

Crowd
Favorite



Giant

Future Hospital Show

The Digital Future of Healthcare:

Advancing Patient Relationships
Through Digital Experience Technology

■ Digital Strategy ■ Application Integration ■ Web Development ■ Digital Support Services

A Long History of Leading Open-Source CX Innovation.

2002

Alex King becomes the fifth contributor to the WordPress Project (Ver 0.72)

2010

We lead the team that champions WordPress to the Enterprise, making it Disney's CMS of record with a 5-year Enterprise-Wide Program

2014

Crowd Favorite extends scalable WordPress with API architecture 2 years before the WordPress Core REST API

2016

Crowd Favorite starts offering deep personalization features traditionally found in AEM & Sitecore

2007

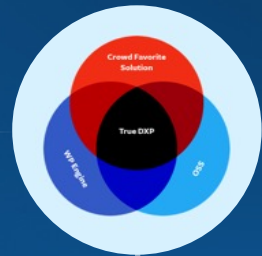
Crowd Favorite opens as the the first agency focused solely on scaling OSS & WordPress for performance

2013

Our teams extend WordPress to Facebook integration and create one of the first full-screen interactive WordPress sites

2015

Crowd Favorite pioneers the decoupled CMS two years before it's used for headless applications



Today

Open Source DXP

Crowd Favorite is building and delivering the next generation Open Source Digital Experience Platform

Crowd Favorite

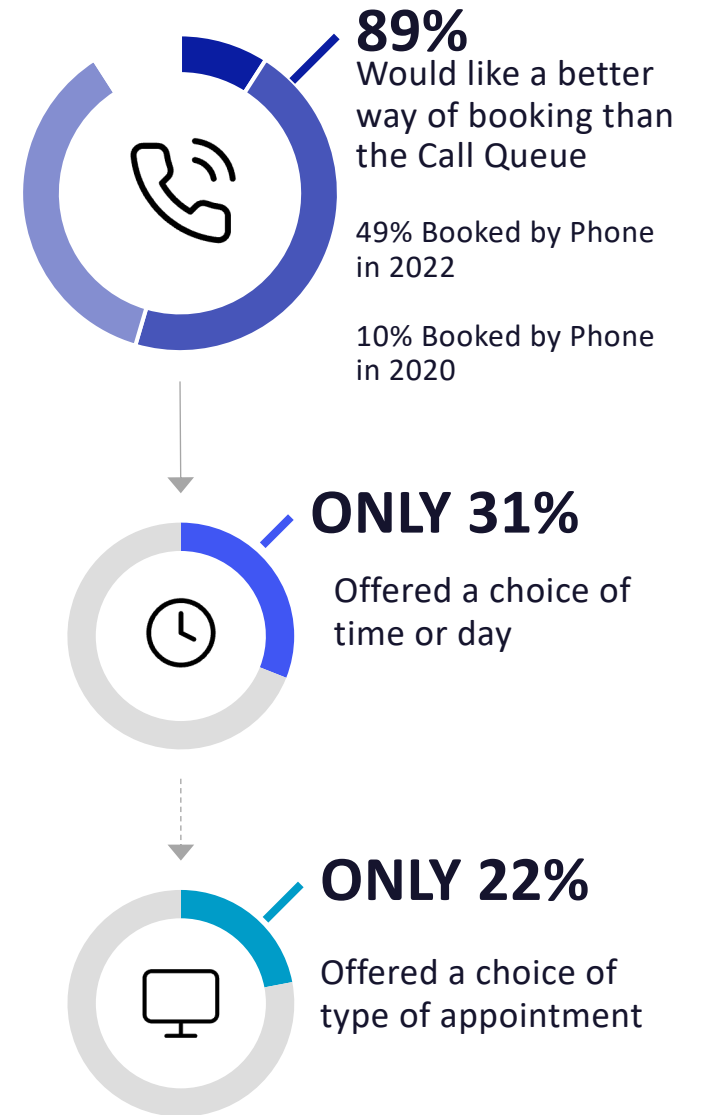
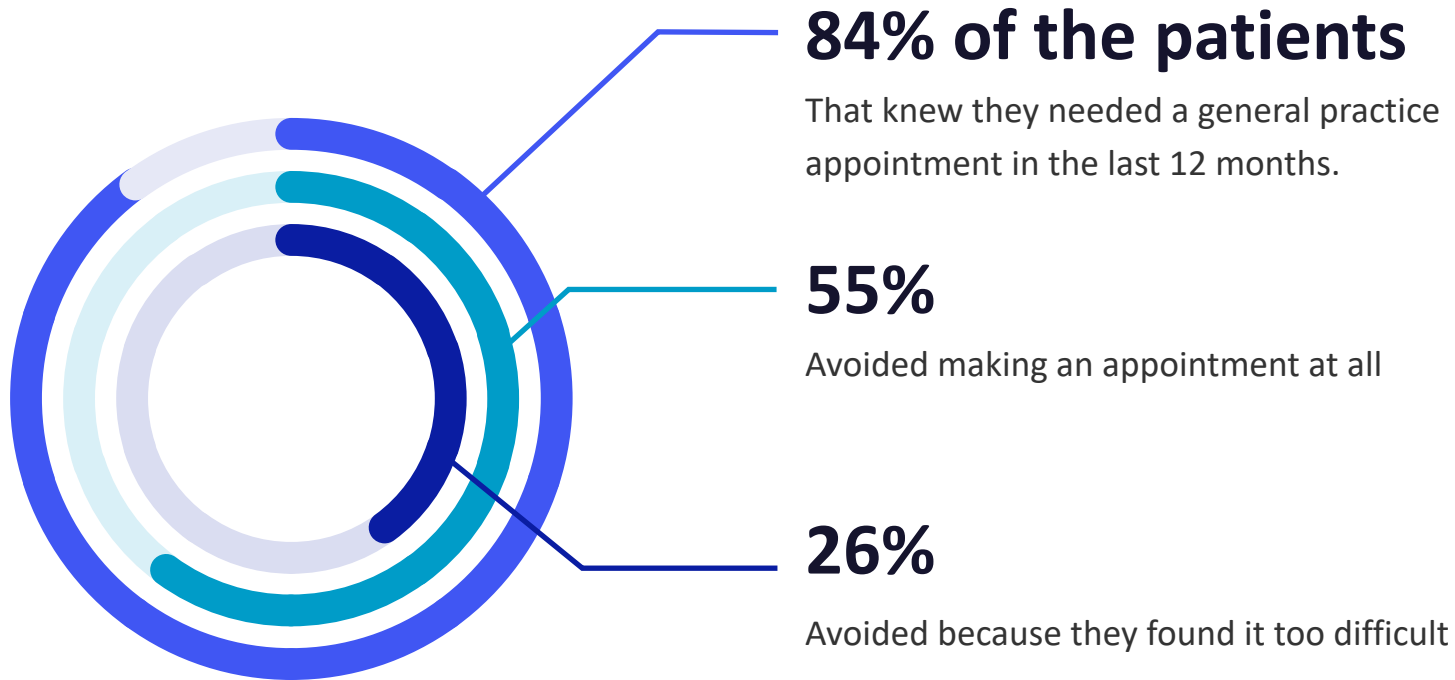
A Jack Of All Trades Is A Master Of None...

