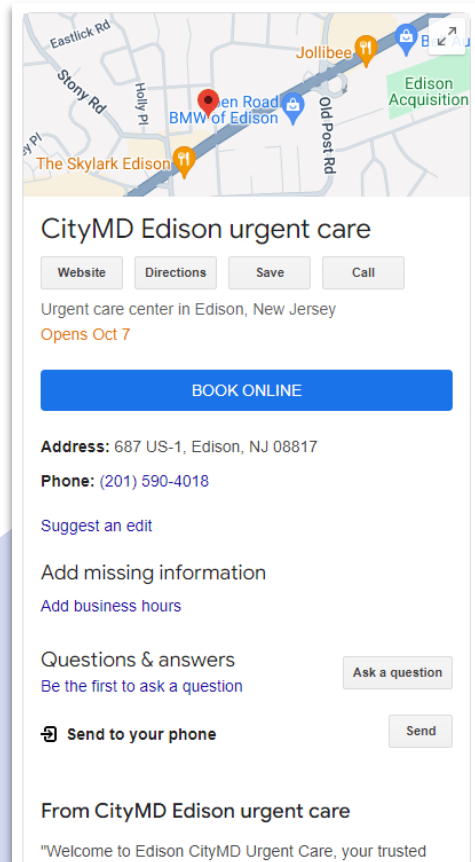
of Google searches occur on mobile in the U.S.

# 22%

Top-ranking Google search results see a 22.4% click-through rate

# 66%

of web traffic referrals come from Google



The screenshot shows a Google search result for 'CityMD Edison urgent care'. At the top is a map showing the location in Edison, New Jersey, with nearby streets like Eastlick Rd, Stony Rd, and Old Post Rd. Below the map are buttons for 'Website', 'Directions', 'Save', and 'Call'. The text below the map reads 'CityMD Edison urgent care' and 'Urgent care center in Edison, New Jersey'. A prominent blue button says 'BOOK ONLINE'. Below that, the address '687 US-1, Edison, NJ 08817' and phone number '(201) 590-4018' are listed. There are also links for 'Suggest an edit', 'Add missing information', and 'Add business hours'. At the bottom, there is a 'Questions & answers' section with an 'Ask a question' button and a 'Send to your phone' button.

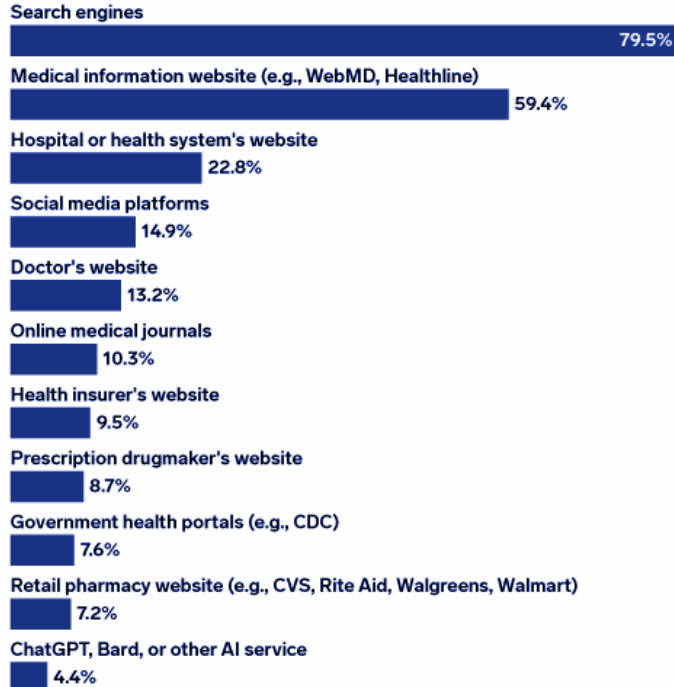
## Additional Stats

- Google accounts for 91.54% of the global search engine market
- Most Google searches are three to four words long
- Featured snippets appear twice as often on desktop as on mobile
- 46% of Google searches have local intent
- Google's Shopping Graph has over 35 billion product listings
- 50% of the U.S. population uses voice-enabled search each day

Source: <https://www.semrush.com/blog/google-search-statistics/>

## Online Sources Used by US Consumers to Self-Diagnose a Condition, Dec 2023

% of respondents



Note: n=751 who have self-diagnosed a medical condition based on medical information they found online; excludes "other" responses

