

Inspira Health

Mobilizing an Enterprise to Rapidly Expand Digital Patient Access

How Inspira collaborated cross-functionally to launch online scheduling



Snapshot

- Headquartered in New Jersey
- 1,300+ Providers (over 100 employed)
- Nonprofit Health System
- 150+ Access Points, Including 3 Hospitals

10%+

point growth in share of traffic from organic search

61%

of online appointments for new patients

98%

well-configured provider profile rate

Inspira Health is a charitable nonprofit health care organization and a regional leader in physician training, with approximately 200 medical residents and fellows in 13 nationally accredited programs at its hospitals in Vineland, Mullica Hill, and Elmer. That number will grow to more than 250 by 2023 as the newest programs reach their capacity. Founded in 1899, the system comprises three hospitals, two comprehensive cancer centers, several multi-specialty health centers, and a total of more than 150 access points. Together with its medical staff of more than 1,300 physicians and other care providers, as well as more than 6,200 employees, Inspira Health provides evidence-based care to help each patient achieve the best possible outcome.



THE GOAL: Meet Patient Need for a Seamless Online Scheduling Experience

Inspira Health is dedicated to delivering a superior patient experience—whether in person or online—starting from the point a patient seeks care. Embarking on a full-scale overhaul

of their online patient access experience in 2020, Inspira encountered an unexpected challenge—the COVID-19 pandemic. The ensuing patient access challenges and surge in digital access needs spurred the team to accelerate its digital innovation timeline. Factoring these heightened needs into its existing digital vision, the team focused on three key objectives:



Delivering a Seamless Digital Access Experience

Acknowledging a need to modernize their digital experience, the team aimed to provide consistency and streamline how consumers find care online across the Inspira network at every step of the journey.



Meeting Consumer Demand for Online Booking

Knowing that self-service is a growing preference for consumers, the team wanted to enable this option across as many bookable services as possible and continuously expand its offerings over time.



Enabling Access to a Broad Range of Services

Understanding that expanded access, such as to virtual care, would be key to meeting evolving patient needs, Inspira recognized that an up-to-date provider directory featuring a variety of care offerings would be critical to success.



THE SOLUTION: Launching and Expanding Online Scheduling Enterprise-Wide

As the Inspira team embarked on their journey to enhance the digital patient experience, they relied on the culture of innovation embedded throughout their organization, allowing them to align a cross-functional team, including support from marketing, IT, clinical and administrative leaders, to achieve their goals. Having successfully built a new systemwide provider directory with **Kyruus Connect for Providers** and

Partnering across our organization was key to our success in expanding digital patient access. By communicating and collaborating up front, we were able to not only meet our goal but exceed it—enabling widespread online scheduling.

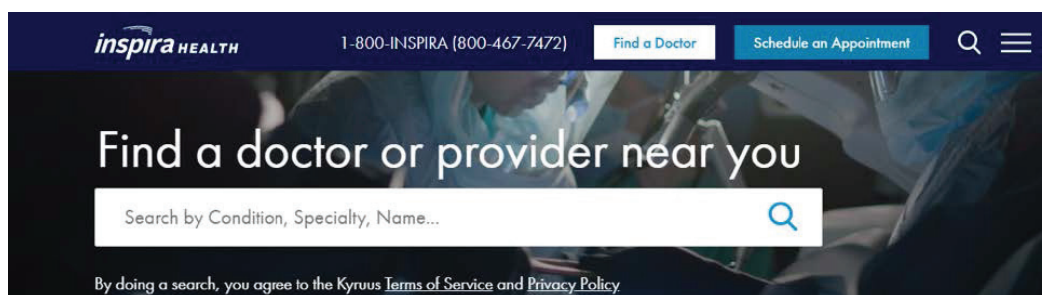
KATHY SCULLIN
VP Marketing & Public Relations

subsequently launched **Search** on their website in April 2020, they were ready to extend their high-quality in-person patient experience to the digital world through **Schedule**. With a direct integration with Inspira's EHR platform, consumers would be able to search for care and book seamlessly within **Search**.

