

CASE STUDY

## How Baptist Health (Arkansas) Uses Their Mobile App to Deliver an Amazing Digital Experience



### Challenge

As a growing community health system, Baptist Health needed a single, branded, eye-catching, comprehensive digital experience to connect their disconnected solutions and drive convenience for their patient consumers.

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### Solution

MyBaptistHealth, powered by Gemini from DeliverHealth



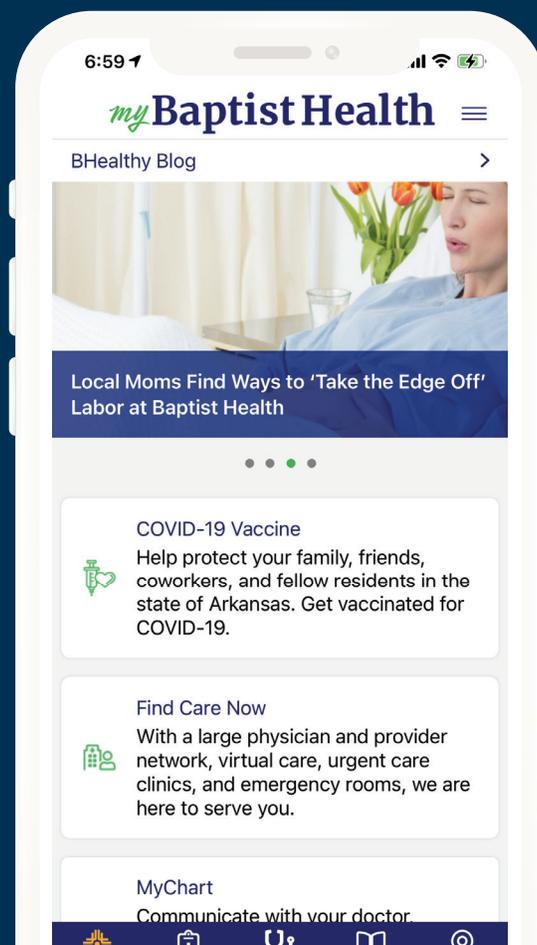
### The Baptist Health Story

Convenience is a hallmark for Baptist Health. As Arkansas' most trusted not-for-profit healthcare provider, they offer more than 250 points of access, including 11 hospitals, Urgent Care centers, a senior living community, and more than 100 primary care and specialty care clinics scattered throughout Arkansas and eastern Oklahoma. Baptist Health's 11,000 employees carry the message of health and wellness throughout the communities they serve.

## Bringing it All Together on a Single Platform

Today, the MyBaptistHealth app, powered by Gemini from DeliverHealth, gives Baptist Health's patient consumers the full set of functionalities that comes with Epic's MyChart, allowing them to message their doctor, manage their appointments, get test results and start a virtual care visit.

In addition, Gemini integrates with the organization's existing Find a Doctor and Find a Location tools. Allowing patients to access their personal health information, connect with a specialist, and find the closest hospital, outpatient, or clinic location seamlessly, all from the same mobile app. By integrating multiple features into one app, Baptist Health drove more traffic to Epic's Open Scheduling feature, driving new business. And with the Gemini platform, Baptist Health can add new apps easily, allowing them to scale MyBaptistHealth and make it more robust in the future.



## Connecting Disconnected Solutions to Improve Access

Classes and events are critical drivers for Baptist Health, and providing quality health education is part of the 100-year-old organization's mission statement. Thanks to the easy integrations available through the Gemini platform, Baptist Health now allows their patient consumers to sign up for classes most relevant to them directly in the MyBaptistHealth app. This creates easy access to classes and helps the organization boost event attendance, improve lives, and build healthier communities.

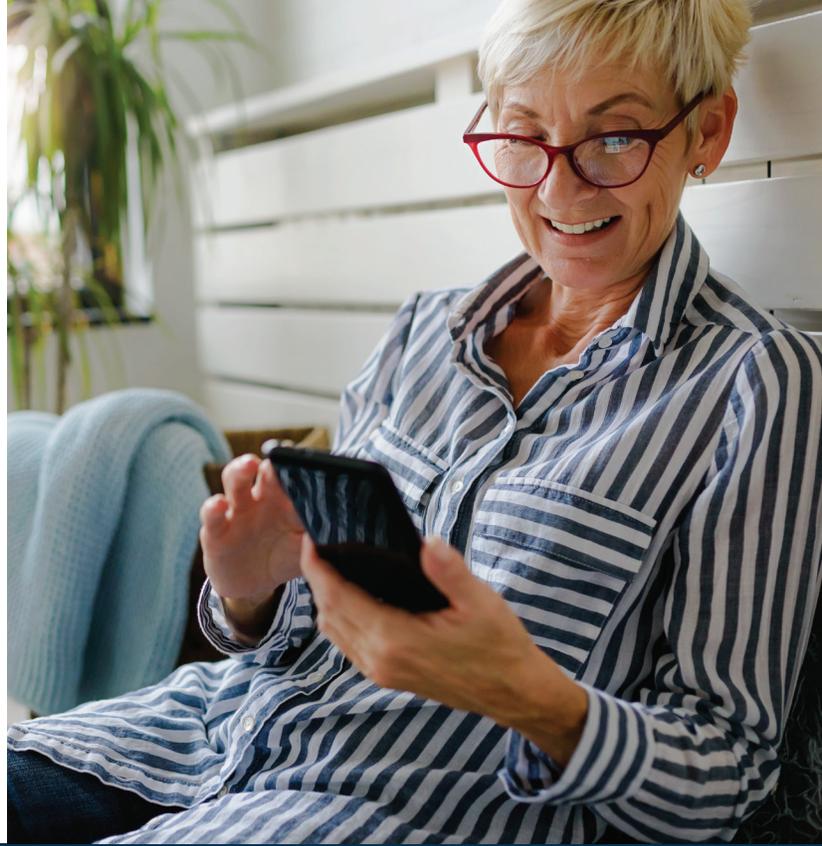
## Sharing Wellness Information in a Consumer's Language of Choice

Another integration allows Baptist Health to feature their robust health-related content prominently in the Health Library tab on the MyBaptistHealth home screen. The app also features the BHealthy Blog, which offers a treasure trove of easy-to-understand health information, from postpartum and newborn care tips to safety and prevention topics, inspiring stories, tasty recipes, and COVID-19 information and guidance.

BHealthy reflects the diversity of Baptist Health's communities and is available in both English and Spanish. It's also among the most popular features on the app, as evidenced by high open rates for a summertime blog post featuring **3 Kid-Friendly Homemade Popsicle Recipes**.

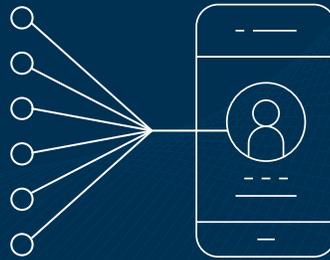
## Expanding Their Brand With a Single Digital Ecosystem

With Gemini, Baptist Health was able to sunset two existing and disparate patient-facing apps. Now that they've created a new digital front door with one unified patient engagement app, Baptist Health has the power to grow their brand easily and give their patient consumers convenient access to multiple touch points, all within the same platform.



### Benefits

- Integrated **6 existing** point solutions into one app
- Created a **comprehensive digital patient experience** that improves connectivity, convenience, and patient satisfaction
- Extended their brand across **Arkansas** and eastern **Oklahoma**



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