

# Beyond Wayfinding

Gozio Health Helps University Health Expand Mobile Vaccine Strategy During Pandemic—and Dramatically Increase Use Rates.



**Location:** San Antonio

**Type:** A nationally recognized teaching hospital and network of outpatient healthcare centers owned by the people of Bexar County.

**Facilities:** University Health features a 700-bed hospital and multiple surgery centers and outpatient clinics. Its hospital facility is two million square feet in size across three patient towers: Rio, Horizon, and Sky.



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## Introduction

At University Health in San Antonio, a mobile app that anticipates consumers' needs and strengthens their care experience provided a strong foundation for patient engagement during the pandemic. It's an approach that empowered the health system to become the go-to vaccine center in the greater

Bexar County region, accelerating appointments for COVID-19 vaccinations and serving as a mobile companion for patients throughout their vaccination journey. It also positions University Health to strengthen patient retention by enhancing the digital experience.

## Challenge: Increasing Agility—Digitally

Even before the pandemic, University Health knew the value of a mobile strategy in enhancing the patient experience. When the health system completed its ambitious Sky Tower project in 2014, leaders adopted a mobile wayfinding app to make it easier for patients and visitors to navigate the health system—now doubled in size.

The need for a more dynamic mobile solution soon became apparent amid University Health's plans to open a new women's and children's hospital in 2023. In 2019, leaders partnered with Gozio Health to implement a more comprehensive mobile platform experience that would lay the right foundation to meet consumers' needs in a digital-first environment. The platform would not only address wayfinding, but also simplify scheduling and make it easy for patients to access their health information.

When the COVID-19 pandemic made its way into the United States in 2020, University Health's mobile platform rollout became even more critical. Health system leaders urgently needed capabilities for sending targeted push notifications to residents regarding COVID-19 protocols. They also needed a single place to share coronavirus education, visitor restrictions, and information regarding COVID-19 triage. Additionally, leaders desired a chatbot that could help lessen the load on customer service personnel, who shifted to remote work.

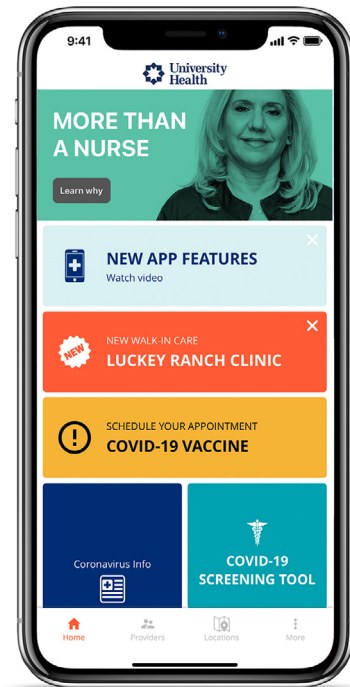
## The Solution: A Quick Pivot with Gozio Health

University Health worked with Gozio to quickly enhance the mobile app's planned offerings to meet its population's most pressing needs during the pandemic.

Within a month, Gozio equipped University Health with the capability to deliver targeted push notifications directly to consumers smartphones and obtain up-

to-date information on health system hours, closures and protocols. Residents also could view the county's COVID-19 tracker through a link in the mobile app.

The app, called "University Health Go," launched in May 2020. It is available for free on the Apple App Store or Google Play.



**“With the enhanced Gozio platform, we can reach patients with the source they consult the most during this crisis—their smartphone. The mobile app allows us to manage our patient flow and streamline resources. It also gives patients fast access to a health screener, clinic updates, and critical health information from a trusted source.”**

Selene Mejia, digital marketing manager  
University Health



When COVID-19 vaccinations became available in January 2021, University Health used the Gozio platform to send geo-targeted push notifications to specific zip codes enabling an equitable and efficient vaccine distribution. The ability to maintain a full vaccination schedule has enabled the health system to use all its vaccine supply—critical given that **many COVID-19 vaccines go to waste** because they aren't used in time. Meanwhile, real-time communications not only give residents peace of mind, but also strengthen the health system's ability to target vulnerable and underserved populations, helping to eliminate health disparities.

### Outcome: Increased Connectivity and Better Patient Experiences

Since January 2021, more than 130,000 people have downloaded University Health's digital app. An average of 1,000 users have downloaded the app each day since January 2021. App usage rose dramatically, from an average of 100 sessions a day to 10,000 sessions a day.

"Digital transformation in healthcare has arrived, and University Health is leading the region with a mobile platform that improves access to care and the patient experience. We're grateful to Gozio for designing a customized, end-to-end digital solution that meets our patients' needs during the pandemic and beyond."

Selene Mejia, digital marketing manager  
University Health

"Having a fully featured mobile app in place proved instrumental to our pandemic response and our vaccine distribution strategy," Mejia says. "The ability to communicate in realtime gives our patients peace of mind as we navigate a fluid COVID-19 care environment. It also enables University Health to establish a direct relational link with the community, advance vaccine administration in our region, and target vulnerable and underserved populations."

At a time when **26% of consumers** say they would switch providers for high-quality digital services, University Health's decision to roll out a dynamic, highly responsive mobile app during the pandemic is an investment in its future, says Joshua Titus, CEO, Gozio.

"The best mobile platforms are extremely agile, with the ability to add new functionality or services when circumstances change," Titus says. "We're proud to work with University Health in leveraging mobile technology to heighten service to its communities during the pandemic and beyond."

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