



The New Maternity Journey Case Study:
Chandler Regional Medical Center



“I’ve never received service and care like this at any other hospital.”

“If I ever have another child I would never go anywhere else.
The hospital is about 40 minutes from where I live and
I would make the drive every time!”

“We had an amazing experience at Chandler Regional
Medical Center. The hospital staff was friendly and
completely made us feel like a home. We couldn’t ask
for a better treatment and highly recommend this facility.”



”

“Overall my experience was amazing and I would do it all again!!”

“They were attentive but not overbearing, friendly, knowledgeable, made sure I understood my plan of care at all times, were kind and welcoming toward my family visitors, and even made sure my husband was comfortable the nights he spent in the hospital with me. I was so pleased with my birth experience and would highly recommend CRMC.”

“I truly appreciate how they made me feel. I trusted them. They helped make this first time experience a really good one. Thank you!”



INTRODUCTION

Located in the hyper-competitive Phoenix, Arizona market, in late 2016 Chandler Regional Medical Center (CRMC) was looking to differentiate their customer experience. Knowing maternity services could be a catalyst for strategic long-term relationships with a new mother (and her care decisions), the service area became the first point of focus.

Partnering together, the Docent Health and CRMC maternity program launched in January of 2017 with goals of:

- Engaging maternity patients 'upstream' – well before their hospital delivery
- Tailoring perinatal experiences around the needs and preferences of each mother
- Embedding standard hospitality behaviors across care teams
- Cultivating and retaining relationships with a more loyal customer base
- Providing liaison services throughout the pregnancy, birth, and aftercare journey

Using the Docent Health Platform (DHP) and its integration to the Cerner EMR, the new CRMC maternity program could now leverage data and analytics to personalize consumer experiences, provide targeted concierge services and touch-

points, and integrate around clinical steps and productivity incentives. Both remote and on-site Docents, trained in empathetic customer relationship skills, combined to take on the patient outreach, intake, and navigator roles. Finally the Docent Health Customer Success group began capturing the Key Performance Indicators within DHP to ensure the program exceeded its value and ROI targets.



Unlocking Amazing
Patient Experiences



Driving Engagement
& Improving Outcomes



Accelerating Loyalty
& Growth



THE NEW MATERNITY JOURNEY

The customer-centric experience pathway is now being delivered to the Labor & Delivery population at Chandler Regional Medical Center, along with a pipeline of 'future customers' who have not yet decided on a hospital.

Warm Welcome

The first touch with a patient is often a phone call two to three months before delivery. At this stage a human profile is built within DHP to codify elements such as unique patient needs, the mother's anxiety level, whether they've selected a hospital or not, and if they have a preferred communication channel.

Precision Rounding

Nurses and liaisons are now equipped with key pre-hospital customer data and a real-time list of patients and their emotional bio-rhythm. Staff now optimize support activities for breastfeeding, discharge preparedness, and when needed, delivering a delighting moment of surprise.

Customer Engagement

Using the assembled profile, the Docent liaison strengthens the relationship through the preferred channel (text, phone, email) with a focus on prenatal education resources, billing and insurance needs, pediatrician access, and social or logistical support.

Fond Farewell

Using the Docent Health technology and service, now all new mothers receive a post-discharge follow-up, meaning every patient is provided a light-touch post partum depression screen, resource recommendations, a 'future customer screen', and the chance to share a testimonial.

ENHANCING EXPERIENCES

With so much of the maternity journey happening outside the four walls of the hospital, CRMC and Docent Health partnered to take into consideration the elements of the maternity experience that CRMC had not been able to address.

Using physician relationships and community outreach, the new maternity journey can begin with a Warm Welcome call as early as 20 weeks into the gestational period, and the final Post-Discharge Follow-Up can happen over a series of weeks after leaving the hospital.

This new pathway provides contact, resources, and human touch across a longitudinal patient experience.

Unsurprisingly, many moms strongly prefer SMS texting as the primary, and most convenient, way to stay connected. By providing patients communications over their preferred channels, the new CRMC program creates deeper relationships and can influence positive behaviors.

Similarly, by reaching out over an extended period, and providing continuity of care the new Docent Health and CRMC service can personalize the journey based on patient preferences or specific customer segments, such as first-time mothers.

89th ↑

percentile in HCAHPS overall rating, above the 65th percentile from the previous year

42% ↑

of mothers-to-be now receiving texting support as part of their maternity journey

94th ↑

percentile in HCAHPS "Willingness to Recommend" top box scores, above the 85th percentile from the previous year

1,000 ↑

clinical team member hours saved over the course of the year



IMPROVING OUTCOMES & DRIVING GROWTH

Offering a concierge-supported maternity program, at scale, requires a compelling case for ROI – and for CRMC, that’s meant driving a demonstrable shift in volumes and market-share in an accelerated time-frame. Docent Health targeted three key sources of maternity consumers:



Within each area, patients are now being engaged as early as 20 weeks along in their maternity journey, with greater access to key CRMC resources, and heightened levels of support and personalization. This timing, blended with additional support, helps drive positive behavioral changes and ultimately helps influence labor and delivery location selection. This unique approach to service and technology is how CRMC is redefining their offering, elevating the care they provide to their patients, and ultimately reshaping their brand in a highly competitive marketplace.

3%

overall year-over-year net growth against a contracting market with increasing competition

1 in 4

mothers attending a birthing tour in a competitive market are undecided on delivery location

12%

growth in prenatal class attendance amongst patients engaging with Docents as early as 20 weeks into their maternity journey

100%

of OB triage and undecided birthing tour mothers receive a personalized, proactive outreach communication



Meredith Hestand

Senior Director of Nursing,
Maternal Child Health



As our teams look to elevate patient experiences, our work with Docent Health is helping us redesign how we deliver care to our maternity patients, innovating and personalizing journeys unlike others in the marketplace.



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Docent Health turns healthcare into human care.

Our unwavering commitment to consumer-centric design means our technology-enabled service powers unparalleled levels of care. This mission helps drive deeper connections and lasting loyalty. We believe in creating meaningful interactions that enable every patient to feel known, valued, and heard.

