Regional Hospital Leaders & Managers Gather for Benchworks Patient Experience Forum to Learn about New Tech Solutions at Union League

Benchworks Partners Focus on Improved Marketing, Employee Communications, Quality & Revenue

PHILADELPHIA (PRWEB) April 12, 2019 -- At Benchworks’ Patient Experience Forum, hospital executives and managers learned about new technologies, solutions and approaches to help healthcare organizations provide more convenient, efficient and consumer-friendly services and care that improves the patient experience.

“As the pace of change and disruption accelerates in healthcare, hospitals and health systems need to adopt efficient technologies that will help them become more nimble organizations able to thrive and provide a consumer-friendly experience. We want to help improve healthcare and patient services,” said Thad L. Bench, CEO and Founder, BW Health Group. “We are becoming more and more of a technology company.”

“A recent study in Health Leaders Media finds that the patient experience is five times more likely to drive consumer brand loyalty than traditional marketing alone. We believe providing more convenient, simple tech experiences will have a significant impact on an organization’s reputation and will elevate its brand, especially among competing providers who aren’t keeping up with technology,” said Melissa M. Johnston, President, Benchworks.

The keynote speech was given by Joe Tibbs, President of HAPevolve, the industry partner group of the Hospital and Healthsystem Association of Pennsylvania. Tibbs addressed the importance of paying attention to industry disruption, especially in healthcare.

Benchworks’ local partners, listed below, presented at the event at the Union League:

PHARxSIGHT’s Ron Leopold, RPh, President, Yardley, Pa.

PHARxSIGHT’s Patient Care Rx™ program saves hospitals thousands of dollars by providing post-discharge services to hospitals to help prevent CMS readmission penalties, improve patient satisfaction scores and clinical outcomes.

Viddler Co-Founder & VP, Donna DeMarco, Bethlehem, Pa.

Viddler is a video platform that creates employee communities and drives high employee engagement rates through a unique video sharing and employee incentives program.

FinPay’s Chris Wolfington, CEO, King of Prussia, Pa.

FinPay provides patients with pre-care education and transparency regarding their hospital bills. Through FinPay, patients are offered affordable payment options before they receive care when they are more likely to make down payments, select installment plans or low interest medical loans. This has resulted in hospitals collecting thousands and sometimes millions of dollars more than they would have at the end of the process.

Shockoe Mobile, Richmond, Va.
Stephen Baker, Director, Consulting
Dan Cotting, Director, Emerging Technology

Shockoe Mobile provides custom apps and other digital and mobile technologies. Many consumer patients choose healthcare providers through online search and comparisons based on convenience, cost and quality versus selections from physicians and payers.

CentraForce, Dallas
Lisa Wolfington, Director, Health System Marketing, Benchworks

CentraForce is a unique proprietary database that pulls nationwide consumer data from sources totaling nearly 250 million people, including their socio-economic and socio-behavioral information, and combines that information with individual trusted communication preferences of any population in any U.S. zip code. This saves hospitals thousands, and in some cases, millions of dollars in marketing spend by providing precise target market information.

With Amazon, Walmart, Walgreens and CVS entering the primary care market, hospitals can’t wait while disruptive innovation happens all around them. Improving your health system’s digital footprint gives patients and consumers a better experience that’s more convenient and efficient and increases loyalty to your brand and organization.

About Benchworks
Benchworks is a full-service marketing and communications agency that functions as a strategic and creative partner to life science companies. Under parent company, BW Health Group, Benchworks is part of an end-to-end commercialization platform that brings treatments to life for pharmaceutical, biotech and health system clients. Benchworks supports brands for clients such as Sun, Pfizer, Supernus, Mallinckrodt, Vertical, Otsuka, AstraZeneca, and Noven. Offices are located in Philadelphia and Chestertown, Maryland, with account representation in Boston. For additional information, please visit www.benchworks.com or call 800-536-4670.
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