

Digital Maturity Assessment

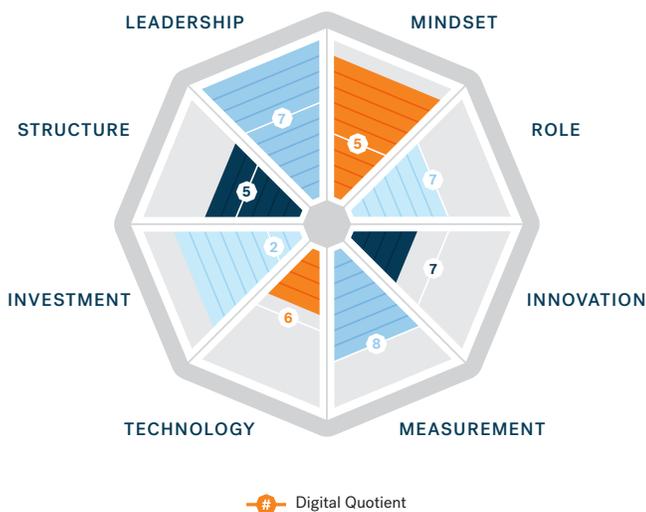
The days of trifling with digital are over. Smart healthcare leaders want to replace their “chasing-the-latest-shiny-thing” approach with a streamlined, measurable, user-friendly strategy that aligns with their business goals. Yet they struggle with where to start the process.

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

With offices in the healthcare hubs of Nashville and Chicago, Jarrard Phillips Cate & Hancock, Inc. is a U.S. top 10 strategic communications consulting firm for the nation's leading healthcare providers experiencing significant change, challenge or opportunity. Founded in 2006, the firm has worked with more than 500 clients in 45 states and specializes in M&A, change management, issue navigation and strategic positioning.

The firm's digital capabilities include the development of enterprise websites, digital strategy development, managing online reputation, technology selection, social media management, data visualization and online consumer research. In 2020, the firm expanded its capabilities by joining as a division of The Chartis Group, one of the nation's leading healthcare advisory and analytics firm. For more information, visit jarrardinc.com.



Interested in learning more?

Contact Us:

NASHVILLE 615.254.0575

CHICAGO 312.419.0575

JARRARDINC.COM

JARRARD
A CHARTIS GROUP COMPANY

PHILLIPS
CATE &
HANCOCK