Source: EMARKETER Survey, "US Digital Health 2023," Jan 2024

285001

EM | EMARKETER

# 80%

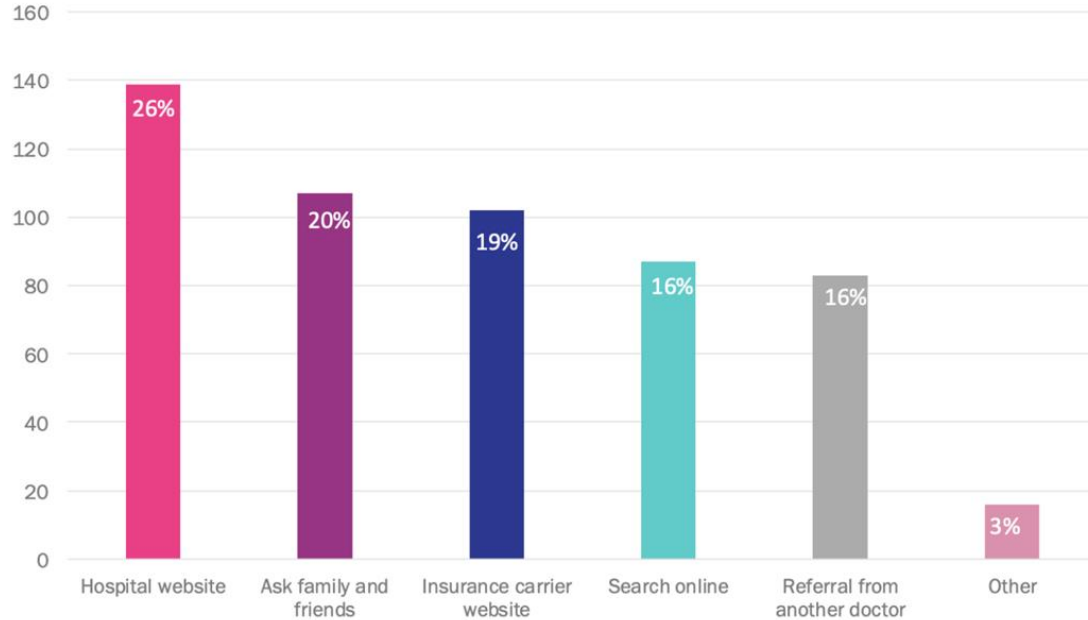
Of consumers used a search engine to seek information about their health concerns.

# 1 in 3

People who use online sources regarding their health concern get information from a health system or doctor's website.

# Where do you go to find a provider?

Based on a recent study by Aha Media Group



Online survey of 534 participants in July and August 2024

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**Physicians are the product, appointments are the inventory - complete information, clear descriptions, organization of products is what creates good customer experience**

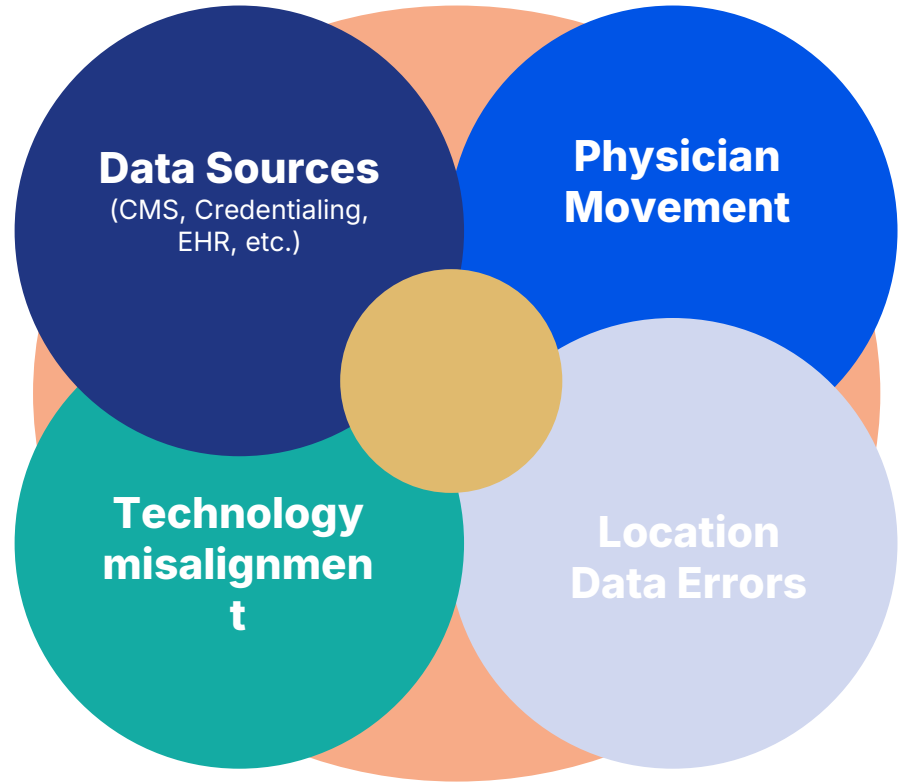
**\$9k**

**Per Provider Per Day In  
Lost Revenue**

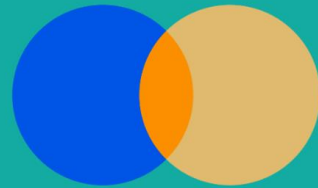
Mismanaged provider data can cost healthcare organizations up to \$9,000 per provider per day in lost revenue due to delays in credentialing ([OnLive](#))

