

Northeast Georgia Health System

Scaling Digital Transformation in a Competitive Market

How Northeast Georgia Health System enabled digital access to achieve new patient acquisition goals



Snapshot

- Northeast of Atlanta, GA
- 4 hospitals and over 75 locations
- Non-profit community health system
- Over 1M patients
- 1,200+ providers

Traffic from

30,000

organic Google searches

2,000+

appointments

75%

are new patients, most are from a competitive region

Northeast Georgia Health System (NGHS) is the last major independent health system in Georgia's competitive healthcare market. Made up of four hospital campuses and a large provider network, NGHS needed a new competitive approach that would allow them to engage successfully with consumers and provide modern self-service experiences for them, while also keeping in mind the impact it would have on providers.



THE GOAL: Improve Competitive Position and Increase New Patient Acquisition

In order to meet patient desires in a way that providers found impactful, NGHS developed a digital access strategy that focused on three key areas:

- Improving provider data management processes by eliminating redundant data entry and centralizing their data.
- Creating one robust system-wide provider directory to remove inconsistencies between multiple branded websites.
- Establishing a top-notch digital search and scheduling experience to meet consumer needs and providers' expectations.



THE SOLUTION: Match Consumers to Providers with Powerful Tools and Rich Data

NGHS first implemented the **Kyruus Connect for Providers** data management platform and its expansive clinical taxonomy. The powerful patient-provider matching engine serves as the backbone of the consumer search experience. NGHS now had centralized, current provider data that enabled them to build out rich provider, location, and service profiles.

NGHS next launched a new find care experience on multiple websites using **Search**. Patients gained an intuitive, user-friendly way to search for care, identifying potential providers based on both clinical and non-clinical criteria (e.g., location, language spoken, or insurances accepted).

For the first time, NGHS offered online appointment scheduling, initially for primary care, and later for cardiology and preventive gynecology. As part of the **Kyruus Connect** platform, **Schedule** shows provider availability within a few days for both in-person and virtual visits, and directly integrates with NGHS's EHR platform, driving efficiency for both patients and providers.



THE IMPACT: Increased Digital Access Results in New Patient Acquisition

NGHS's new digital strategy is converting consumers in the market who are looking for care. NGHS initially launched online appointment booking with little marketing, yet **2,000 appointments were booked in the first six months**, and that number has steadily increased with over 8,000 appointments booked to date. **75% of these patients were net new to NGHS**, and most were located in the highly competitive area close to Atlanta. A majority of these consumers came from organic Google searches; almost 30,000 of which were conducted in the first six months.

In less than a year, NGHS has witnessed demonstrable ROI resulting from their new digital strategy; **the technology has already paid for itself**. Armed with proof, NGHS presented their successes to leadership which led to the growth of their digital team and continuous innovation—they plan to expand online scheduling to additional specialties including mammograms and other services and syndicate their enriched data, including appointment availability, to Google and other third-party channels through **Kyruus Network**.

With Kyruus Health, we were able to put in place a platform to help us manage and enhance provider information effectively long-term, as well as a top-notch digital experience to make it easier for people across our region to find and book care. Since implementing online scheduling we've seen around 75% of our appointments attributed to new patients, allowing us to prove ROI and open the door for expansion.

SEAN COUCH

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