Open@Epic
CONFERENCE

OEC09 Spreading the Word:

Tips & Tools for Marketing

Presenters



Emily Klein

Epic Third-Party Relations



Justin Hewitt

Epic Technical Services (Showroom)

Learning Objectives

1. Effective strategies to share your outcomes with the Epic Community

2. Resources and recommendations to share your story

3. Options to make your app discoverable

Agenda

01 Communicating Effectively & Accurately

02 Exercise in Press Releases

03 Talking About Your Integration with Epic

04 Showroom

05 Q&A

Communicating Effectively and Accurately

Customers want to know your story.



Welcome to the Table

There are 3,000+ apps that share data with Epic.
What sets yours apart?

Advice from Customers



Your Why

What solutions does this product offer?



Your Outcomes

The impacts to clinicians, patients, and operations carry a lot of weight.



Your Customers

Having a Customer who vouches for your product, team, and results will set you apart.

In *the* News

DrBicuspid.com

(Vendor) said the direct connection reduces latency and adapts to each health system's specific Epic configuration. According to (the vendor), healthcare organizations using the platform have **generated more than $120 million in revenue opportunities, raised patient satisfaction scores by 15 points, and cut average call wait times by 88%.**

StreetInsider.com
if you're not inside...you're outside

"As we continue advancing digital care models, **integration between (the vendor) and Epic Bedside TV helps support more connected patient and clinician experiences," said (Contact Name), (Contact Title) (Health System).** "Keeping virtual engagement aligned with our clinical systems is important to scaling these models in a way that effectively supports patients and care teams."

HIT CONSULTANT

The most critical data point, however, is the backlog eradication. In several departments, the number of open charts plummeted from over 400 to fewer than 30. **That is not an incremental improvement; that is the total elimination of a structural operational bottleneck.**

Advice from Epic



Noteworthy

- Successful app install
- Newly-listed app
- Major update



Accurate

- Represents your relationship with Epic
- Focuses on your outcomes



Fair & Consistent

- Proper usage of Epic trademarks and logos

Third-Party Marketing Guidelines

open.epic Press Kit & Marketing Guidelines

Vendor Services Marketing Guidelines*

Toolbox Marketing Guidelines*

*Requires login for the Vendor Services program

An Exercise in Press Releases

What could go wrong?

FOR IMMEDIATE RELEASE

BugHug is now an approved Epic partner!

Madison, WI: BugHug, Inc is excited to announce their new integration with Epic. Epic BugHug was created to bridge the gap between nature and the cold and sterile hospital environment, which can be depressing and lead to prolonged hospital stays and avoidable complications.

Epic employee Trudy Raulkner stated, “Being in nature is a proven way to lower stress and encourage healing. Epic has always wanted to do more to help bring nature into the hospital setting, but the sterile environments just didn’t allow it. BugHug has solved that problem and we’re so grateful!”

BugHug, Inc. utilizes mini robots designed to resemble friendly insects such as butterflies, ladybugs, and lightning bugs to bring joy and peace to hospital patients. The robots, which they call Lil Buggers, are controlled via the Epic BugHug platform, a native Epic integration.

The BugHug platform is now available in Epic’s app store!

BugHug and Lil Buggers are registered trademarks of BugHug, Inc.

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BugHug, Inc. Completes Successful First Go-Live at EveryWon's Health System

Madison, WI: BugHug, Inc. celebrated a successful implementation at EveryWon's Health System. BugHug was created to bring the peace, joy, and calm found in nature into the clinical hospital setting.



Epic employee Trudy Raulkner stated, “Being in nature is a proven way to lower stress and encourage healing. Epic has always wanted to do more to help bring nature into the hospital setting, but the sterile environments just didn’t allow it. BugHug has solved that problem and we’re so grateful!”

Smartie Payants, CEO of EveryWon’s Health System shared, “We saw an immediate improvement in quality scores and decreased length of stay following our adoption of BugHug. Their whole team did a great job with the installation, and their ongoing support has been incredibly valuable. We couldn't be happier with these results!”

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The BugHug platform is now available in Epic's app store!

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BugHug, Inc. uses mini robots, called Lil Buggers, to bring joy and peace to hospital patients. Following implementation of the BugHug platform, customers have reported a 6% month-over-month decline in average length of stay, and a 5% increase in overall patient satisfaction scores.