...But Oftentimes Better Than A Master Of One



A SAMPLE OF OUR CLIENTS

The Patient Relationship, & Their Expectations are on the Move.

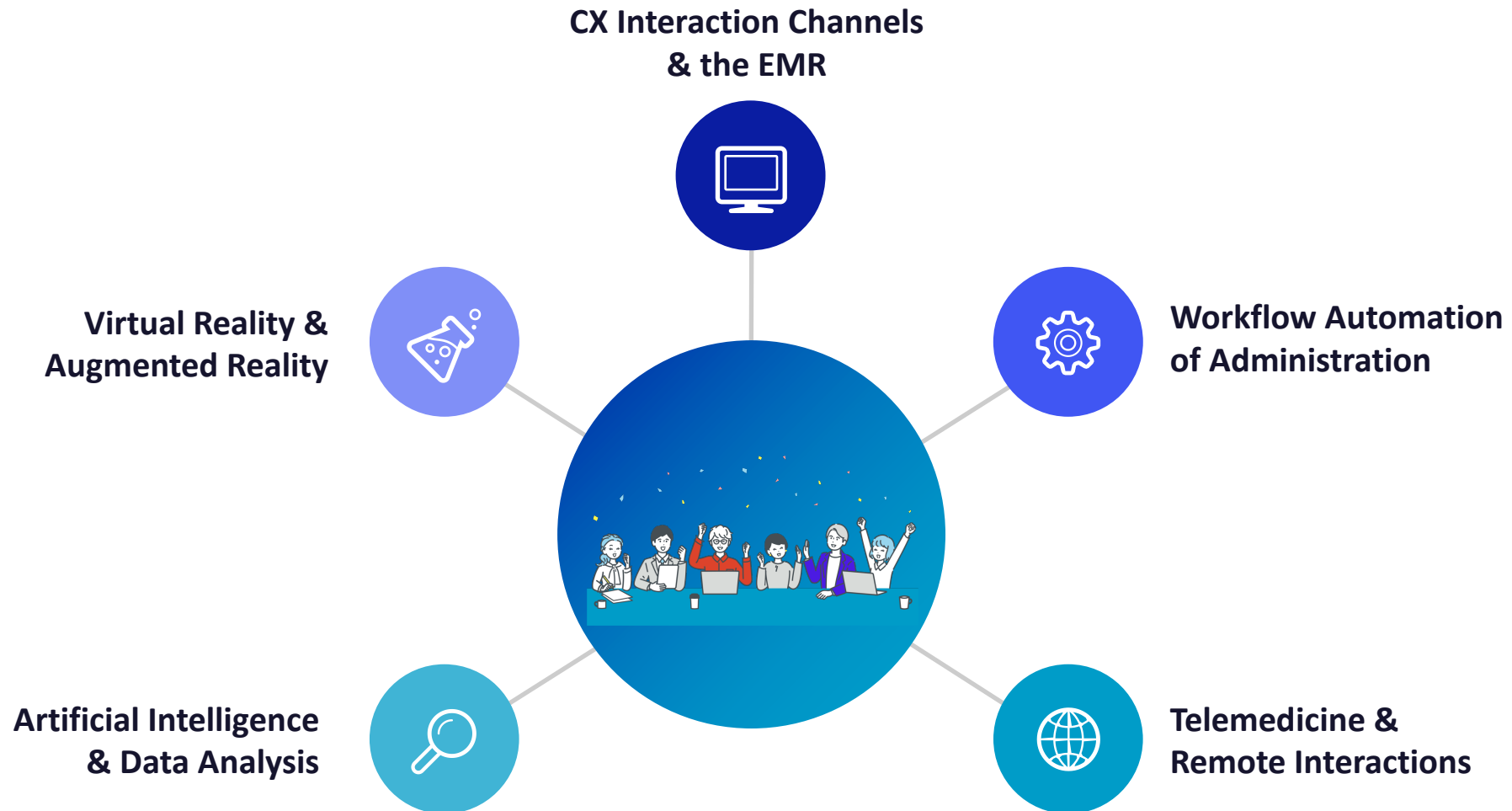


Sources: GP Patient Survey, an independent survey run by Ipsos on behalf of NHS England. The survey is sent out to over two million people across the UK. & The interim NHS People Plan

Problem: Clinician Workflows and Staff are Changing Faster than Ever



Problem: The Promise of Digital Solutions to Improve Patient Care



EMR

Call Queues

CX Interaction Channels

Workflow Automation

Net Promoter Score

Telemedicine

Remote Interactions

Simple, Right?

CX Strategies

Are We Ready to Snap our Fingers & Succeed?

