



Digital Front Door Checklist

A Digital Front Door takes a, digital-centric approach to healthcare, empowering members to access information, support, and even care right from the palm of their hand.

This type of digital-first strategy puts members in the front seat of their own healthcare journey, while offering more ease, convenience, and accessibility throughout the entire experience, at every single touchpoint, from the very first interaction.

Use this roadmap to explore how a Digital Front Door strategy comes together — what the process looks like, which steps are involved, and how you can help ensure a smooth implementation from start to finish.

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PRE-BUILD NEEDS

Alignment

Establish the strategy and goals for your Digital Front Door aligned to your organization's "North Star" member experience, to ensure cross-departmental buy-in and success.



Define your organization's "North Star": The healthcare experience you want every potential and existing member to have with your brand.

Define clear objectives for your Digital Front Door strategy, aligned to how enhance your organization's North Star.

Establish clear roles and responsibilities for oversight and management of the Digital Front Door strategy.

Gain buy-in and support from all departments and stakeholders.

Perform member journey mapping, accounting for all channels and touchpoints, to help visualize the member experience you wish to deliver.

Perform qualitative member research, e.g., Voice of Customer (VoC), or similar member listening exercises, to identify members' needs and wants.

Establish a data collection and analysis strategy that is comprehensive and integrated across all departments and systems.

PRE-BUILD NEEDS

Understanding

Gain a deep knowledge of your members and healthcare organization to deliver an experience that effectively meets their needs and expectations.



BUILD-OUT COMPONENTS

Design

Build a Digital Front Door strategy that is designed to elevate your members' identified experience needs and expectations, across all channels and touchpoints.



Document the full Digital Front Door strategic roadmap, identifying how each component, element, or phase will aim to elevate the member experience.

Define how new and existing interaction, support, and care strategies elevate your North Star healthcare experience.

Integrate Digital Front Door components into a future-state member journey map that resolves identified gaps and weaknesses across the current member journey.

Identify cross-departmental staff, processes, and programs needed to ensure the ongoing success of the Digital Front Door strategy.

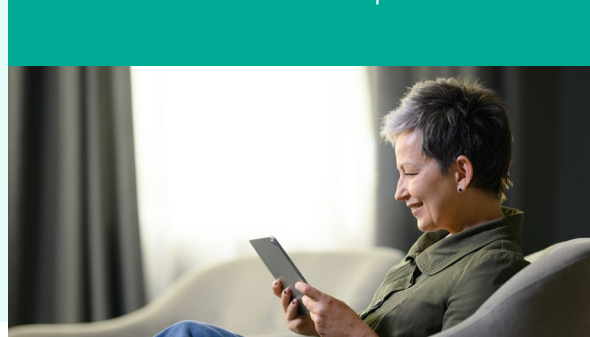
Components to consider include:

- Self-service channels mobile app with end-to-end capabilities
- Intuitive mobile web design
- Modern data solutions
- Automation
- Omnichannel contact center solutions
- On-demand information and services

BUILD-OUT COMPONENTS

Orchestration

Adopt capabilities, technologies, channels, and operations that ensure a successful Digital Front Door strategy that elevates the omnichannel member experience.



POST-BUILD ANALYSIS

Measurement

Track and measure member and employee feedback to ensure the ongoing success of your renewed Digital Front Door healthcare experience strategy.



Establish KPIs to track and measure the success of your member experience delivery.

Analyze member interaction data to identify where KPIs are not being met and look for trends in member attrition or drop-off.

Develop tools for receiving quantitative feedback from members, such as a Net Promoter Score (NPS), Customer Effort Score (CES), Customer Experience Index (CXI), or HCAHPS Survey.

Develop tools for receiving qualitative feedback from members, such as a clearly displayed contact page on your website and mobile app, surveys, and open dialogue between members and staff.

Develop tools for receiving feedback from agents and staff.

Check out our Digital Front Door Assessment to start this journey and identify your first steps toward powerful member experiences.

[Take Assessment](#)