# OUR CHALLENGE:

**Multiple disparate and incomplete sources of information exist about providers, services, and locations.**



# What Is and Why Data Management



# What is Provider Data Management in Healthcare?

**Provider Data Management (PDM)** is a centralized system for managing and organizing provider and location data across healthcare organizations.

It ensures reliable access to accurate information for both administrative and operational purposes, enhancing network management, claims processing, credentialing, referrals, and directory services.

PDM also enables healthcare organizations to **more effectively promote their services to consumers and patients in need of care**. Thereby, improving overall health of the communities they serve, supporting the brand promise and positively supporting business goals.

# Benefits of Provider Data Management

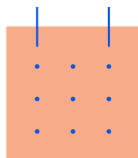


## Improve care experience

Ensures a positive appointment and care experience

Better resource utilization

Simplifies administrative tasks



## Provider Experience

Optimizes patient panel

22% decrease in patient complaints after implementing\*



## Revenue Cycle Costs/Savings

15% reduction in billing errors\*

Up to \$1 million annual savings\*

\* [OncLive](#)  
[Medical Transportation Access Coalition](#)

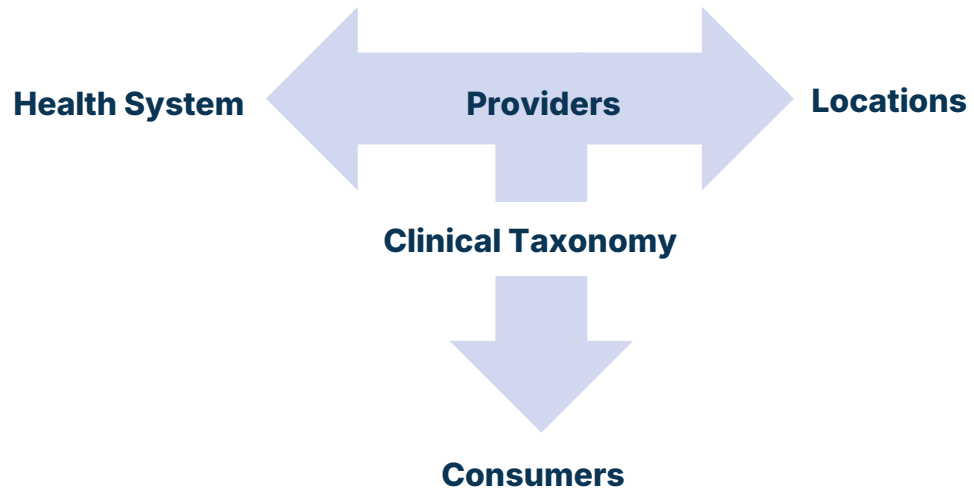
# Provider Data Management in Healthcare: Loyal's POV

## More than providers

The relationship between the providers and locations is imperative.

Clinical taxonomy is the connection between consumers and physicians.

