

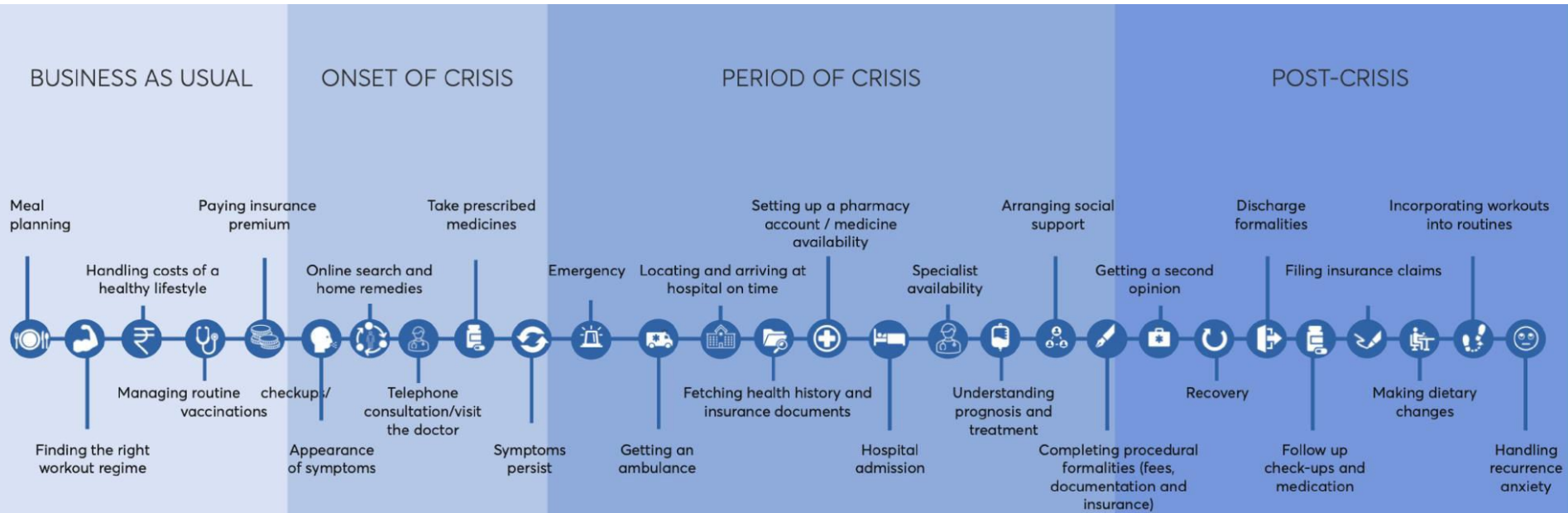
Reengineering the Patient Experience in Modern Healthcare



