

WebMD — symplr

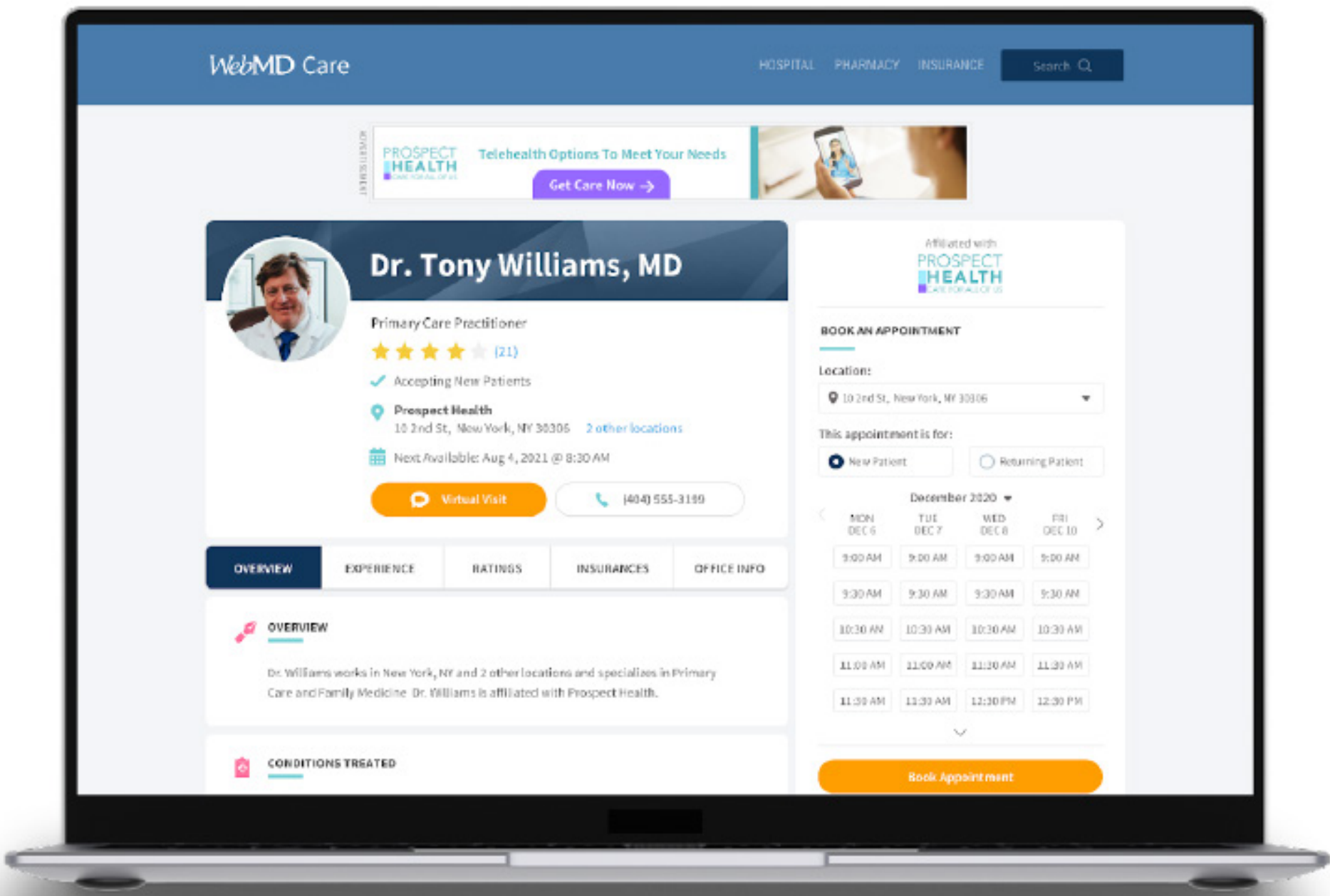
Care Finder Direct



THE CHALLENGE

Health systems need to embrace new digital patient acquisition strategies and optimize all touchpoints to grow market share and remain competitive in today's digital-first environment. **Over eighty percent of consumers research conditions and treatments online before seeking care.¹** Today, patients wishing to book an appointment must take multiple steps to confirm a provider is accepting patients, has availability and is in-network. Consumers have never been able to instantly book an appointment with the right provider in a simple, seamless workflow while they're researching health information online—and health systems have never had the opportunity to connect their provider data management with patient acquisition marketing in a way that delivers measurable ROI—until now.

