

HOSPITAL CASE STUDY

Transforming Patient Communication for a Publicly Listed Healthcare System



Abstract

A healthcare system that was going public facing challenges in patient communication and branding partnered with DOCNDOC. Within two months, patient satisfaction improved by 27%, streamlined content boosted engagement, and the system successfully prepared for its public listing.



Challenges

The healthcare system struggled with:

- 1. Ad Agencies:** Repeated revisions delayed projects.
- 2. Freelancers:** Inconsistent branding and low scalability.
- 3. In-House Teams:** Inefficiencies frustrated physicians and wasted valuable time.



Solutions

- **Efficient Process:** Produced 4,000+ words daily, including patient materials and blogs.
- **Visual Communication:** Delivered 2–3 infographics daily, simplifying complex medical concepts.
- **Scalable Solutions:** Unified branding and patient engagement across locations.

RESULTS

Fast Turnaround Times

We delivered over 4,000 words of patient-focused content daily, meeting the tight timeline before the healthcare system went public.

97% First Draft Approvals

Our doctor-led content approach minimized revisions, and moved through multiple clinical departments with nearly immediate approval.

Measurable Results

Patient satisfaction scores soared by 27%, proving the effectiveness of our tailored communication solutions.



"Their ability to understand our challenges and deliver exactly what we needed, quickly and efficiently, was remarkable. They became an integral part of our journey during a critical time, and we couldn't be more grateful."

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Transforming Patient Communication for a Publicly Listed Healthcare System

Abstract

When a leading healthcare system faced challenges with patient communication and branding before going public, DOCNDOC stepped in with doctor-led creative solutions. Within two months, patient satisfaction rose by 27%, and streamlined communications paved the way for sustainable success.

Introduction

When a large healthcare system with eight locations was preparing to go public, their leadership identified a critical gap: inconsistent and inefficient patient communication. The organization had tried multiple solutions, from partnering with advertising agencies to hiring freelance creatives and even forming an in-house marketing team. Yet, none of these approaches delivered the required outcomes.

Disparate patient materials and communication processes not only hindered engagement but also created inefficiencies across departments. With a public offering looming, the healthcare system sought an innovative partner who could bridge the gap between creative content and clinical expertise. That's when DOCNDOC entered the picture.

The Challenge: Fragmented Communication Across a Complex System

The healthcare system's leadership had invested significant resources into improving patient communication but faced recurring issues:

- 1. Ad Agencies:** Traditional agencies struggled to meet the clinical accuracy required for healthcare content. Multiple rounds of revisions by physicians and department heads resulted in delays and dissatisfaction, with projects being abandoned due to frustration.
- 2. Freelancers:** While cost-effective, freelance solutions lacked consistency and failed to align with the system's brand identity. This approach was terminated after the pilot stage due to quality and scalability concerns.
- 3. In-House Marketing Team:** Senior management attempted to build an internal content team, which relied heavily on physicians and surgeons for detailed inputs. However, communication breakdowns and the inability to capture clinical nuances during quick meetings led to inefficiencies. Physicians grew increasingly frustrated, and morale declined, with patient communication remaining haphazard and incomplete.



This disorganized approach presented significant risks, especially as the healthcare system aimed to demonstrate robust patient engagement and satisfaction metrics to potential investors.

The Solution

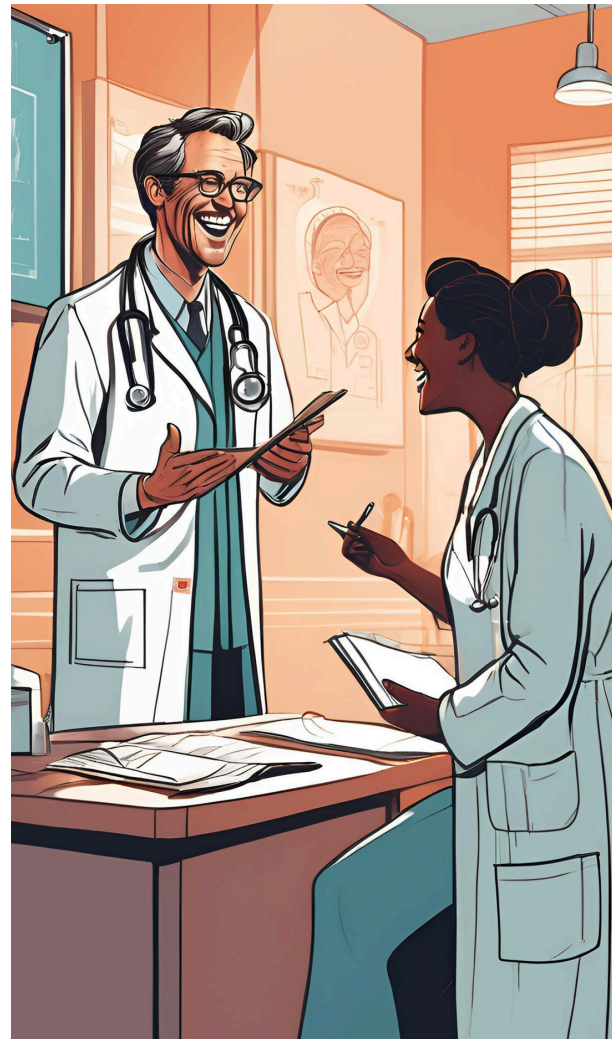
Recognizing the complexity of the challenge, DOCNDOC deployed its doctor-led creative model to address the system's unique needs. Key strategies included:

- 1. Streamlined Content Development:** DOCNDOC implemented a process to produce over 4,000 words of patient-facing content daily, covering educational materials, discharge instructions, and service-specific guides.
- 2. Infographic-Based Engagement:** Recognizing the power of visuals, 2-3 infographics were created daily to simplify complex medical information. These became an indispensable resource for physicians, enabling them to explain procedures more effectively to patients.
- 3. Rapid Iterations and Approvals:** Leveraging clinical expertise, DOCNDOC minimized revisions by delivering content that was accurate, empathetic, and aligned with clinical standards from the outset.
- 4. Comprehensive Scaling:** Content solutions were tailored for all eight locations, ensuring brand consistency and scalability across departments.

The Impact

Within just two months, the healthcare system experienced transformative results:

- **Enhanced Patient Satisfaction:** As per internal estimates, patient satisfaction scores improved by 27%.
- **Efficient Physician Support:** Infographics reduced the time physicians spent explaining procedures, improving workflow efficiency and enabling more focus on patient care.
- **Elevated Engagement:** Among all content types, infographics drove the highest patient engagement, reinforcing their value as a communication tool.
- **Investor Confidence:** With clear and effective communication materials, including a professionally crafted corporate deck, the system was well-prepared for its public listing.



Conclusion

The healthcare system's partnership with DOCNDOC demonstrated the value of doctor-led creative solutions in transforming patient engagement & communication. By combining clinical expertise with high-quality content production, DOCNDOC not only addressed immediate challenges but also laid the groundwork for sustained success across locations.

Today, the organization continues to rely on DOCNDOC's services for its communication needs, showcasing the enduring collaboration.