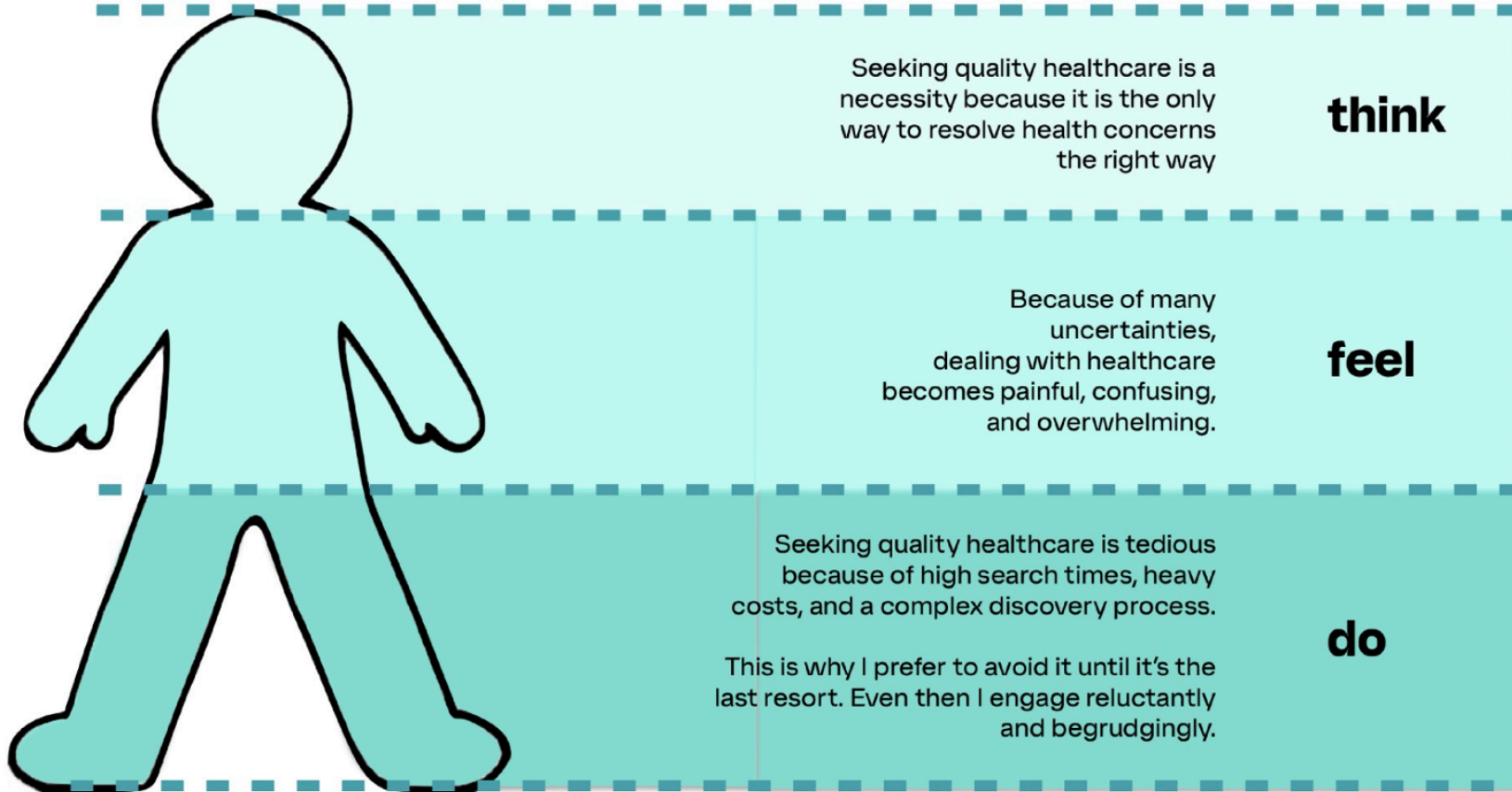
Phase 1	Website (Booking Journeys)	6 months
Phase 1.1	App Design	3 months
Phase 2	Patient Healthcare Portal	1 year+
Phase 2.1	An innovative Health score that rewards you based on your exercise and diet regime	On-going

We kickstarted the process by interviewing people who had recent trysts with doctors, hospitals, clinics on how they approached healthcare system and their journey.

This helped us understand their touchpoints with the process



We plotted an **Empathy Map** that helped us define their emotions and turmoil during this journey



The journey and empathy map helped us firm up the **guiding principles** to be used for the user experience approach through all the touchpoints we design for.

