



# ***eHealthcare Strategy & Solutions***

*for hospitals, physicians and healthcare organizations*

*Devise and implement Internet  
strategy & technologies*

*Enhance patient services*

*Comply with HIPAA privacy  
& security guidelines*

*Increase consumer  
acquisition & retention*

*Build brand loyalty*

*Reduce administrative costs*



860-659-3800  
www.cchange.com



## **Yale-New Haven Hospital Website**

Objective: Provide users with comprehensive, searchable online health information.

Marketing focus: Most web surfing is for disease and health information. To capitalize on that interest and provide a reason for repeat visits to our site, we decided to put the text of our audio health library online.

Usability focus: To make it easy for users to browse and search over 1,100 documents on 50+ health topics, we asked Creative Change to create a searchable database for us.

*"It was truly gratifying to see this project completed so quickly. I wish all my projects went as smoothly."*

- Jan Taylor  
Internet Marketing Editor  
Yale-New Haven Hospital

# **Patient-centered healthcare**

## **Meet current and prospective patients online**

What's new in healthcare today? Increasingly savvy healthcare consumers are taking charge, utilizing the Internet to educate themselves and search for providers. In fact, according to Harris Interactive, 70 million Americans are regularly online searching for healthcare information.

Recent polls show that more than two-thirds of online health consumers would prefer to obtain healthcare information from those they know and trust, namely their physicians and hospitals. Creative Change helps you do just that, so you can get closer to your patients and reach them online. As an Internet solutions company specializing in healthcare, Creative Change provides a unique blend of strategy consulting and Internet development services that generate results — fast.

## **Align web initiatives with your overall healthcare strategy**

The web is a unique and powerful tool that offers tremendous advantages to help acquire and retain patients, improve patient service, and collaborate with partners. Creative Change works with healthcare executives, physicians, marketing and IT departments to help align web initiatives with overall healthcare strategy.

Through a carefully devised and implemented web strategy, your organization will begin to enjoy:

Greater agility and reach, to communicate:

- up-to-date information for consumers and patients about news and centers of excellence
- brand awareness and loyalty
- important services that build lasting relationships with patients through time-saving online services

Integrated offerings:

- that provide patients with education, information, and communication
- to save administrative time and improve patient care
- to promote partner interaction and loyalty

# Searching for meaningful returns

## Healthcare marketing

To date, analysis of healthcare's primary focus on Internet consumer marketing leaves little to be impressed with. As healthcare organizations review their expenditures in web technology against their expectations of attracting and converting web users to patients, the results are disappointing. Creative Change will assist your organization in designing and implementing web initiatives that generate results.

## Focus on revenue generation

Creative Change will help you by focusing on key sources of revenue generation:

### Partner referrals and streamlined interaction

Your greatest source of new patients are from your referring physicians and partner organizations. We help you devise strategies and technologies to improve referrals while streamlining administration.

### Patient service

Improving your patients' experience with your organization or practice creates long-lasting relationships. Creative Change will work with you to devise and implement technologies that improve patient communication, education, and their experience with your organization while reducing administrative time and costs.

### Increase your marketing reach and conversion rate

Attracting consumers and converting them to patients is the name of the game. The web affords the millions searching for and finding healthcare providers a chance to get to know you. Creative Change will assist your organization in driving web traffic, encouraging repeat visits and converting browsers to patients.



## Bridgeport Hospital Website

Marketing focus: Build volume by highlighting key services from the home page and enticing users to specialty areas for in-depth information.

Physician focus: Provide an online tool that physicians and office staff can use to better educate patients on issues ranging from the most global (explanations of diseases and definitions of terms) to the very personal (exact descriptions of specific services and options) – all while maximizing physician and staff time.

Executive focus: Build preference among patients, physicians and (potential) employees.

*"Creative Change enabled us to use the web to help achieve our strategic objectives. They're great to work with, and I couldn't be more pleased with our website volume and other key indicators."*

- Audrey Wise  
Director of Marketing  
Bridgeport Hospital

### eHealthcare Leadership Award Winners!

Creative Change clients, Bridgeport Hospital and Middlesex Health System, were recently awarded Gold & Distinction status at the eHealthcare Leadership Awards by Health Care Communications.



# Making bold Internet visions a reality

Creative Change is at the forefront of helping hospitals, physicians, and healthcare organizations leverage Internet technologies. Our skilled staff will help you take projects from conception through to concrete results – fast.

Please contact us today to arrange an initial, no-charge visit to discuss your Internet needs. (860) 659-3800 or [info@cchange.com](mailto:info@cchange.com)

## Healthcare Services

- Internet strategy and return on investment analysis
- Inter/Intranet site and application design, development, and hosting
- Health content integration
- Physician find and referral databases
- Customer relationship management systems
- Human resources management systems
- HIPAA privacy & security system analysis and development
- Dynamic systems: news & events, content authoring, personalization
- Database integration
- Secure patient document imaging systems



30 Hebron Avenue, 2nd Floor, Glastonbury, CT 06033  
860-659-3800 • fax: 860-659-3818  
[www.cchange.com](http://www.cchange.com) • email: [info@cchange.com](mailto:info@cchange.com)



### Middlesex Hospital Website

Objective: Build a sense of community and attract quality talent.

Marketing focus: Reach out to the community and become a trusted and frequently used resource. Create an interactive community map highlighting key services. Refresh content regularly to keep the community updated.

Human Resource focus: Inform health professionals we are progressive and interested in their talents. Originate job requisitions with hiring managers and post jobs on our site within hours. View resumes submitted that day.

Executive focus: Build webpage authoring capabilities to make content updates quick and easy and to help reduce administrative costs.

*"Creative Change has provided an unusual blend of strategy and implementation skills that are rarely seen in a single vendor. They have made outsourcing our web services a smooth and profitable decision."*

- Ludwig Johnson  
Chief Information Officer  
Middlesex Health System