Patient Engagement

Data Analysis

DX Technology

Patient KPI's

Artificial Intelligence

Rich Technology Skills

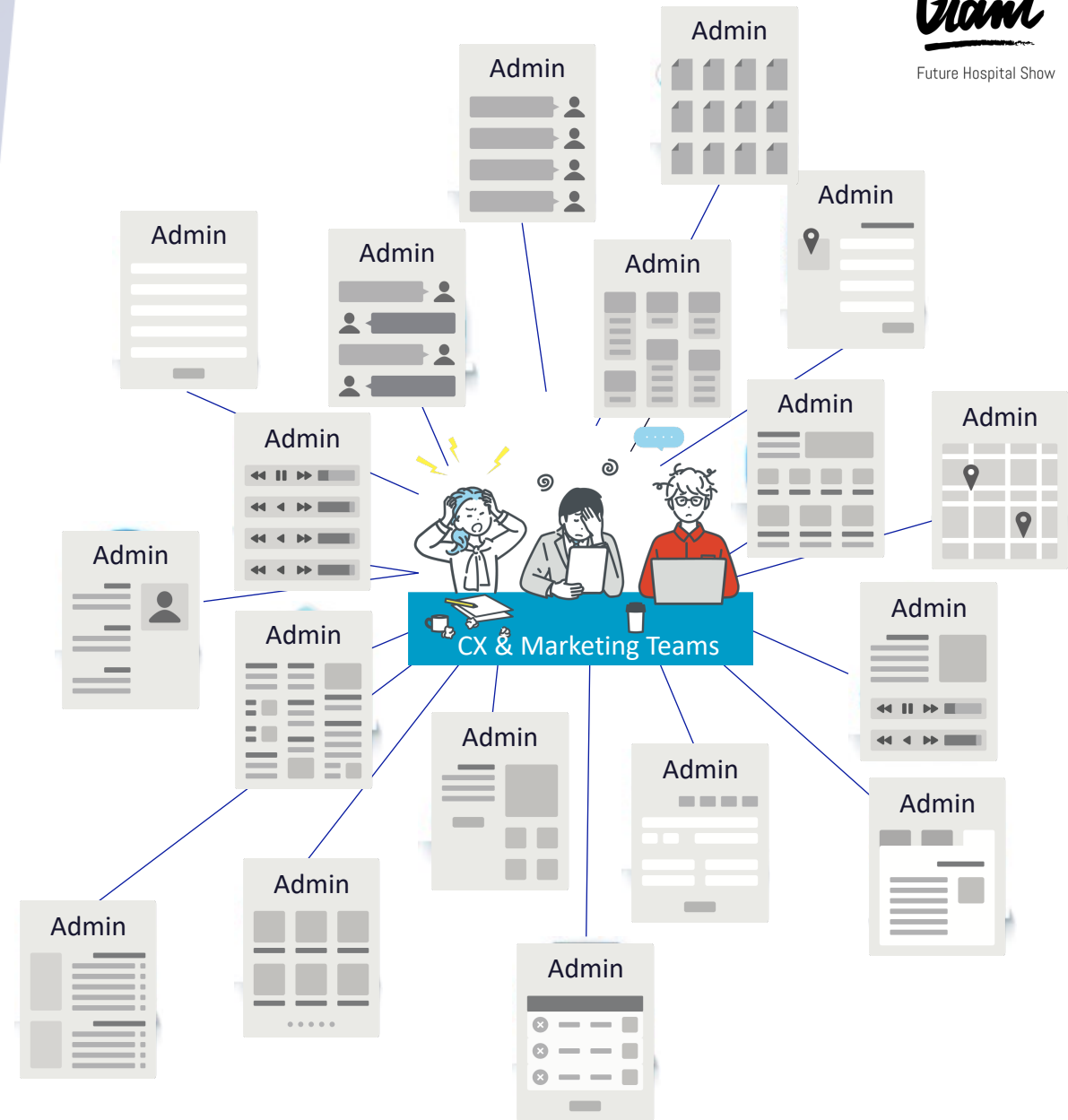
The 360° Customer Focused Omni Channel Concept

- Every interaction with your Brand should be part of a singular experience, in a word: **Personalized**.
- A genuinely seamless interaction **centered on the customer** & their perspective.
- **Focus on the Customer Journey:** Leveraging your Brand & Content across many mediums.



The Rush to add Multi Channel

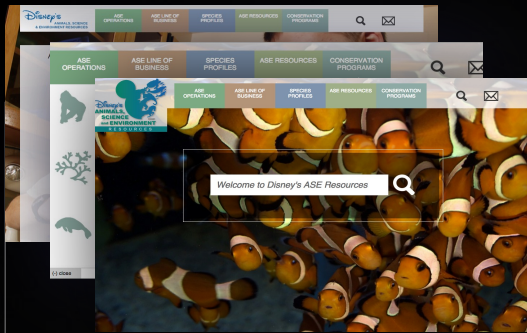
- Most Brands & Enterprises settled for far less than the promise
 - 15 % were functionally broken
 - 70% got by with slow & painful manual processes
 - ONLY 15% were delivering well & meeting business goals



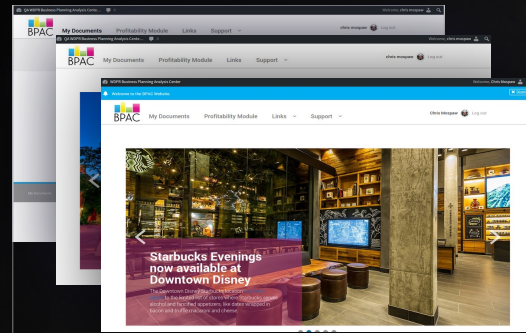
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In 2010 Disney had Over 4000 Single Digital Channels

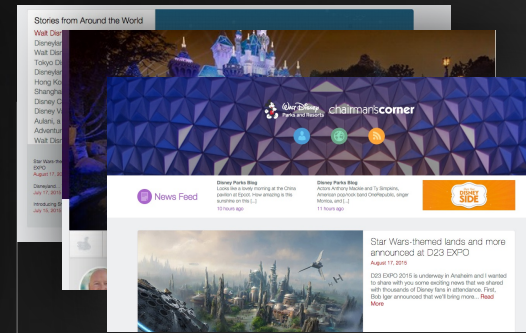
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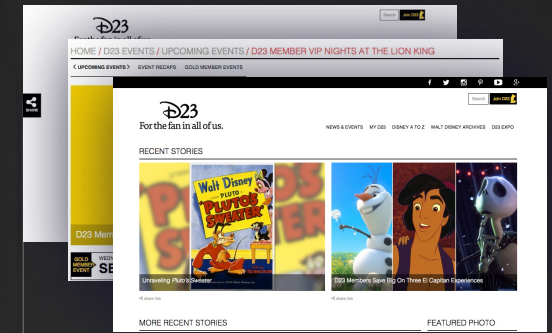
Walt Disney Parks & Resorts