The BugHug platform is now available in Connection Hub on Showroom.

BugHug and Lil Buggers are registered trademarks of BugHug, Inc.
Epic and Epic Showroom are registered trademarks of Epic Systems Corporation.

A Case Study in Press Releases

The "Why"

- V1 – Focued on problem
- V2 – Offers a solution

The Outcomes

- V1 – Described the product
- V2 – Provides real data

The Customers

- V1 – Excluded
- V2 – Recommends product, functionality, and the team

A Case Study in Press Releases

Noteworthy

- V1 – Integration
- V2 – Successful implementation

Accurate

- V1 – Generic language
- V2 – Specific descriptors and terms

Fair

- V1 – “Epic” quote
- V2 – Accurate representation of relationship with Epic

Talking About Your Integration with Epic

You've connected your app, so let's share that news with the world!

Marketing Materials to Tell Your Story

Product 1-Pagers

Press Releases

Web Pages

Email Campaigns

Social Posts

Badges & Logos

Epic

works with Epic MyChart

Epic TOOLBOX UNDER CONSTRUCTION

Epic TOOLBOX 2026



Logos Available to Developers

Subject to terms, program participation, and guidelines













Logos Available to Developers

Subject to terms, program participation, and guidelines

If your product was built using open.epic APIs:



If your product is listed in Connection Hub:

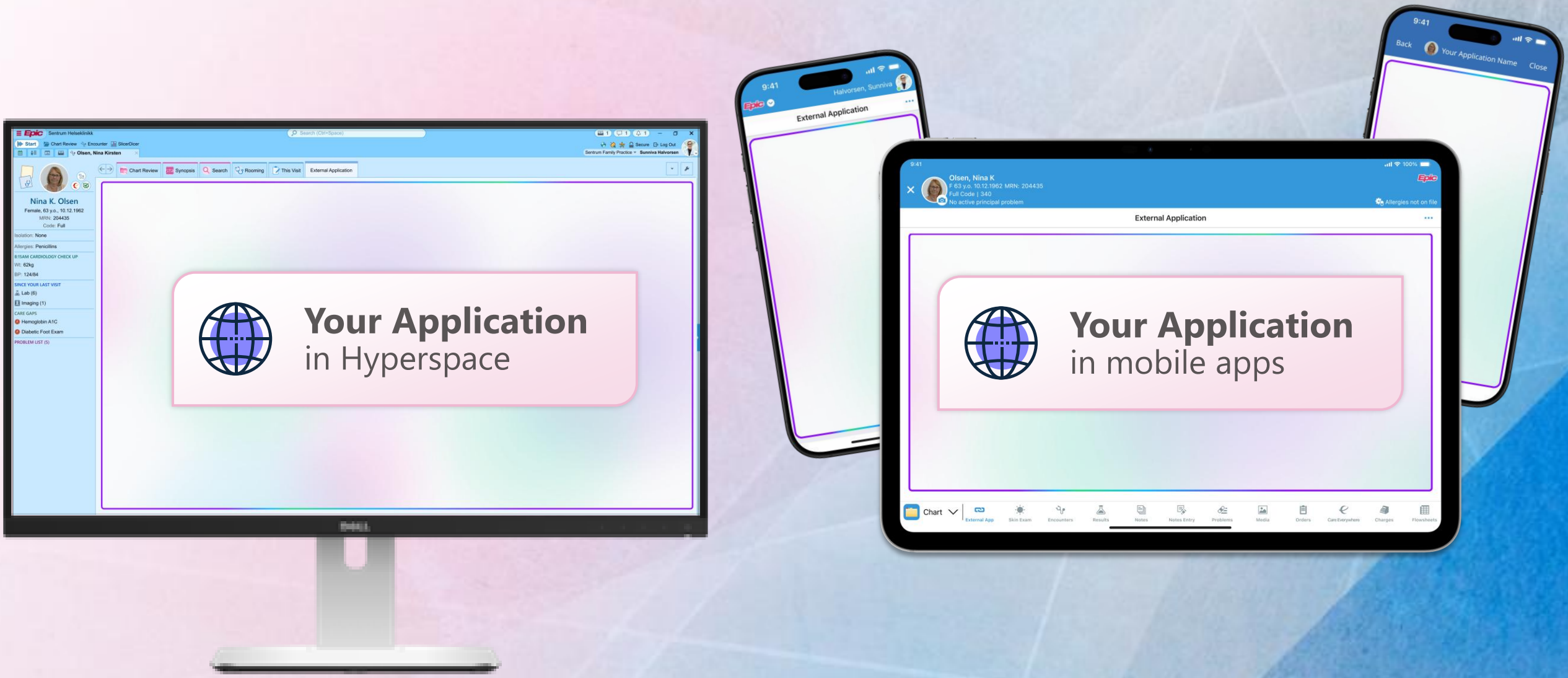


If you're listing the EHRs you work with:

The red Epic logo should only be used in a list of EHRs you integrate with, where all logos are the same size.



Screenshots & Videos



Learn More!

Today @ 3:30

OEC05 Configure This Out Together

Get an overview of Epic resources and key information you can provide to help health systems go live with third-party integrations faster, while minimizing usage of IT resources.

OEC20 Panel: Building Productive Relationships for Successful Implementations

Hear directly from leading industry vendors how they turn customer feedback into stronger products, successfully connect their apps at Epic customers, and navigate implementations. This session brings together perspectives from across the vendor community on what it takes to deliver strong outcomes for customers.

Showroom

The Connection Hub and Toolbox

Evolution of Epic's Marketplaces

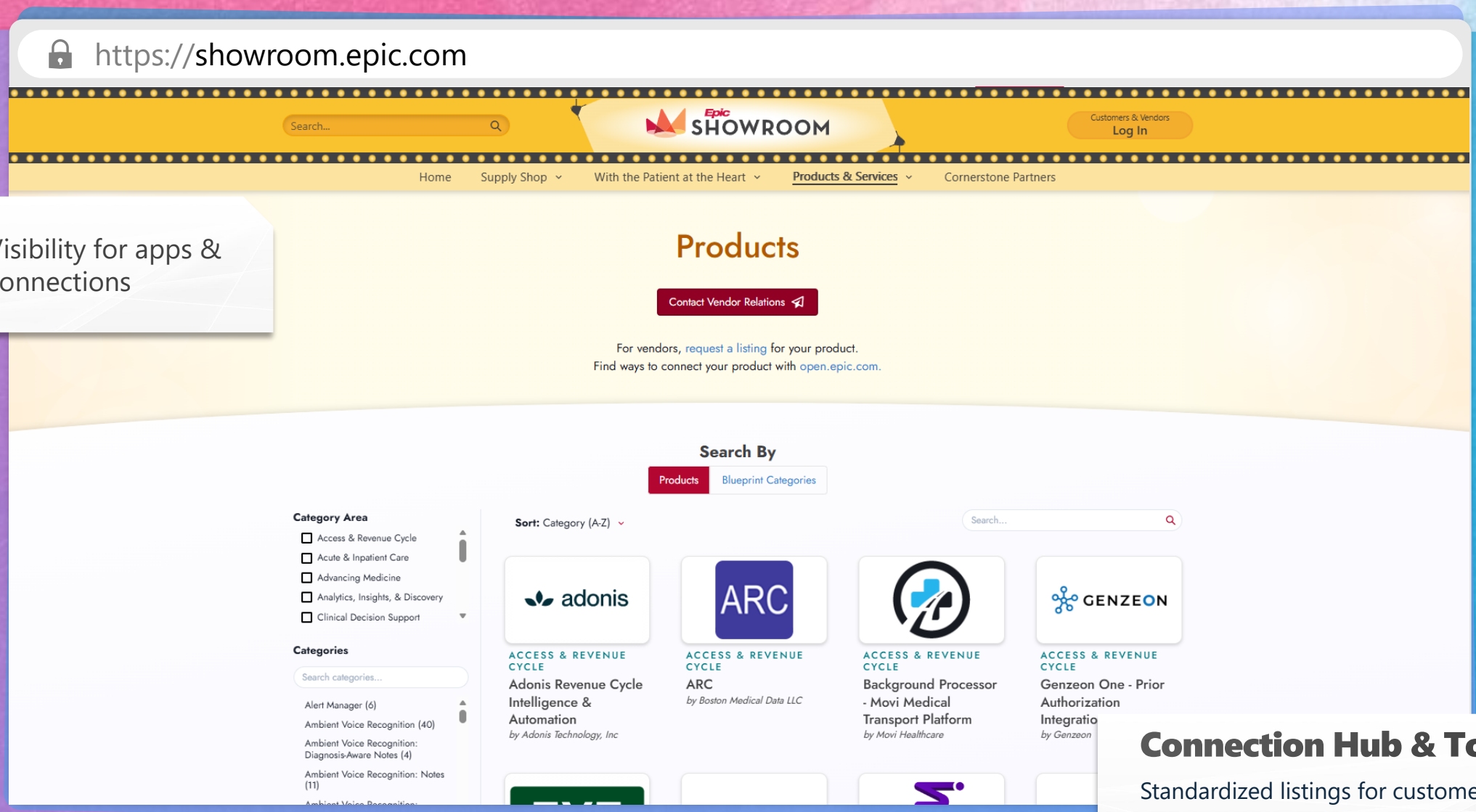
Pre-2023

App Market

Developer Program + App Marketplace

Today

Epic Showroom



Visibility for apps & connections

Connection Hub & Toolbox

Standardized listings for customers to explore

Connection Hub: Listing Overview

- Showroom listing designation for live apps
- Requires ≥1 **live Epic connection**
- $500 per app/year
- Provide your own app details and screenshots
- Purpose: gives customers a place to find solutions

Connection Hub: Listing Tips

Highlight **outcomes & benefits**
(remember, they already know you're talking about your integration with Epic)

Add **images**

Keep an **accurate list of APIs used**
(work with your tech team)

Connection Hub: Ok vs. Great

← Back to Products

CONNECTION HUB

PATIENT EXPERIENCE

BugHug

Patient Experience

0 Live Organizations 0 Installing Organizations Version available since 9/23/2026

friendly insects robots in the hospital room

patient app connected to EPIC

Intended Purposes: Other Intended Purpose Intended Users: Individual/Caregiver

The product developer provides the information on this page. The Live and Installing Organizations stats are set manually by Epic customers or automatically by auditable API usage with the product's client ID. Not all APIs are auditable. Contact the product developer for more information.
Epic does not endorse, certify, or verify the integrity, safety, performance, or practices of this developer or their software.

Product Questionnaires

These questionnaires are optional and completed by the vendor