Announcing Care Finder Direct...a new way to engage patients from WebMD and symplr®—connecting WebMD's trusted consumer content, which reaches over 70 million monthly unique visitors, with symplr's real-time provider search and EHR appointment booking. This innovative digital patient acquisition solution extends your digital front door and makes it easier for patients to find doctors and schedule appointments at critical moments in their care journey. **Care Finder Direct** includes:



CARE FINDER

WebMD's patient acquisition solution reaches consumers on WebMD and gives them a platform to find providers by location, condition and specialty of interest



SYMLR DIRECTORY

symplr's provider data platform used by health systems to maintain in-depth provider profiles, including individual providers' health plan participation and availability



TARGETED CALLS-TO-ACTION to learn more about your health system's services and providers throughout WebMD and Vitals to reach patients along all stages of their digital journey to care

For the first time, consumers can research conditions and treatments and book an appointment with the right provider in a consumer-friendly workflow.

HOW IT WORKS

Providers from subscribing health systems are promoted while patients are seeking relevant information and treatment. **Care Finder Direct** intercepts patients across WebMD's trusted environments and gives them a platform to find qualified physicians and make an appointment via symplr's direct scheduling.

Consumers who click on a provider time slot are guided through symplr Directory to the provider organization's EHR for a seamless scheduling workflow. Consumers receive direct appointment confirmation and other helpful information including clinician address and patient instructions via the EHR.

CAPABILITIES

When working with WebMD and symplr, your health system will:

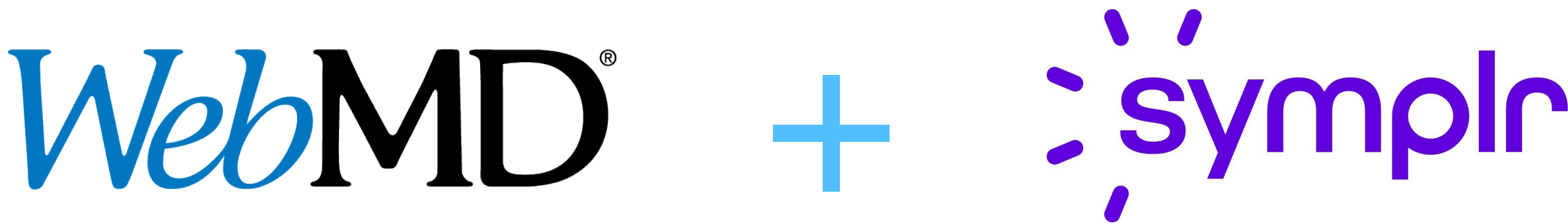
- **INCREASE AWARENESS** of your organization's providers when patients and caregivers are engaged and seeking access to care
- **CONTROL AND OPTIMIZE** your providers' listings across WebMD's trusted environments
- **EXTEND YOUR DIGITAL FRONT DOOR** with stronger SEO + targeted campaigns to make sure your brand and physicians are always top of mind
- **ENHANCE PROVIDER LISTINGS** with symplr provider data management for:
 - health plan and network participation
 - real-time appointment availability and scheduling
 - connection to your telehealth and virtual visit offerings
- **DRIVE ONLINE APPOINTMENTS** and phone calls to your providers
- **EXCLUDE** competitors' physician placements

BENEFITS

Care Finder Direct maximizes your digital presence across organic (Google) and captive search (provider website) channels. It delivers these benefits by capturing patients earlier in their search for care and by closing the loop with self-service appointment booking:

- **IMPROVE OPERATIONAL EFFECTIVENESS** and reduce friction for consumers booking appointments with your providers
- **INCREASE CONVERSION RATES** by connecting the WebMD funnel to appointment booking in EHR
- **REDUCE ADMINISTRATIVE BURDEN** and manual entry by tapping into symplr's single source of truth for provider profiles
- **ENHANCE REPORTING** through EHR integration that tracks the patient journey from discovery to recovery
- **FILL CAPACITY** gaps system-wide
- **INCREASE** health system market share, out-market your competitors, and grow your institution's brand awareness and reputation

To learn more about Care Finder Direct, please contact your WebMD or symplr account manager.



Reference:
1 <https://www.inc.com/peter-roessler/new-research-shows-why-doctors-need-a-strong-online-presence.html>