

Digital Maturity Assessment

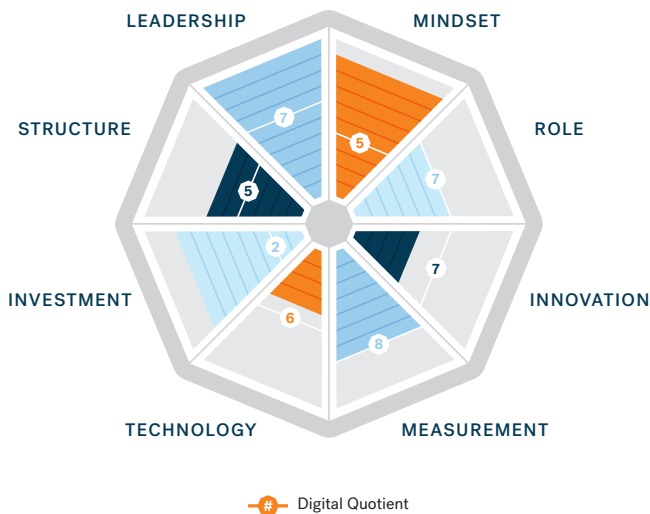
The days of trifling with digital are over. Smart healthcare leaders want to replace their “chasing-the-latest-shiny-thing” approach with a streamlined, measurable, user-friendly strategy that aligns with their business goals. Yet they struggle with where to start the process.

We can help.

We understand leaders’ digital anxiety, which is exacerbated by digital one-upmanship from competitors, the unceasing march of tech advancements and a paralyzing number of options. We also know that without a savvy digital road map and the mindset to drive it, organizations risk going too slowly, traveling in the wrong direction or stalling out entirely.

Led by one of the healthcare industry’s foremost digital experts, our team and specialized tools can comprehensively evaluate your organization’s digital ecosystem. We start by understanding your baseline digital quotient. In addition to analytics and insights, the resulting Digital Maturity Assessment provides objective, realistic, actionable recommendations to leverage your deep investment.

Digital Maturity Metrics



Example Digital Maturity Scorecard showing results benchmarked across eight key focus areas.

Foundational: Activities are considered basic and have not evolved past initial uses. Mostly an output for marketing and communications with no tie to goals or objectives.

Tactical: Activities focus on smaller independent tasks that are mostly executed without a larger strategic initiative in mind.

Strategic: Activities have evolved to support organizational goals and objectives and have proven to be beneficial through some level of measurement and reporting.

Leading: Activities are at the forefront of the organization. Digital has a proven ROI and has become a leading conversation at all levels of the organization.

Transformational: Activities have led the organization to become digital-first and a leader in developing ways for organizations to better serve their population.

Let's Get to Work



30 Days: We audit your department structure, properties, capabilities, compliance, resources and online reputation to help us plan for the win.



30 Days: Our assessment features methodology, topline findings, research, data, best practices, KPIs and recommendations. With it, we build and present a comprehensive strategy report.



TBD: We can assist implementation and measurement. Services include digital coaching, social media playbooks and policies, content workshop, digital style guide, thought leadership and more.

About Us

Jarrard Phillips Cate & Hancock, Inc. is a strategic communications consulting firm devoted to helping healthcare providers navigate change, challenge and opportunity.

Ranked a top-10 firm nationally, Jarrard Inc. has guided leaders at more than 500 healthcare organizations across the country through high-stakes moments, including M&A, crisis, significant growth, and systemic internal change.

Our team of former journalists, political operatives and healthcare executives is built to serve the unique needs and challenges of national health systems and academic medical centers, regional and community health systems, and health services companies.



Interested in learning more?

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