

Legacy SCL Health
(now Intermountain Healthcare)

Reinventing Digital Patient Access

How a data-driven approach transformed the find-a-provider experience



Snapshot

- Regional headquarters in Broomfield, Colorado
- Non-Profit Health System
- Regional footprint includes 8 hospitals, 150 physician clinics
- 2,554 Providers (971 employed)

21%

increase in appointments scheduled online

73%

of online appointments for new patients

New analytical insights

helped identify provider capacity shortage

SCL Health and Intermountain Healthcare merged in April 2022. Based in Utah with locations in seven states (Montana, Colorado, Idaho, Kansas, Nevada, Utah, and Wyoming) and additional operations across the western U.S., Intermountain Healthcare is a nonprofit healthcare system comprised of 33 hospitals, 385 clinics, and nearly 60,000 caregivers, with some 3,800 employed physicians and advanced practice providers. To help people live the healthiest lives possible, Intermountain is committed to improving community health and is widely recognized as a leader in transforming healthcare by consistently using evidence-based best practices to deliver high quality outcomes at sustainable costs.



THE GOAL: Create a Seamless Digital Experience for Consumers Across Channels

Intermountain Healthcare is committed to transforming the patient experience both inside and outside hospital walls. With rising consumer demand for convenience and major digital

transformation continually reshaping the way people look for care, leadership saw an opportunity to enhance and improve a key piece of the online patient journey: self-service online search and scheduling. While legacy SCL Health had previously launched provider online search and scheduling for consumers, their solution lacked a modern user interface and provided minimal insights into consumer behavior—limiting their ability to make data-driven decisions to enhance the consumer experience. With this in mind, legacy SCL Health focused on three key goals as they sought to implement a new solution for online patient access:



Improve Online Booking for Consumers

Understanding that consumers increasingly prefer convenient, digital self-service, legacy SCL Health wanted to enable multiple online booking types—across providers and services—with a focus on delivering an outstanding patient experience.



Meet Consumers Where They Are Across Channels

Seeing a key opportunity to engage consumers across multiple entry points in their digital ecosystem, legacy SCL Health also wanted to extend their new solution across channels, expanding their ability to deliver convenience.



Gain Deeper Insight into Online Consumer Behavior

Recognizing that they had minimal insight into consumer behavior related to online scheduling, leadership wanted to find a new solution that would provide them a deep understanding of consumer behavior and the online booking funnel.



THE SOLUTION: Launching and Expanding Online Scheduling Enterprise-Wide

Legacy SCL Health set out to find and implement a new technology solution that would not only improve the online patient experience but also provide the infrastructure for managing and activating provider data across channels. Before they could successfully launch a new solution they'd also need to devise a plan to sunset their existing solution in tandem with launching a new one. While finding the right technology would be crucial, ensuring that they had a partner with the right industry expertise to plan and execute on their goals would also be key for success.

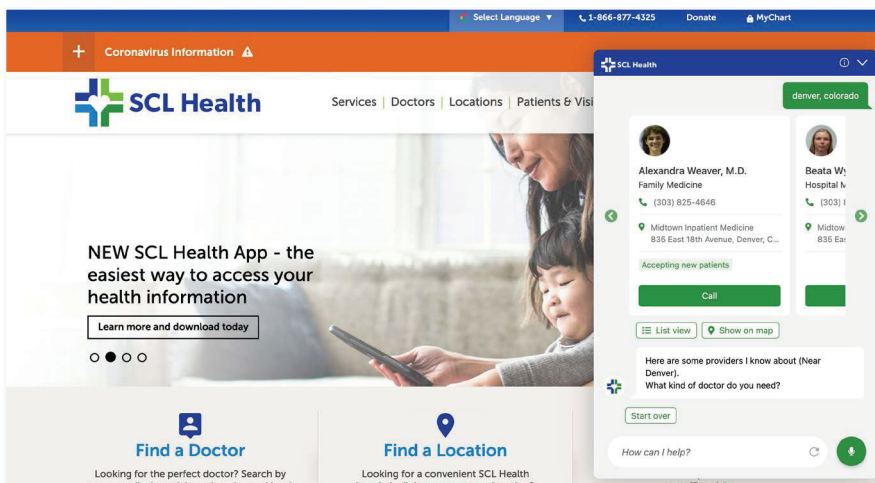
To accomplish their objectives, legacy SCL Health partnered with Kyruus Health to implement the **Kyruus Connect for Providers** platform. Leveraging Kyruus Health's industry best practices, they successfully rebuilt their provider directory with more accurate and robust data on both providers and locations. This

infrastructure provided the baseline for standardizing provider and location information across the enterprise and would allow them to build out a better consumer experience by activating accurate, consistent data through their website, mobile app, chatbot, and more.