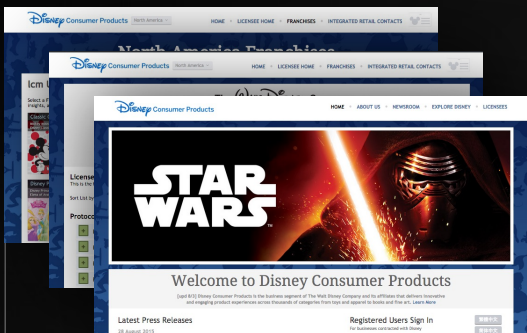
Disney Consumer Products



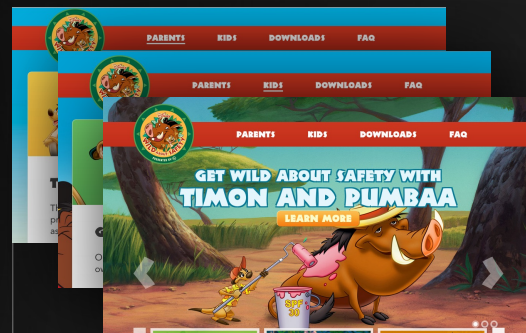
Media Networks



D23: The Official Disney Fan Club



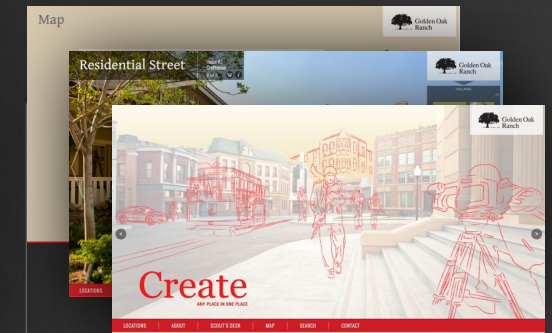
Disney Consumer Products



Disney Interactive & Gaming

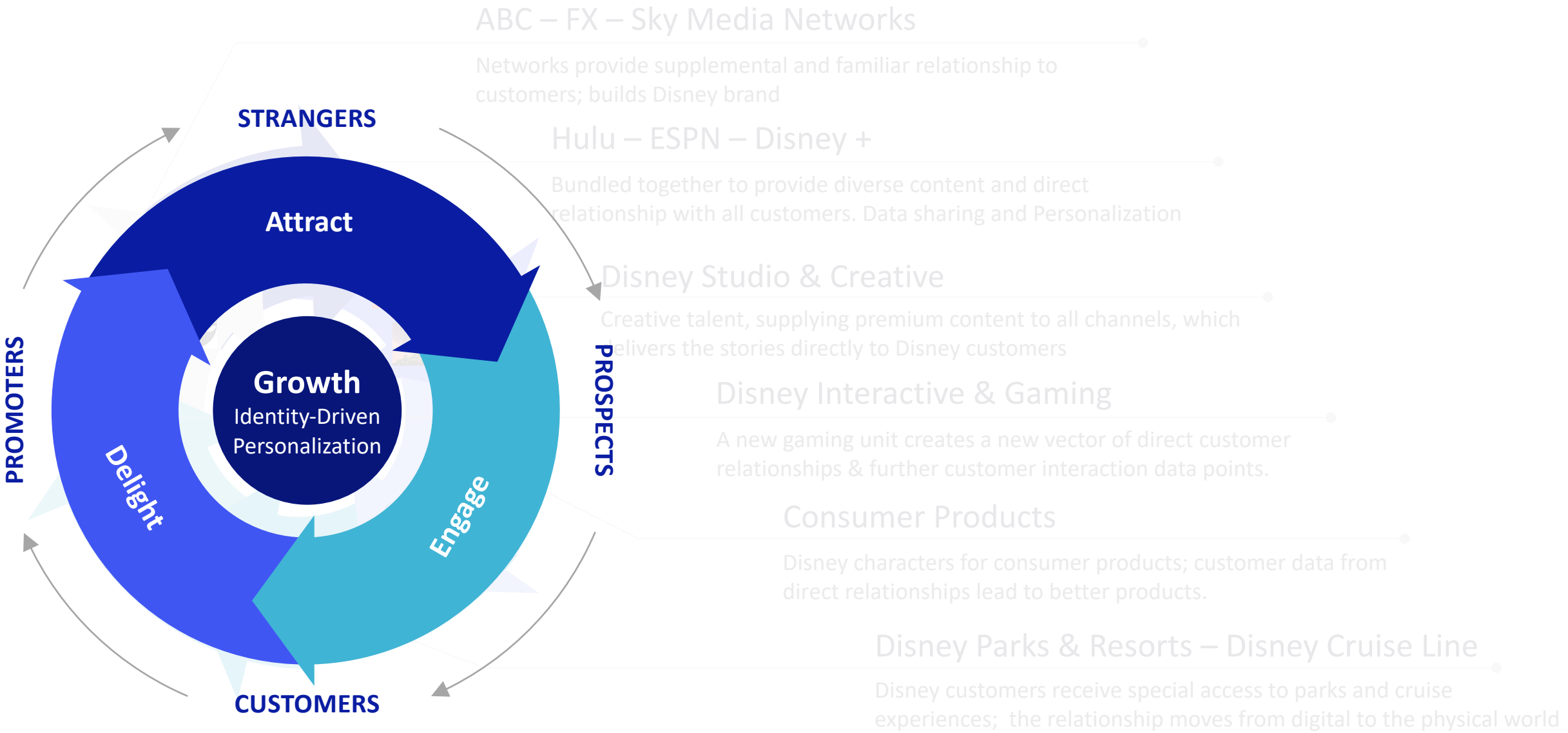


Internal Communications



Disney Studio & Creative

The CX Flywheel



The 2022 - Simplified Disney Flywheel

ABC – FX – Sky Media Networks

Networks provide supplemental and familiar relationship to customers; builds Disney brand

Hulu – ESPN – Disney +

Bundled together to provide diverse content and direct relationship with all customers. Data Sharing and Personalization

Disney Studio & Creative

Creative talent, supplying premium content to all channels, which delivers the stories directly to Disney customers

Disney Interactive & Gaming

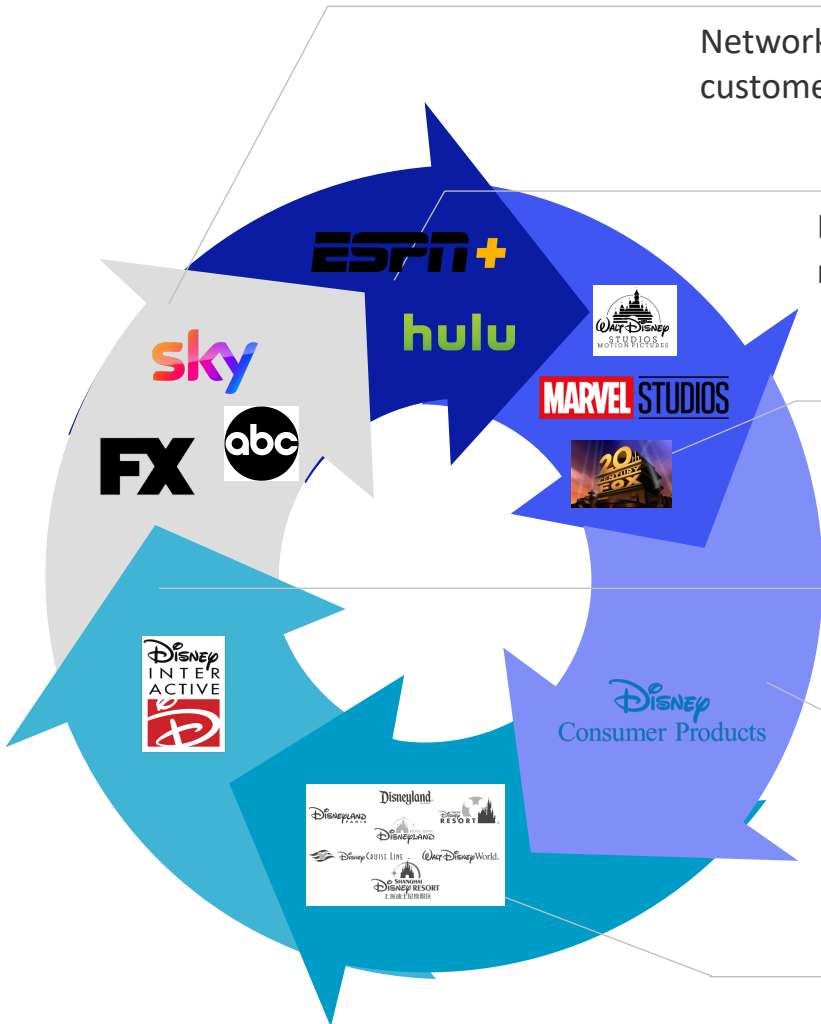
A new gaming unit creates a new vector of direct customer relationships & further customer interaction data points.

