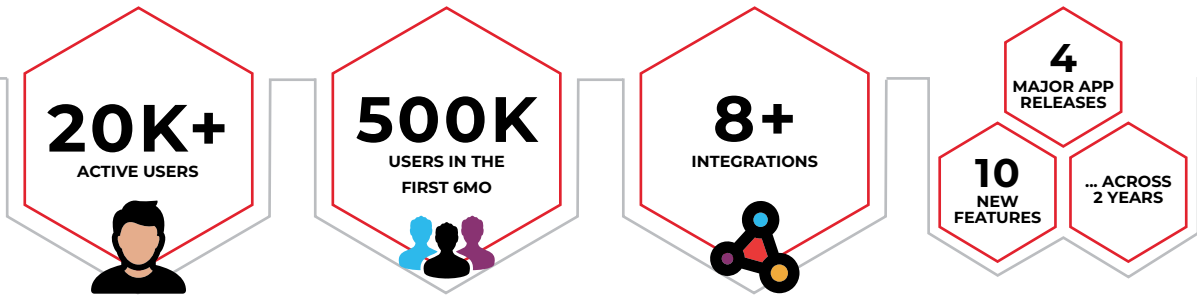




IMPROVING THE PATIENT EXPERIENCE THROUGH MOBILE INTEGRATIONS  
REGIONAL HEALTHCARE NETWORK



RESULTS:

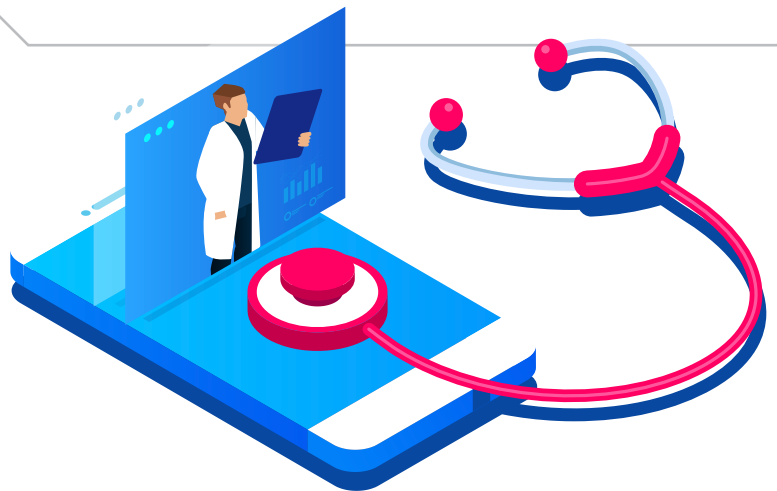


THE BACKGROUND

DMI engaged one of the largest healthcare systems in the Pennsylvania regional area, with more than 2,000 doctors and 14,000 employees across 10+ hospitals and 300 outpatient sites. The health network's goal was to provide its patients with a seamless way to manage their family's healthcare via mobile app. They wanted additional focus on expectant mothers to differentiate themselves in the marketplace. The key challenges they faced were connecting disparate 3rd-party systems and applications into one comprehensive patient app and creating custom services, features, and offerings that would work with existing vendors.

THE CONNECTION

This large-scale engagement originated from a smaller strategy and UX project that led to an ongoing partnership of 3+ years. DMI provided a fully dedicated agile team to support product strategy, UX, and the ultimate design and development of their patient mobile app.



# THE COMPETENCIES:



## SERVICES

- CX Strategy
- UX Design and UI Design
- Mobile App Development
- QA



## TECH STACK

- Native Mobile App Dev (iOS and Android)



# THE SOLUTION

DMI provided a multi-disciplinary team and worked closely with the client's own IT team to help them move from a waterfall development process to a semi-agile process. We partnered with stakeholders and 8+ outside partners to build their own internal product team.

The project spanned over multiple years, beginning with research, concepts, and feature prioritization. We then transitioned to a focus on iterative user testing, UX design, and app development. Once launched, we continued to provide product strategy, UX and backend development for the front end web team to ensure that web and app flows maintained continuity. Recent efforts have been focused on optimization and new feature development.

# THE OUTCOME & BENEFITS

DMI developed patient personas, beginning with expectant mothers, to make their prenatal and delivery experience as easy as possible. We then worked across different patient segments to ensure there were standard basic features and functionality that would serve all patient types. The approach considered patients managing acute disease or symptoms, and long-term chronic conditions as well.

We delivered a customized user experience that allows patients to schedule and check in for appointments, view test results, start virtual visits, manage doctors and healthcare locations, and locate and make same day reservations at urgent care centers. DMI integrated MyChart functionality as part of the architecture -- providing a personalized home screen with MyChart notifications, upcoming appointments, and relevant content in a consistent branding and style. The app was a major success, logging over 500k sessions in first 6 months.

