

THE RIGHT CARE WHEN YOU NEED IT MOST

TELADOC

Experience Mapping

Group 3

9/24/20



Business Challenge

As the telemedicine space grows post-COVID, how can Teladoc stay ahead of new competitors to maintain its position as the stalwart of virtual primary care?



THINK & FEEL?

Melissa's priorities are her family and mental/physical health

Want to get healthcare help that is top of the line when its needed

Trying to fit an appointment in today's to-do list

Looks to her network of friends who also have kids and mom influencers on social media

Their home is their environment, must more comfortable than a hospital or doctors' space

Opinions from gatekeepers in family

They see an increasingly saturated market for virtual care

Word of mouth about the use of telehealth during COVID-19

Reviews and search result pages when looking for healthcare service

HEAR?

SEE?

SAY & DO?

Conduct search for more information

Care about friends and want the best service for their healthcare needs during this time

Loves to introduce her friends to products that she has great experiences with

PAIN

Work-life balance makes it hard to spend time focusing on unexpected health problems

Stress about which healthcare option she should choose

Getting healthcare in a timely enough manner

GAIN

Feel better as soon as possible

Family live a healthy lifestyle

Convince, comfort, expertise, and professionalism

CUSTOMER EXPERIENCE MAP



	AWARNNESS	CONSIDERATION	DECISION	SERVICE	LOYALTY
INTERACTION / TOUCHPOINTS	<ul style="list-style-type: none"> • Word of Mouth • Social Media • Online Ad • Insurance card 	<ul style="list-style-type: none"> • Online ratings & reviews • Testimonials • Social Media • Word of mouth • Online research 	<ul style="list-style-type: none"> • Teladoc website • Promotions • Confirmation email/text 	<ul style="list-style-type: none"> • On phone or video chat • Teladoc website 	<ul style="list-style-type: none"> • Follow up calls • Follow up emails • Follow up survey • Respond to reviews
THINKING	<ul style="list-style-type: none"> • Sounds convenient • Could be helpful when in a rush and can't make it to the doctor's office • Wants to know more about the service • Wonders how the online appointment experience compares to in person 	<ul style="list-style-type: none"> • How can I (or my family member) get well as soon as possible? • How much will it cost? • What is near me? • Where can I get the best care? 	<ul style="list-style-type: none"> • How do I book my appointment? • Are there appointments available when I need one? • Does Teladoc take my insurance? • How long will the appointment take? 	<ul style="list-style-type: none"> • Will the healthcare professional provide me with resource? • Are there any tips for prevention? • What if my problem does not get any better? • What are additional resources? 	<ul style="list-style-type: none"> • What other resources can I use? • When should I schedule my next appointment? • How often should I meet with this healthcare professional?
FEELING	<ul style="list-style-type: none"> • Interested • Curious • Feeling sick or run down • Stressed- in need of healthcare that fits with her schedule 	<ul style="list-style-type: none"> • Under the weather • Annoyed – Feeling sick is never fun • Troubled –in seek of mental health help • Stressed –tight schedule 	<ul style="list-style-type: none"> • Hopeful – will get well soon & get service needed • Relieved – appointment is booked • Nervous to place healthcare in hands of someone you've never met 	<ul style="list-style-type: none"> • Satisfied – getting help needed • Impressed – service was thorough and professional • Cared for – expert is invested in me • Comfortable in their own space 	<ul style="list-style-type: none"> • Familiar • Trust – get the care needed
DOING	<ul style="list-style-type: none"> • Click ad • Browse website • Bring it up to friends to see if they've heard of it • Ask your insurance provider questions about it if it's on your card 	<ul style="list-style-type: none"> • Weighing the alternative healthcare options • Asking family and friends for opinions • Looking at schedule • Search online for reviews and testimonials 	<ul style="list-style-type: none"> • Booking appointment online or on the app • Filling out medical history • Describing symptoms/care needed 	<ul style="list-style-type: none"> • The doctor asks Melissa questions about her condition and they discuss next steps • Melissa gets the care she needed in a convenient and helpful way 	<ul style="list-style-type: none"> • Books next appointment • Writes a review • Books an appointment for other members of her family when they are sick • Tell their friends about their experience
OPPORTUNITIES	<ul style="list-style-type: none"> • Meet customer in places that they are already searching • Positive word of mouth increases chances of consideration • Insurance card placement aids credibility 	<ul style="list-style-type: none"> • Respond to reviews • Engage with customers on social media • Search ads help Teladoc compete in a consideration set by appearing above competitors in results 	<ul style="list-style-type: none"> • Easy to set up an account • Easy to schedule an appointment • Send reminders of appointment 	<ul style="list-style-type: none"> • Build relationship with patient • Personalize the experience to the customer • Make them aware of other services Teladoc offers 	<ul style="list-style-type: none"> • Follow up after appointment to make sure everything went smoothly • Notifications to schedule another appointment • Generate positive word of mouth

THEME DEFINITION

MOST RELEVANT

Variety



Services offered for all facets of health

Teladoc is more than just a generic healthcare provider. It meets a variety of needs by offering mental health services, diagnosis advice and treatment options.

