



CAPTURING SENIOR LOYALTY WITH RENOWN HEALTH

VIDEO TRANSCRIPT

Suzanne Hendry:

Through the pandemic, we were able to implement new technology and customer-centric approaches at lightning speed, which was very fortunate, not only for us and our patients, but our entire community. I think the most effective way that people can connect with their customers, especially medical professionals, is direct outreach. Hearing from your doctor or your doctor's office on a routine, regular basis is just so incredibly important to us as patients.

We did a couple of things here at Renown Health in Reno. We reached out through our loyalty program to 9,000 of our customers. Everyday calling older adults in our market and just checking in on them, and it was wonderful to hear their response.

Linda MacCracken:

While Renown is describing this outreach on a personal basis, they also had a very established sense of who their customers were. They know who they are, what they need and how they might operate from an analytics as well as a clinical care standpoint.

Suzanne Hendry:

What we learned through Linda and Accenture was, despite the mythology that older adults are not using these technologies, they absolutely are. So, we've been able to take that information from Accenture and be able to incorporate it into the customer-centric technologies.

Linda MacCracken:

And I think that guided, that personal guidance and that self-serve capability is going to be key to the loyalty that Renown Health and Hometown Health have already seen take place.