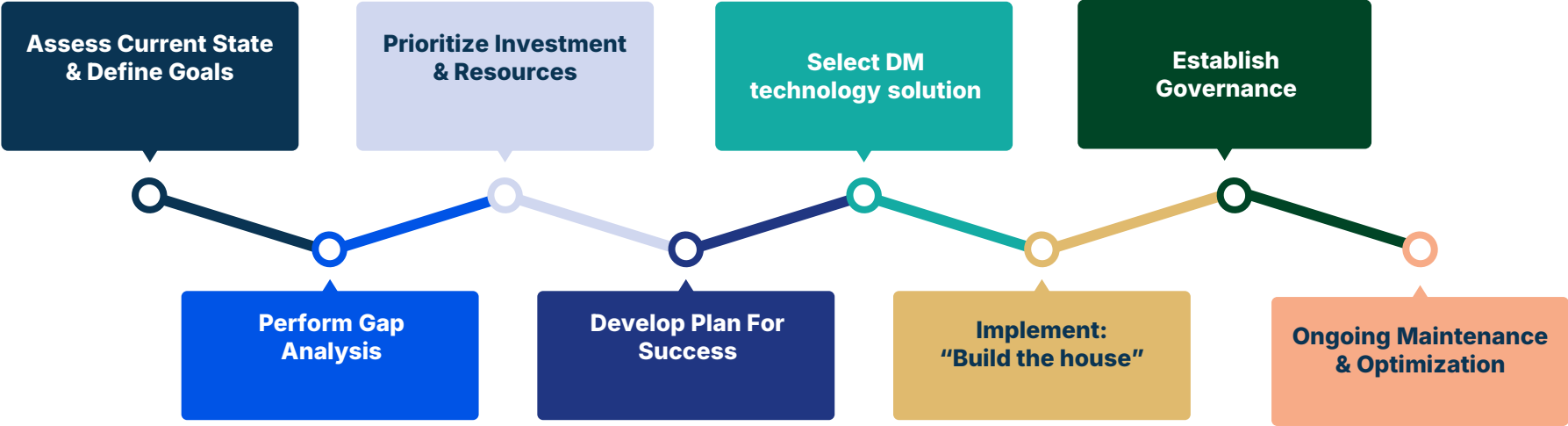
Physicians are the connection between consumers and health system.



Missed appointments cost the U.S. healthcare industry approximately \$150 billion annually, with each missed appointment costing providers about \$200

[Medical Transportation Access Coalition](#),  
[British Journal of General Practice](#)).

# PDM: Where To Start



# Summit Health Case Study

Section Title | Date



# Centralizing consumer facing data into a single source of truth to increase data efficiency

## Context

Summit Health is a physician-driven, patient-centric network serving New Jersey, New York, Connecticut, Pennsylvania, and Central Oregon.

## Problem

Summit Health needed a way to manage provider and location profiles, enhance care search capabilities, and ensure accurate provider and location data was being funneled to multiple access entry points.

## Solution

Loyal's Data Management unifies all relevant provider data in a single accessible platform, ensuring a seamless and consistent patient experience across various digital solutions and enabling easy integration of digital touchpoints throughout the entire healthcare journey.

4

Web Team  
Members

680

Practice  
Locations

26

Markets

1600

Providers

# Summit Health | System Goals



## Consolidate Technology

Streamline data

Use data to improve quality of a care search on the website, in Google, and other important Marketing channels.



## Unify Core Systems

Reduce friction for some important patient/consumer experiences.

Breakdown silos.



## Connect Experiences

Present accurate data about our providers, locations, and services.

Promote relevant providers in care searches.



## Boost Business Intelligence

Create efficiencies with automation.

Display information most relevant to a patient/consumer need.

# Summit Health | Data Management Goals



## Data Quality

Audit CMS data

Integrate practice data

Migration of provider information and website content



## Care Guidance

Referral tool for physicians



## Self Service

Drive revenue activities including self-scheduled appointments



**Leverage Loyal platform to centralize consumer facing data into a single source of truth, manage provider & location profiles on the Summit Health website through NLP based care search, and provide up to date information across third party sites.**



# Step 2: Enhancing Data with Clinical Taxonomy



Incorporating clinical taxonomy into provider data can improve search efficiency and accuracy by up to 30% ([Healthcare Business Today](#))

# Step 3: Aligning Data Management with Business Goals



**How did Summit Health align data management with business goals?**



**Technology Consolidation & Systems Unification**

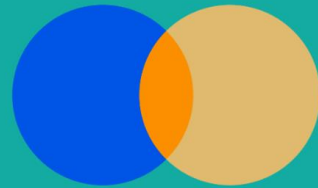
**Ongoing Maintenance**

- Reduced QA
- Optimization of Resources

Streamlined provider data management can decrease operational costs by up to 25% ([Healthcare Business Today](#))

# Closing Thoughts

Section title | Date



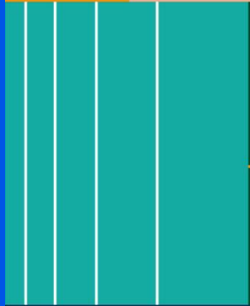
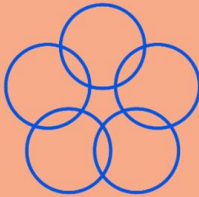


# Closing Thoughts...

- **Importance of data management is not going away. Don't wait!**
- Your CMS is not a Data Management solution
  - CM: flexibility, unstructured data
  - DM: defined data fields, connectivity, organize
- Engage multiple departments and stakeholders
- Clinical taxonomy is imperative and will make you stand out
- Governance is a requirement
- Plan for ongoing maintenance



# Questions?



# Thank you.