Moving From

Multiple disconnected user websites, portals, apps

Multiple, disparate pathways to booking care

Payment as an afterthought

Episodic interactions, volume-based metrics

Reacting to consumer requests

Moving To

Single consumer identity & coherent user experience

Unified, trackable funnels toward conversion

Transparent costs, simple payment methods

Improved patient retention, loyalty and lifetime value-based metrics

Guiding next steps, prevention, wellness

The activities during every design phase



Define



Discover *



Brainstorming



PROTOTYPE



TEST

Establishing our POV on challenges, problems and objectives

- Journey Maps
- Empathy Maps

Learning about the users

- Google Analytics
- Surveys
- Usability Testing
- Focus Groups with the Customer Excellence Team
- A Day in the Hospital speaking to users

Discussions across stake owners

- Opportunity identification
- Challenging assumptions

Representation of the ideation

- Wire framing
- Designs
- Design Language Systems

Feedback from end users

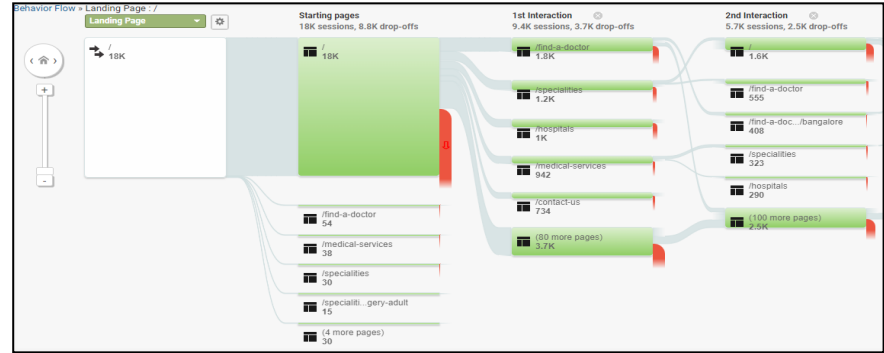
- Usability Testing



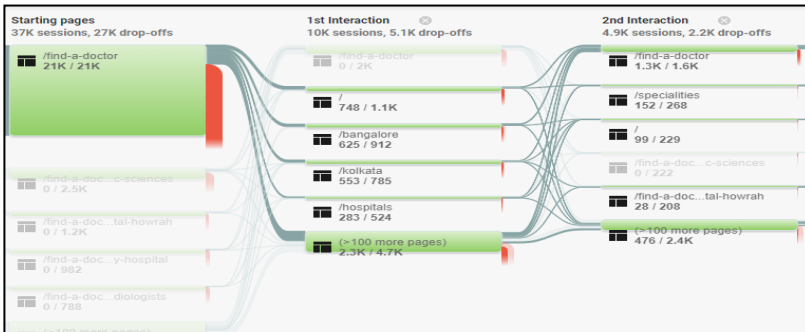
Research (Uncovering Key Moments of Truth)

Top Features/Services accessed by healthcare users digitally

Search for doctor ratings and reviews	79
Pay my health-insurance bills	77
Monitor my daily health metrics	75
Search hospital or health-system ratings and reviews	74
Order prescription drugs/order refills	72
Search for a doctor	72
Check personal health information	71
Search for a hospital/health system	71
Shop for a health plan	66
Search for doctor costs	66
Search for hospital/health-system costs	66
Schedule an appointment	55
Get information about different treatment options	48



From the home page, users are visiting the /find-a-doctor, /specialties, /hospitals page which are the pages that lead to different booking flows