Consumer Products

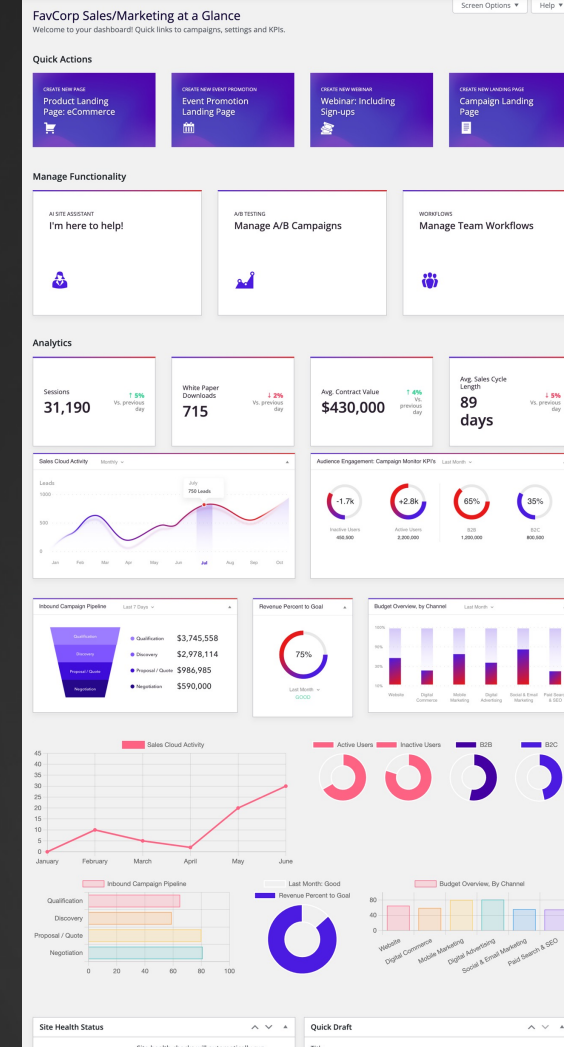
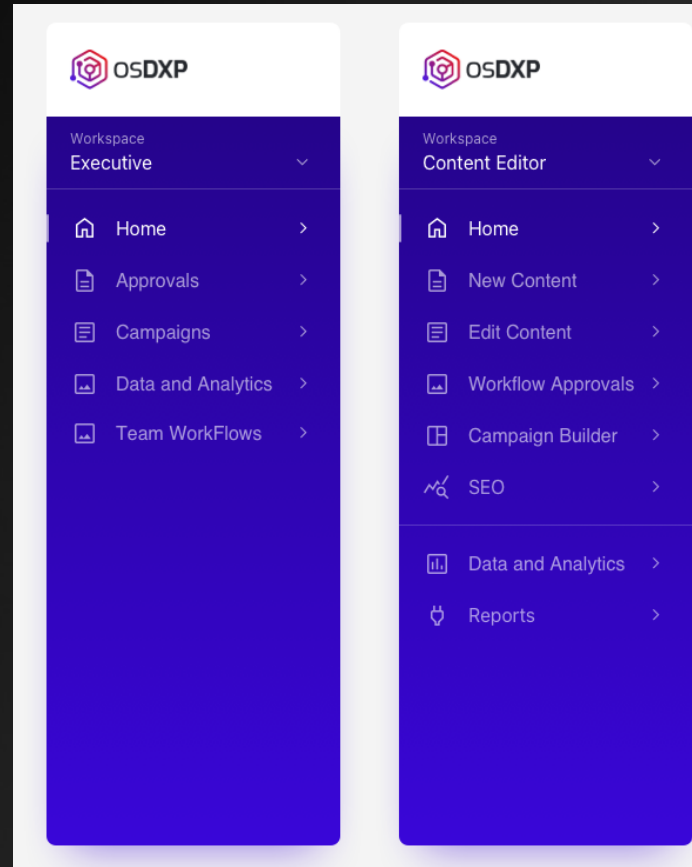
Disney characters for consumer products; customer data from direct relationships lead to better products.

Disney Parks & Resorts – Disney Cruise Line

Disney customers receive special access to parks and cruise experiences; the relationship moves from digital to the physical world



Finding the Balance of Human & Digital Workflows



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Customized Efficient Workflows

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This screenshot shows the 'SITE BRANDING' step of the OSDXP New Site Wizard. It includes options for 'Main Logo' and 'Alternate Logo', both currently set to 'No logo selected'. Below this is the 'COLOR SCHEME' section with color pickers for 'Text color' (#555555), 'Heading color' (#111111), 'Primary color' (#018E2C), and 'Secondary color' (#706A2). The 'TYPOGRAPHY' section allows selection of 'Body (family)', 'Body (weight)', 'Headings (family)', 'Headings (weight)', and 'Headings (style)'. A 'Continue' button is at the bottom right.

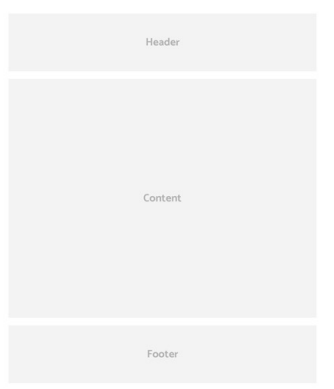
This screenshot shows the 'Installation Type' step of the OSDXP New Site Wizard. It offers two options: 'New installation' and 'New York Hospital'. Below these are fields for 'Site name', 'Choose a pattern', and 'Admin email', followed by a 'Continue' button.

This screenshot shows the 'SITE LAYOUT' step of the OSDXP New Site Wizard. It features a 'HEADER' section with six model thumbnails (Model 1-6) and a 'MAIN' section with three sidebar layout options: 'No Sidebar', 'Left Sidebar', and 'Right Sidebar'. A 'FOOTER' section shows three layout options: 'Side', 'Split', and 'Centered'. A 'Continue' button is at the bottom right.