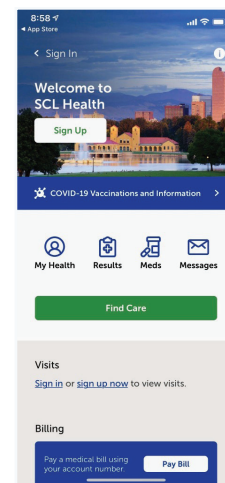
Leveraging the new data infrastructure and armed with recommendations based on dozens of successful Kyruus Health implementations, legacy SCL Health launched **Search** and **Schedule** on their consumer-facing website—enabling both new and existing patients to seamlessly find care. With this addition consumers could easily search for care—based on key preferences, such as location, visit type, or clinical expertise—and find available appointments with those providers or care options. With a direct integration to legacy SCL Health’s underlying scheduling system, consumers gained the ability to view real-time availability and self-schedule appointments for in-person and virtual visit options.

In addition to upgrading its online search and scheduling experience, legacy SCL Health leadership wanted to extend the power of **Kyruus Connect** beyond their website’s find-a-provider, meeting consumers where they are in their online journey to find care and enabling key self-service capabilities along the way. Using **APIs**, they activated robust provider data from across multiple consumer entry points including: the MyChart patient portal, the legacy SCL Health consumer app, and a virtual assistant on the main legacy SCL Health website.

While the initial goal was to create an optimized patient experience that allowed them to provide consumers with increased accuracy in provider-patient search and match and intuitive online scheduling, legacy SCL Health also wanted to get a deeper understanding of consumer behavior during the search for care online. Their previous scheduling experience did not provide them with detailed insight into the online booking funnel or conversion data, giving them a lack of insight into understanding the user experience and stages of the conversion funnel. With **Kyruus Connect**, they are able to leverage analytics allowing them to identify search patterns and trends, gain insight into where drop off points exist in the online booking funnel and ensure they have the right supply of provider availability to meet consumer demand.



Legacy SCL Health Website Showing the Virtual Assistant with Provider Details



SCL Health Consumer App



THE IMPACT: Improved Digital Experience Resulting in New Patient Acquisition

Optimized Online Booking Experience Resulting in New Patient Conversion Improved Patient Acquisition

Legacy SCL Health initially launched online scheduling for hundreds of providers across 20+ specialties, ranging from Primary Care to Oncology to Cardiology. In less than a year, patients have booked over 12,000 appointments online, with nearly 3/4 (73%) of those appointments for new patients—significantly exceeding Kyruus Health’s customer-wide average of 40% for new patient appointments. Furthermore, legacy SCL Health’s appointment volume represents a 21% year-over-year increase in total online scheduling volume compared with their previous scheduling solutions.

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Consumer Engagement Across Key Digital Entry Points

Legacy SCL Health views their search and scheduling experience as the first step in the consumer journey, providing the door into their organization. For that reason, they prioritized expanding the search, match, and book experience into a consumer facing mobile app and virtual assistant (chat bot). Since launching the virtual assistant in 2021 they’ve driven over 3,000 sessions directly to individual provider profiles and have seen nearly 100 appointments booked through that channel.

New Analytical Insights to Identify Provider Capacity Shortage

Before launching with Kyruus Health, legacy SCL Health had little insight into how well their provider supply matched consumer demand. With new visibility into consumer demand and provider supply, they were able to identify provider capacity issues across the multiple regions that they serve. For example, in their Montana locations, they discovered that providers were continually at capacity, resulting in a frustrating experience for consumers. This insight allowed them to adjust provider schedules and reassess their marketing strategy to ensure they were driving patient volume to providers who had the most timely appointment availability for consumers.

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LOOKING AHEAD: What's Next for IMO Healthcare?

As integration between the two organizations continues, Intermountain will focus next on continuing to expand online scheduling to include preventive care options (e.g., annual screening mammograms) within their find-a-provider experience— further building on their goal to create a convenient, consumer-centric online experience. Additionally, they'll expand their use of **APIs** to create a location search experience, leveraging the same robust and accurate data within **Kyruus Connect** to showcase their various sites of care enabling consumers to search directly by location.

We knew we needed to make the online search and scheduling experience easy and straightforward for consumers. With Kyruus Health we were able to leverage one platform to streamline our provider data, activate it across our website and mobile channel, and enable online scheduling seamlessly in a single experience.

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VP of Digital Services