

# USER MAP | Digital Pulse

## WHO IS THE BEST FIT FOR THE DIGITAL PULSE?

Evaluate pandemic response and virtual care

Improve your organization's digital experience

Navigate the ever-changing behavioral health care system



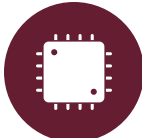
**COVID-19 Digital Response & Readiness**



**Digital Front Door**



**Behavioral Health**



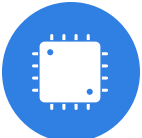
IT + Digital



Operations



Clinical/Pop Health



IT + Digital



Marketing



Patient Experience



Behavioral Health Service Leaders



Strategy & Innovation



Clinical/Pop Health

*Along with those leading your COVID efforts, we recommend including any one of these roles: CIO, CEO SVP/VP of Digital, Technology & Development, Director of IT, Director of Operations*

*Leadership Examples: CEO of Psychiatric Organization, Independent & System SVP/VP Behavioral Health Leaders, Director of Behavior & Mental Health*

For the best experience we recommend a team of those who can offer these insights:

**Someone with a strong understanding of your current technology strategy and digital offerings**

**A teammate who knows everything about your hospital's patient experience, processes & operations**

**A representative from those who are up to date about your organization's external communications**