This screenshot shows the 'SITE FUNCTIONALITY' step of the OSDXP New Site Wizard. It lists 'FUNCTIONALITY CATEGORY' items with 'Enable' or 'Disable' toggle switches. The categories include 'Functionality Item 1', 'Functionality Item 2', and 'Functionality Item 3'. A 'Continue' button is at the bottom right.

This screenshot shows the 'SITE FUNCTIONALITY' step of the OSDXP New Site Wizard, similar to the previous one, but with a different set of functionality items and their toggle states.

This screenshot shows the 'SITE LAYOUT' step of the OSDXP New Site Wizard, similar to the previous one, but with a different set of layout model thumbnails.



This screenshot shows the 'Programs Overview' page of a university website. It features a header with navigation links, a main banner with the text 'Maecenas eget arcu quis ligula', and a grid of program cards. Below the grid is a 'Featured Programs' section and an 'Apply Now for Next Class' button.

This screenshot shows the 'Master of Business Administration - General Online' page. It includes a header, a main banner, and a 'Program Overview' section with a grid of icons and text. Below this is a 'Request Information' form and a 'Ready to Get Started?' section.

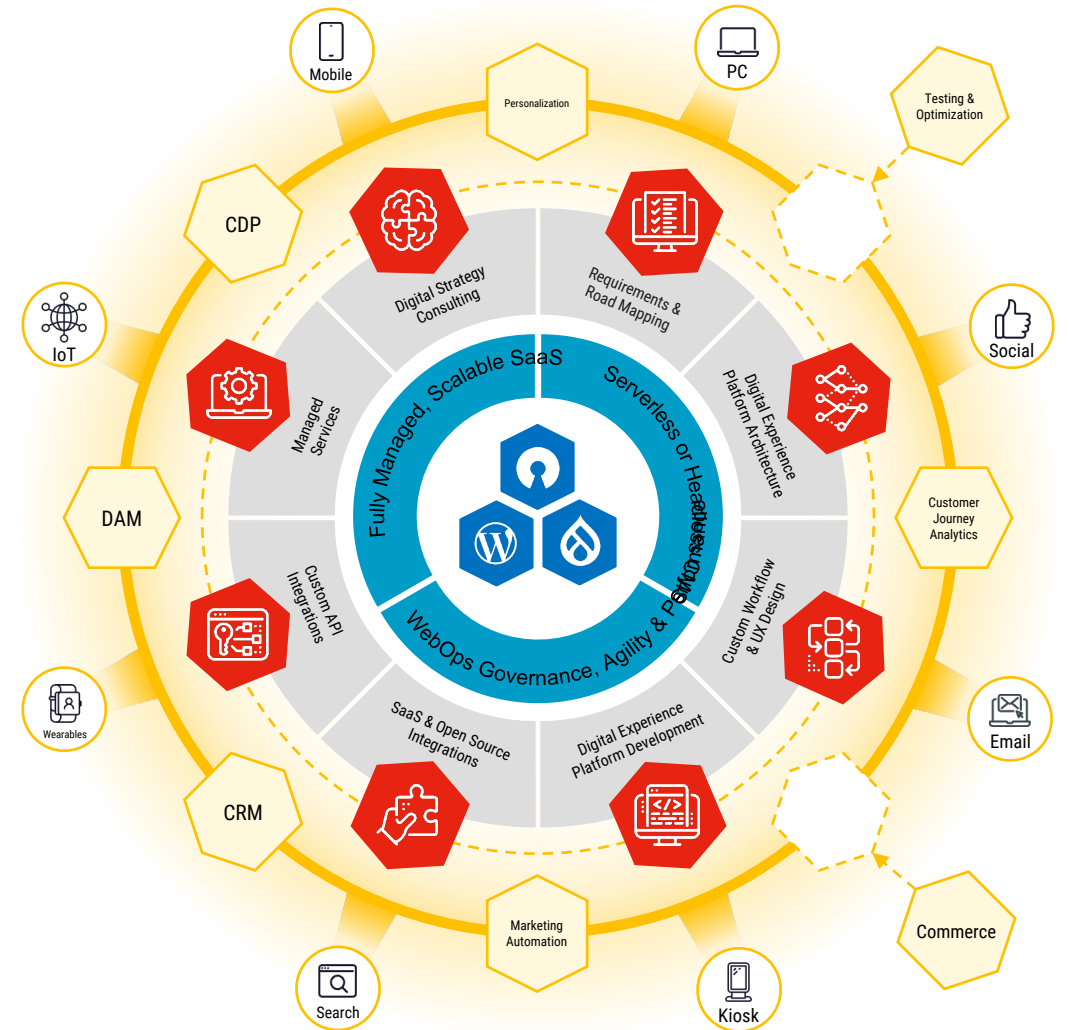
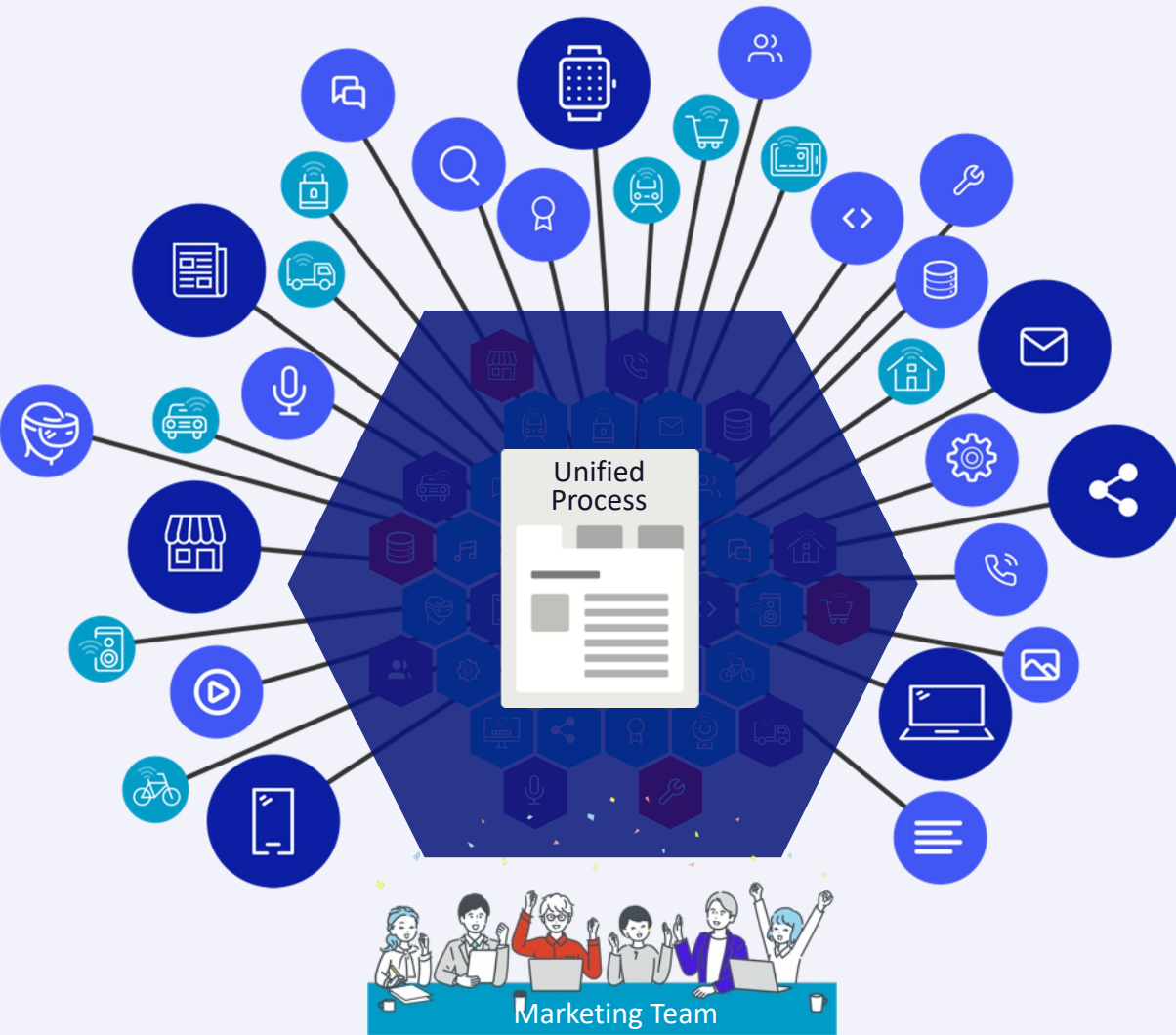
This screenshot shows the 'Online Business Programs' page. It features a header, a main banner, and a 'Request Information' form. Below the form is a 'Ready to Get Started?' section and a 'Courses' section.