Accessibility



Healthcare on your schedule

Forget the lengthy wait times at a traditional office. With Teladoc, the doctor is always in.

Credibility



Trusted professionals for exceptional care

Our experts were voted the best of the best in over 400 specialties.

Affordability



Healthy solutions without the hefty bill

We leverage industry partnerships so you can focus on the things that matter, not the cost.

Comfort



Real people, treating your people

Teladoc specialists listen to you to deliver personalized care, no matter the setting.

LEAST RELEVANT

PERSONA MESSAGE MAP



Awareness

Consideration/Evaluation

Schedule Appointment

Service

Loyalty

<p>MINDSET & NEED</p>	<p>Melissa is looking for a convenient, trustful, and affordable health care. Melissa realizes that there is an alternative to in-person health care services.</p>	<p>Melissa is about to have their yearly check-up and she is unable to attend in-person due to work conflicts. Melissa has children that need to go for their yearly visit as well, and she is unable to take them during her work hours. Melissa is looking for a trusted health care service that is convenient while not breaking her bank.</p>	<p>Melissa already uses multiple apps and web-based services (grocery delivery, home security, etc.), so she is expecting a seamless, effective online experience. Not having to make a phone call to schedule an appointment really appeals to her.</p>	<p>At this stage, Melissa is confident that Teladoc will provide the superior service with a trusted doctor. She needs a seamless experience at her appointment with worthwhile care and treatment options.</p>	<p>Melissa is convinced that Teladoc is the best telehealth service, and recommends the service to her network. The company becomes integrated in her family's routine.</p>
<p>MESSAGING PRIORITIES</p>	<p>Highlight the differences of telehealth service versus in-person health care services, while still demonstrating it as a substitute. They are not different services, just an equal convenient substitute.</p>	<p>Teladoc is a convenient health care provider that offers a wide range of services based on the consumer's needs. Pricing is affordable, and an everyday care visit can be as low as \$0 with insurance.</p>	<p>Through our messaging at this point, we want to provide reassurance that the experience will be sleeker than going to see a doctor in person but just as legitimate. Highlighting the 24/7 availability of the service is key.</p>	<p>Teladoc must communicate with providers the importance of a personal connection even in a virtual setting. The platform has professional care, but in the comfort of your home.</p>	<p>Present the customer with opportunities to explore the other services that Teladoc offers such as mental health counseling within BetterHelp.</p>
<p>KEY THEMES</p>	<p>Convenience, Trusted, Affordability</p>	<p>Variety of Care, Trusted</p>	<p>Convenience, Trusted</p>	<p>Convenience, Variety of Care</p>	<p>Comfort, Trusted</p>
<p>REASONS TO BELIEVE</p>	<p>Telehealth visits are just as personal as in-person if not more personal because telehealth services are trying to bridge the gap between the digital interaction. Patients are often more relaxed and candid during telehealth visits versus in person. Children are often scared of going to the doctor's office in-person. This provides an opportunity for the parents and child to feel relaxed in the comfort of their own home. Telehealth also cuts the time to travel to the doctor's office, waiting for the doctor to come to the room, and then driving back home after the visit. It is more convenient.</p>	<p>Teladoc allows Melissa to have the everyday care visit in the comfort of her own home. Teladoc offers a variety of services anytime of the day to ensure that she is getting what she needs for her family and herself. Some of the services they offer is flu mental health care, infections, etc. Teladoc is cutting the travel time, and offers expert guidance with health professionals through the touch of a button. Melissa looks at reviews to trust that Teladoc is a reliable service.</p>	<p>Consumer data shows that Millennials drastically prefer managing schedules and appointments online versus over the phone. Additionally, the 24/7 availability of Teladoc is more flexible for anybody's schedule. Melissa is a tech-savvy consumer, so she will likely have little doubts about the efficiency of Teladoc's app or website.</p>	<p>Teladoc has numerous positive testimonials from customers that highlight company's accomplishments in customer satisfaction. The service itself will exemplify to Melissa first-hand the immense value that Teladoc can bring to her life and her family's life.</p>	<p>Consumer data shows that patients have the capacity to be highly loyal to their doctors, especially families with young children. This loyalty can translate beyond just the healthcare professional into the positive feelings associated with the experience as a whole.</p>
<p>GOAL OF INTERACTION</p>	<p>Melissa has the ability to explore different services that Teladoc offers, and sees what best fits her family. Melissa starts to think critically of the current options she is using.</p>	<p>After Melissa has done some research on Teladoc, we are wanting her to sign up to schedule an appointment.</p>	<p>Once Melissa has her appointment on her calendar, it is our job to provide her with peace of mind for the upcoming virtual visit.</p>	<p>Hopefully, Melissa will schedule recurring appointments, leave reviews, and tell friends, coworkers and family about her experience with Teladoc.</p>	<p>After engaging with the entire process, we want Melissa to consistently rely on Teladoc for her and her family's healthcare needs.</p>