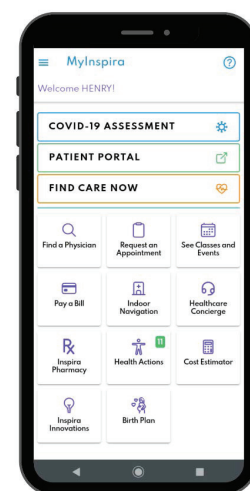
To inform their online scheduling launch plan, the Inspira team carried out an extensive analysis of the traffic to their website, concluding that most users were there for one reason: to find care through a provider, location, or service. Armed with this insight and support from leadership across the organization, they created a carefully planned, phased approach to their rollout of online scheduling for both new and existing patients, starting with a group of 25 providers. However, as the pandemic took hold, impacting Inspira's ability to operate at full capacity and rapidly heightening the need for virtual care especially, the team decided to both expand and accelerate their plans.

Instead of starting small, they pivoted to mobilize the majority of providers within the Inspira Medical Group to enable online scheduling, leaning on the support they garnered from leadership to underscore the importance of expanding this initiative. Inspira also used this as an opportunity to unify clinical and administrative staff, holding joint meetings and training where providers and administrators could ask questions, share concerns, and learn from each other throughout the process. Using proactive communication, as often as possible, and ensuring that the right stakeholders were included along the way, Inspira launched **Schedule** for all bookable specialties of their employed providers in **Search** in August 2020. Not only did this span multiple specialties across the enterprise, but it also included virtual care scheduling, meeting a crucial need for patients during the pandemic.

To enhance the digital patient experience further, the team also incorporated access to the **Kyruus Connect** platform across the Inspira website and through the MyInspira mobile app. By embedding a search widget directly on their homepage and linking to online booking options across their digital touchpoints, Inspira is able to engage consumers in one consistent experience regardless of where they start their search for care.



Inspira Health Homepage



MyInspira Mobile App



THE IMPACT: New Patient Acquisition. Online Demand Conversion. Virtual Care Access.

Increased Organic Search Traffic

With a robust website strategy in place, Inspira was able to leverage the out-of-the-box organic search benefits of the **Kyruus Connect** platform, improving the volume of traffic to their find-a-provider significantly. In just six months, Inspira saw an 11 percentage point increase in the share of traffic from organic search with almost 60% of traffic now coming from organic search to their find-a-provider experience. Inspira plans to continue cross-linking **Search** across their site, which will further boost organic search rankings and traffic.

11%

**increase in share of
traffic from organic
search**

Heightened Online Demand Conversion

Less than a year into their online scheduling journey, Inspira has brought on nearly all their schedulable providers—with over 80% of their employed provider base online across 25 specialties—and curated rich provider profiles allowing them to achieve a 98% well-configured provider rate (a key metric Kyruus Health tracks to help customers drive profile quality and conversion). This resulted in Inspira booking nearly 2,000 online appointments in their first six months of being live. Online scheduling has made a major impact in converting demand for both new and existing patients but has most notably moved the needle on new patient acquisition: 61% of all appointments booked through **Schedule** were for new patients. Inspira will continue to build on this momentum, working to onboard additional providers across the organization.

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Expanded Access to Virtual Care

Not only did Inspira launch online scheduling across most of their provider base, but they also enabled booking for virtual visits online as they expanded the ways they deliver care to patients. Embedded directly into the **Search** experience, patients can sort and filter search results by providers who offer virtual care and then book their appointments online. Since enabling this feature, they have booked hundreds of virtual care appointments—providing flexible care options during the pandemic and establishing online access for this type of care beyond the pandemic.



LOOKING AHEAD: A Multi-channel Enterprise Access Model

To complement their ongoing digital access efforts, Inspira will turn attention to their access center operations to create a seamless multi-channel approach to patient access. Leveraging **Search**, the team will enable a similar search, match, and book experience for their access center agents—streamlining scheduling workflows and enhancing the patient experience in the process.

With access needs heightened during the pandemic, Kyruus Health was instrumental in providing insight and best practices on how to implement online scheduling quickly without sacrificing a truly consumer-centric approach.

TOM PACEK

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