Data Use
Patient data handling

Consumer Type

Patients

Connection Hub: Ok vs. Great

← Back to Products

CONNECTION HUB

PATIENT EXPERIENCE

BugHug

Patient Experience

0 Live Organizations 0 Installing Organizations Version available since 9/23/2026

Website

Bringing nature and technology together to brighten every hospital stay

Every patient deserves moments of genuine delight during a hospital stay, and BugHug makes that easy to deliver. Bring joy to your patients with the BugHug platform, natively integrated with Epic. Health systems that invest in playful, human touches see the difference: happier patients, higher satisfaction scores, and care teams who get to be part of something patients genuinely look forward to. BugHug gives your hospital a simple, delightful way to bring a little wonder into the patient room.

BugHug brings joy to hospital patients through mini robots designed to resemble friendly insects — butterflies, ladybugs, and lightning bugs — affectionately known as Lil Buggers. Patients and family members summon and control their Lil Bugger directly from the BugHug platform, letting the little companion flutter, glow, and putter around the room on command. It's a small source of wonder that sparks smiles and gives patients something fun to look forward to.

The BugHug platform is natively integrated with Epic, embedded directly inside MyChart Bedside so patients and families can access it without leaving their in-room experience. This integration uses SMART on FHIR to launch seamlessly from a bedside tablet running MyChart Bedside. Because it lives inside MyChart Bedside, BugHug requires no separate login and no extra hardware setup for nursing staff.

Intended Purposes: Other Intended Purpose Intended Users: Individual/Caregiver







Connection Hub: Listing Tutorial

Takeaways

- Put your product's ROI and purpose front-and-center.
- Have customers demonstrate the value to each other.
- Discuss your work with Epic and customers accurately.
- Send your materials in for feedback with adequate lead time.

Contact & Resources

open.epic | open@epic.com

Vendor Services | vendorservices@epic.com

Press Kit & open.epic Marketing Guidelines

VS Marketing Guidelines*

*login required

Epic's List of Trademarks

Q&A

OEC32

Wrap-Up: Putting It All Together

Form closes today at 5:00 PM

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