50% users do not go ahead once they land on the Find a Doctor screen

Most Booking Flows have 50% abandons on Step 1 and 25% on step 2

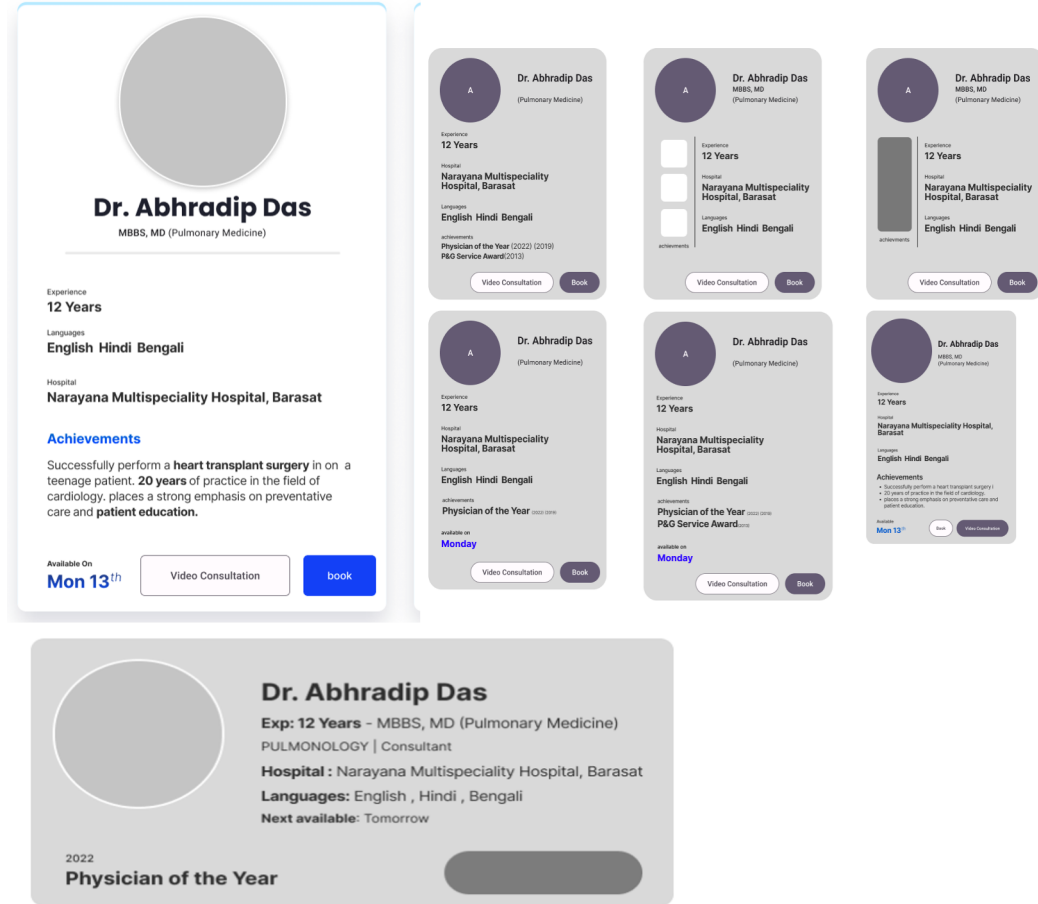
Usability Testing Sessions on Booking Doctor Appointment Flows Results

86% users did not know understand complicated doctor specialties/correct doctor to choose for their ailment.

55% users would call the call centre for urgent or appointments for today as the digital interfaces do not factor for the same


45% users choose a doctor based on their years of experience in the field.

Mood-boarding of Doctor Cards



Doctor Card Post Testing and Iterations

Doctor Card Old (Before Research)




Dr. Aabha Gupta
Visiting Consultant - Obstetrics & Gynaecology
MS

SPECIALITY
Obstetrics & Gynaecology

HOSPITAL
Jaipur - Narayana Multispeciality Hospital, Jaipur

080-67506834 [→ Make An Enquiry](#)



Dr. Abdul Waheed Khan
Consultant Urological Surgeon
Experience 12 Years

Languages
English, Hindi, Bengali

Treats
Kidney stone prevention, kidney stone surgery
urinary infections in men and women, gall bladder
infections, [View Profile](#)

Hospital
Narayana Multi-speciality hospital, Bangalore

[Call Now](#)

