

CASE STUDY

How Advocate Aurora Health's LiveWell Creates a More Personalized Patient Experience



Challenge

Advocate Aurora Health is a large health system that aspired to reach a big goal—putting all of their existing and most popular digital features, including Epic MyChart, into one mobile app to deliver a simpler and more personalized patient experience.

Solution

LiveWell, powered by Gemini from DeliverHealth



The Advocate Aurora Story

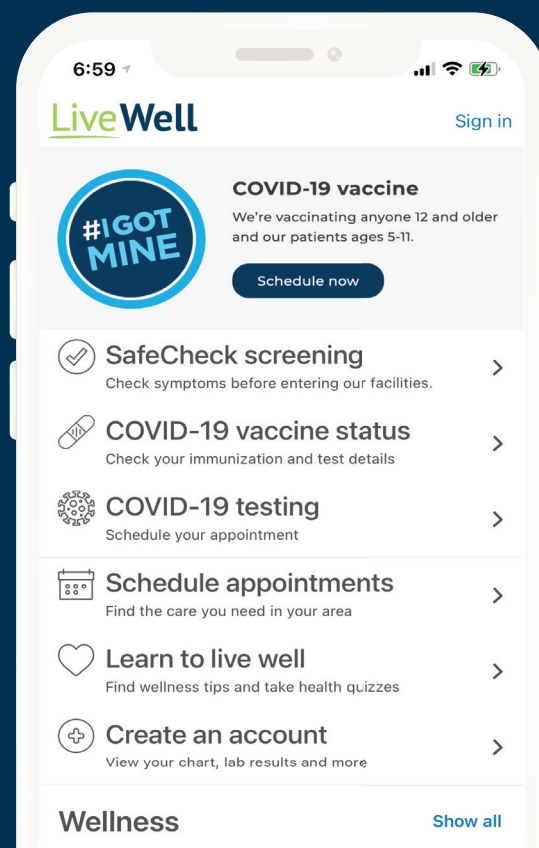
As one of the nation's top 12 not-for-profit health systems, Advocate Aurora Health is committed to leading the way within the industry. The organization includes 10,000 doctors, 22,000 nurses, 75,000 team members, and 10,000 volunteers, serving 3 million patients. The organization's vast geographic footprint consists of 26 hospitals, 500+ outpatient locations, 63 Walgreens clinics, and dual headquarters in Milwaukee and Downers Grove, Ill.

To bring it all together for consumers, they needed a platform capable of creating a mobile app that integrated all of their most popular digital solutions. "We wanted an app that could not only provide new offerings to consumers, but also could aggregate all the many different touch points where consumers had to go to find health and wellness information," says Kelly Jo Golson, Chief Brand and Consumer Experience Officer with Advocate Aurora Health.

Bringing it All Together on a Single Platform

Today, Advocate Aurora Health's LiveWell app, powered by Gemini from DeliverHealth, gives its 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 telehealth 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 a hospital, outpatient, or clinic location seamlessly, all from the same mobile app. And with the Gemini platform, Advocate Aurora Health can add new apps easily, allowing them to scale LiveWell and make it more robust in the future.



Using LiveWell to Promote Whole-Person Health

To help its patient consumers embrace self-care and enhance their overall well-being, LiveWell includes a robust wellness section. It offers one-tap access to the organization's Health Enews blog, which includes recipes, videos, and articles delivering helpful health and wellness insights on various health topics. The app's wellness content currently accounts for 25% of traffic among its 1.8 million users.

Another popular wellness feature is free guided meditation, which is available through LiveWell. It lets users choose the music, background, and duration of each session, helping protect and enhance people's well-being in a personalized way during the COVID-19 pandemic.



Delivering an Engaging and Personalized Patient Experience

Out-of-the-box integration with Medicom Health allows LiveWell to offer Health Risk Assessments (HRAs) in-app. These lively quizzes help patient consumers actively engage in their health, and offering HRAs in LiveWell boosted utilization compared to when they were available only on the organization's website.

LiveWell also uses the Gemini platform to create personalized home screens for Advocate Aurora Health's patient consumers. By packaging MyChart with additional functionality, these home screens give patients easy access to timely information, such as new messages from their providers and upcoming appointments, in one convenient place.



Creating an Award-Winning Digital Experience

With 1.8 million downloads and counting in just two-and-a-half years, LiveWell has achieved astonishing results. It's also award-winning, earning the "Best Native Mobile App" eHealthcare Leadership Award in 2021.

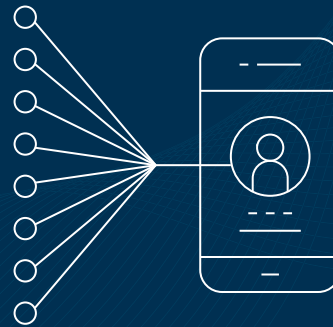
"By allowing a consumer or patient to engage directly in their own health and wellness journey, we believe that ultimately improves outcomes on the back end of our care."

– **KELLY JO GOLSON**

Chief Brand and Consumer Experience Officer
with Advocate Aurora Health

Results

- **1.8M** app downloads
- **4.7** rating with 60K+ ratings on the Apple App store
- Ranks regularly as a **top-five** healthcare app in the Apple App store
- **25%** of LiveWell users engage with wellness content
- Integrated **8 existing** point solutions into one app



1 App
Designed for
Future Growth

If you'd like to explore a partnership and experience similar results, or learn more about our services and solutions, contact us today.

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