

OVERVIEW

Surgical Concierge is a pilot project focused on engaging and guiding patients across their surgical journey through virtual & digital channels, beginning at the point of referral through post-op care.

To provide early learnings and insight into patient experience & needs, the Providence Digital Innovation Group, in partnership with our care teams, created an MVP utilizing readily available tools. Phase I of the project combines Zoom for Virtual Visits (Pre & Post-Op) paired with Twistle to guide patients through preparation tasks and post-op care following a procedure. In order to promote this offering, DIG partnered with our Digital Experience and Marketing teams to position this offering on our web properties, physician profiles, and even help educate referring physicians about the value proposition.

Over time, the project will incorporate additional digital tools to further enhance the patient experience and simplify the experience within our ecosystem.

RESULTS

Pilots began in January 2021, Results Coming Soon.

PILOT SITES

- Swedish Neuroscience Institute
- Providence Saint John's Health Center – Orthopedics
- Providence Orthopedics & Sports Medicine – Spokane

Technology

TWISTLE

Automated pathways guide patients through a procedure and keep them connected to their care team through SMS messaging

ZOOM

Secure video visit platform that enables care teams to virtually connect with patients

COMMUNICATION WEBSITE

Consumer facing websites to educate and inform patients

CONSULTATION FORMS

Web enabled consultation forms that let consumers input their information, request a visit, and receive a call to schedule an appointment

Team

DIG STRATEGY TEAM

Pilot Planning, Strategic Direction, and Management

DIG MARKETING TEAM

Patient Research, Marketing Analysis, and Content Development

DIG DIGITAL EXPERIENCE (DEX) TEAM

Webpage Creation, Content, and Consultation Forms

PROVIDENCE CLINICAL & SURGICAL TEAMS

Workflow Integration, Data Collection, and Patient Messaging

PROVIDENCE PATIENT ENGAGEMENT CENTER

Inbound Referral Management and Call Center Support