This screenshot shows a 'Request Information' form on the university website. It includes fields for 'First Name', 'Last Name', 'Email', 'Phone', and 'Address', along with a 'Submit' button.

This screenshot shows another 'Request Information' form on the university website, similar to the previous one, but with a different layout and additional fields.

Unified Brand Digital Experience

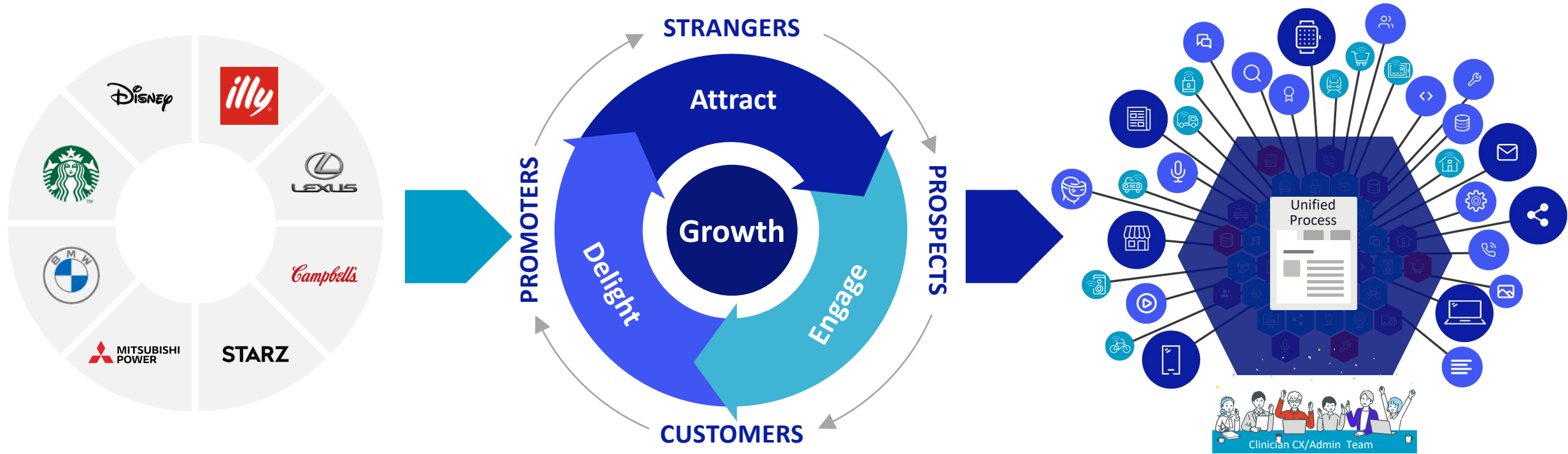
Open Source Technical Integrations



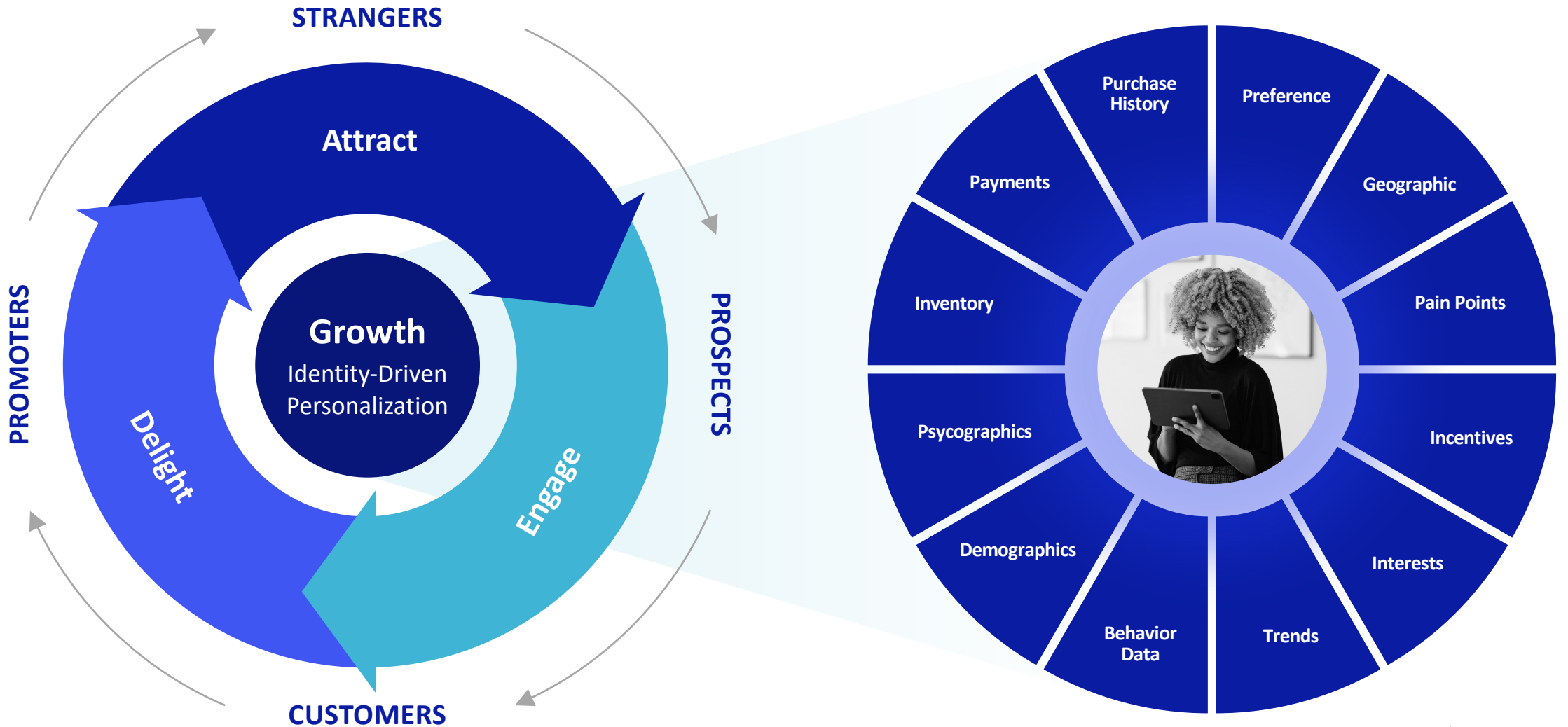
What Did We Learn from the Last 10 Years of Consumer Brand Investment?

- Leading consumer brands have forged the way for the last decade to understand how to keep up in an ever-changing digital world.
- Digital technologies are only valuable to the extent that they can be effectively applied to achieve organizational goals.
- Defining the transformation before choosing the appropriate technologies rather than allowing a given technology to dictate the nature and structure of the architecture.