[Video Consultation](#) Available 7th Feb

[Book Hospital Visit](#) Available 9th Feb

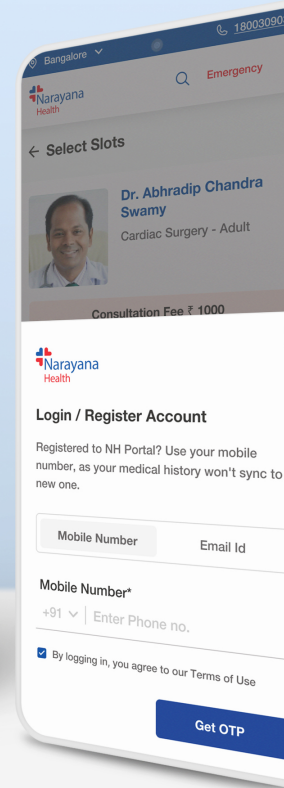
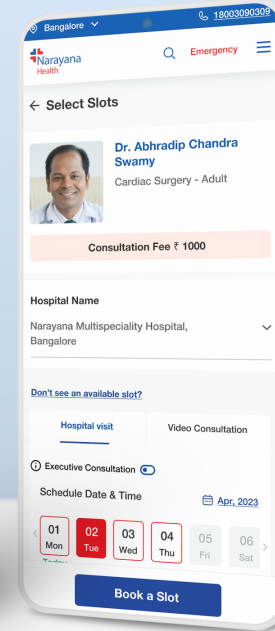
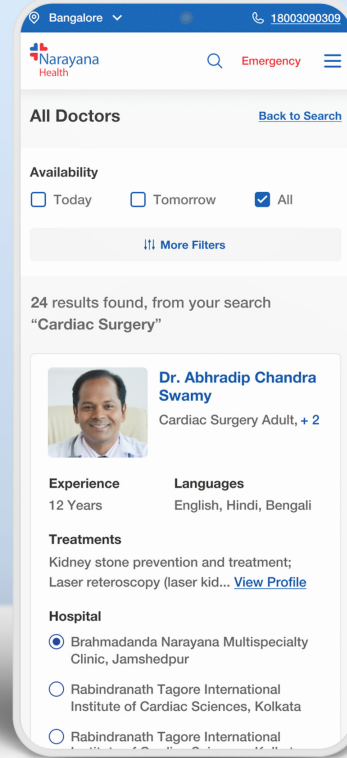
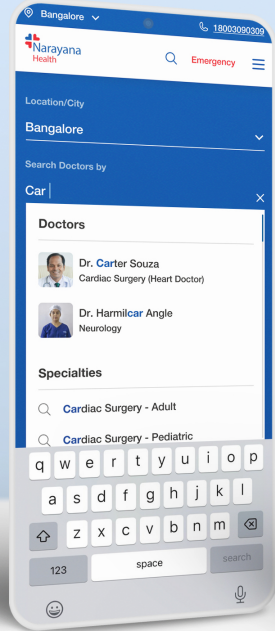
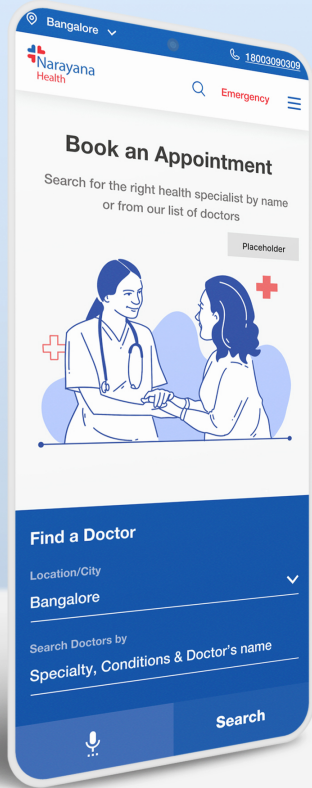
During the usability testing

Participants expressed interest in years of practice and specialty of the doctor. They mentioned that language spoken by the doctor would be an important consideration in case their parents were visiting them and speaking a familiar language would bring a level of comfort factor

The inclusion of photos along with descriptive text also seemed to convey enhanced physician credibility.

Other Suggestions received were on clarity of content, clarification on prices which were incorporated in the booking appointment flow

Sample Screens



Sample Screens