- Digital transformation rests on the effective planning of your CX and DX strategies, do not think of it as a multi-channel plan in a unified way.
- Find your Organizational balance between adapting the technology and your workflow.
- Engage in iterative learning
- Develop CX skills like the consumer brands have into the Customer 360 and how that creates a flywheel.

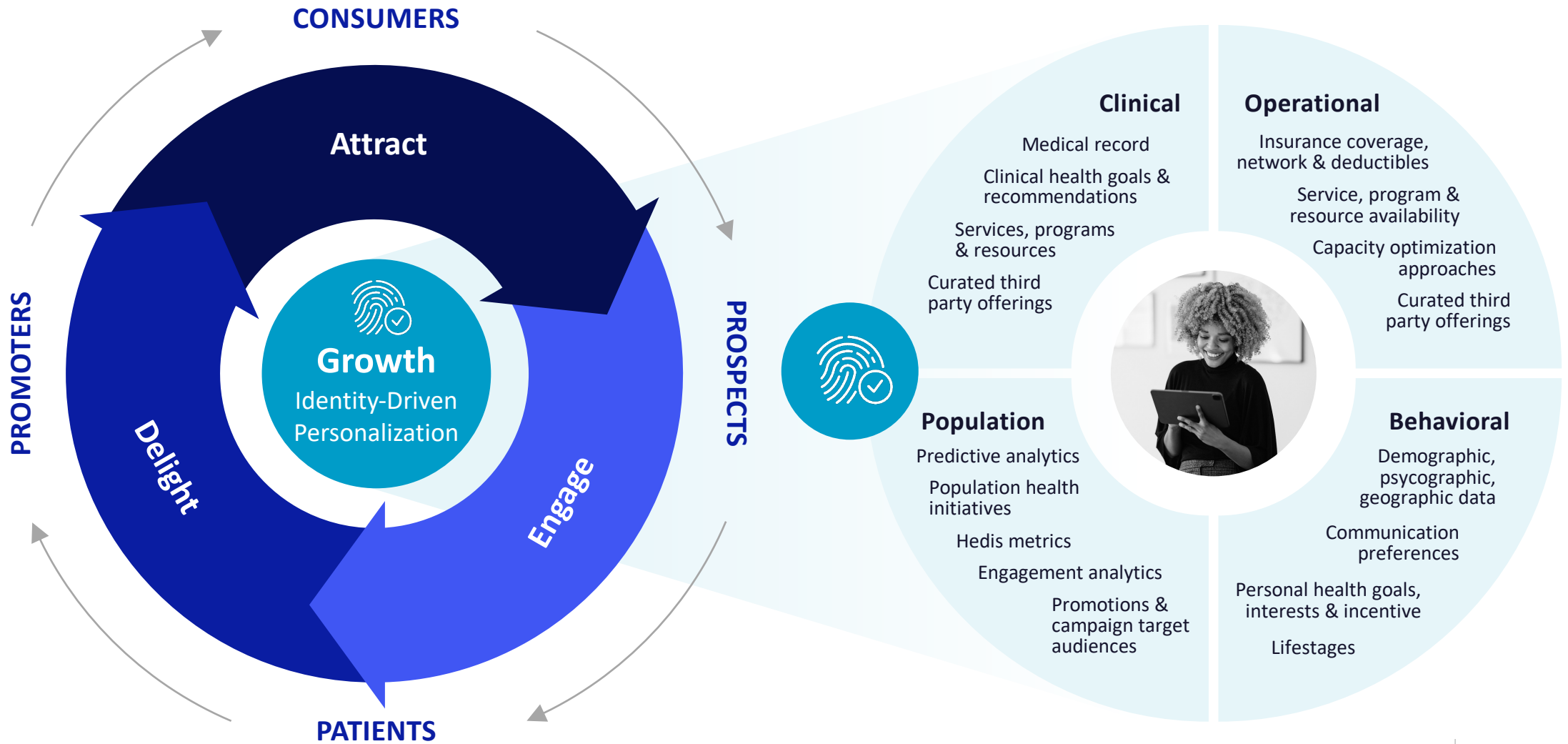
Digital Customer 360 & How That Creates a Flywheel



Why Identity Is Critical To Fueling A Digital Flywheel



Applying the Digital Flywheel to Healthcare



Thank you!



Want More Details?

- Download the Presentation
- Download the Providence Digital Innovation Group Flywheel Case Study
- Get in Touch
- Stop by the Booth to get Free Personalization Software for your Website.

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Karim Marucchi

 @KarimMarucchi

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