

# pMD - Mobile Telehealth Case Study

Journey from a concept to a complete patient experience.



## Services

User Research  
UX and UI Design  
UX Writing

## Team

VP of Engineering  
pMD Dev Team  
pMD Operations Team  
UX Design (me)

## Platform

Responsive Website  
iOS  
Android

## Results

12x growth in patient telehealth engagement  
+36K new patient users  
+383 hrs of calls per day  
70% successful patient mobile adoption

## The question

How do we create a patient telehealth experience from scratch?

pMD is a leading provider of charge capture and clinical communication services to healthcare providers and their staff. Thousands of doctors use pMD everyday to manage their patient lists, track services, and message each other in a HIPAA-compliant fashion.

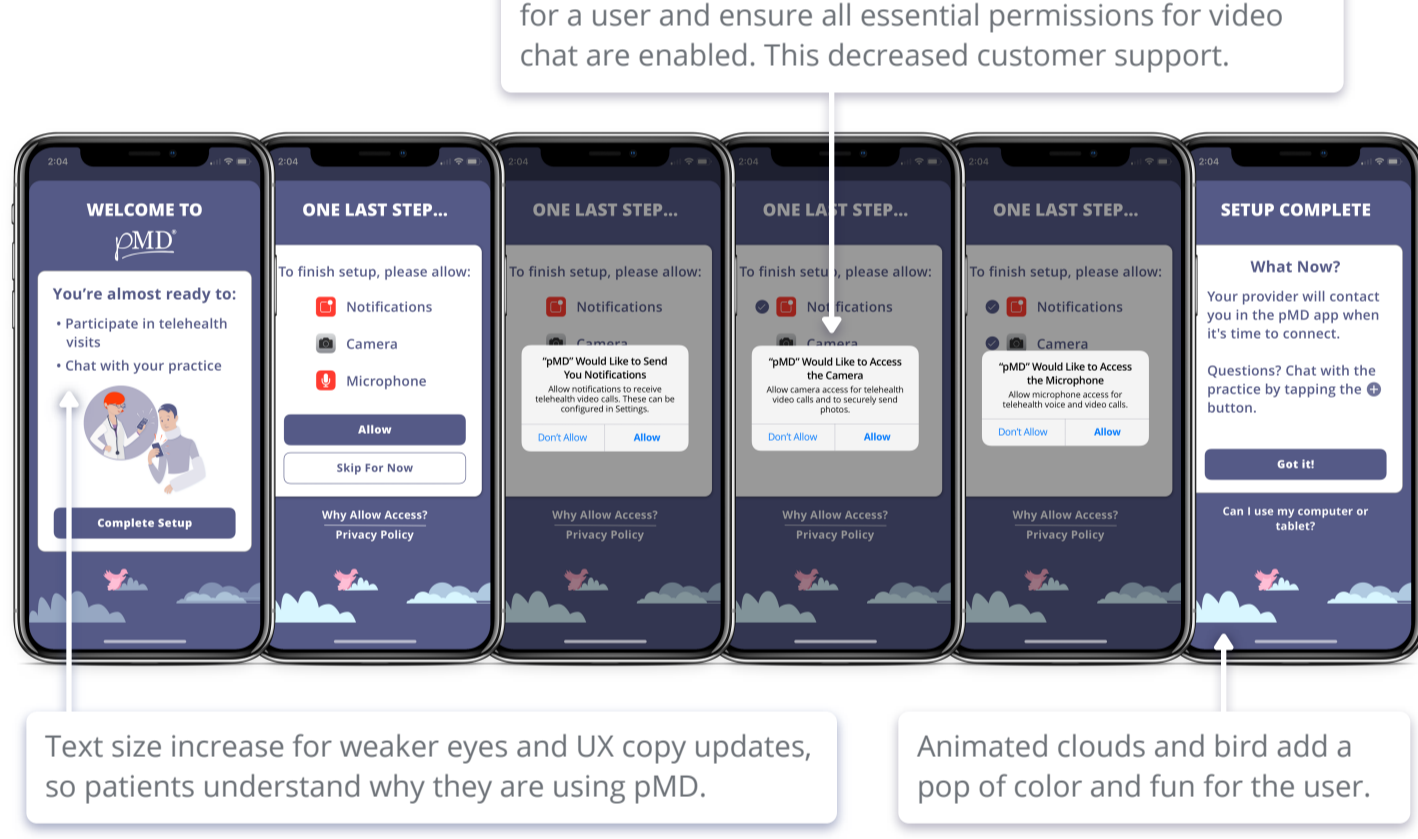
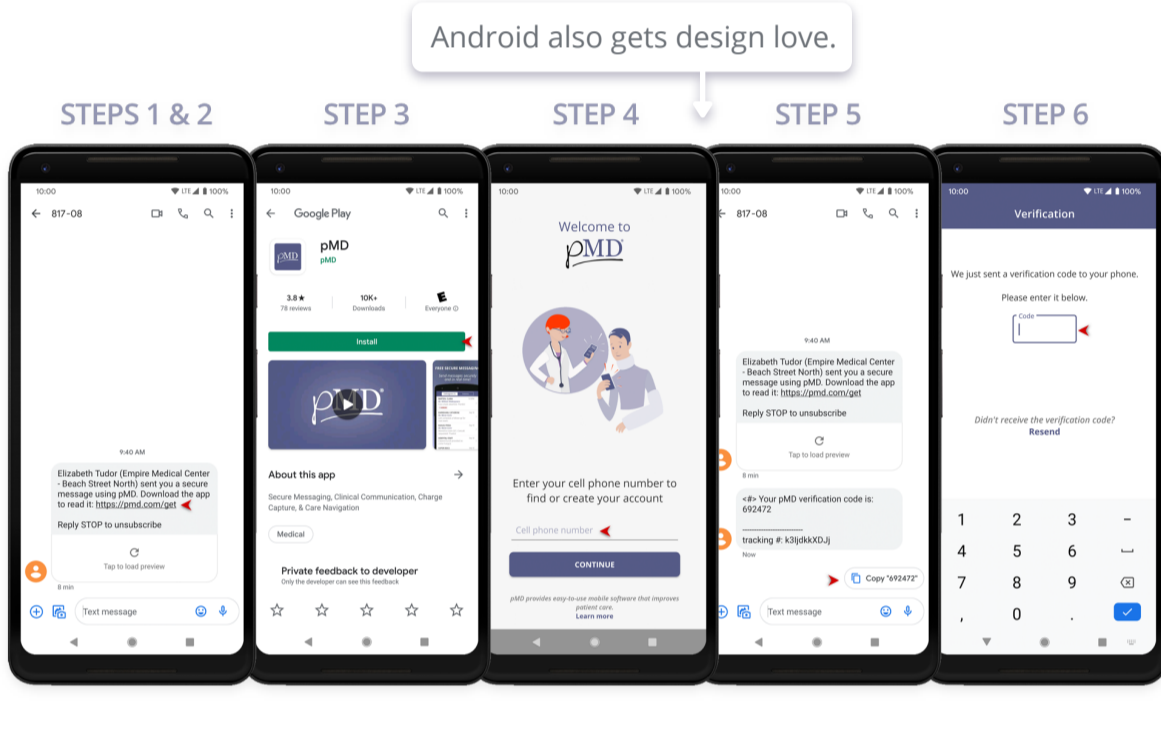
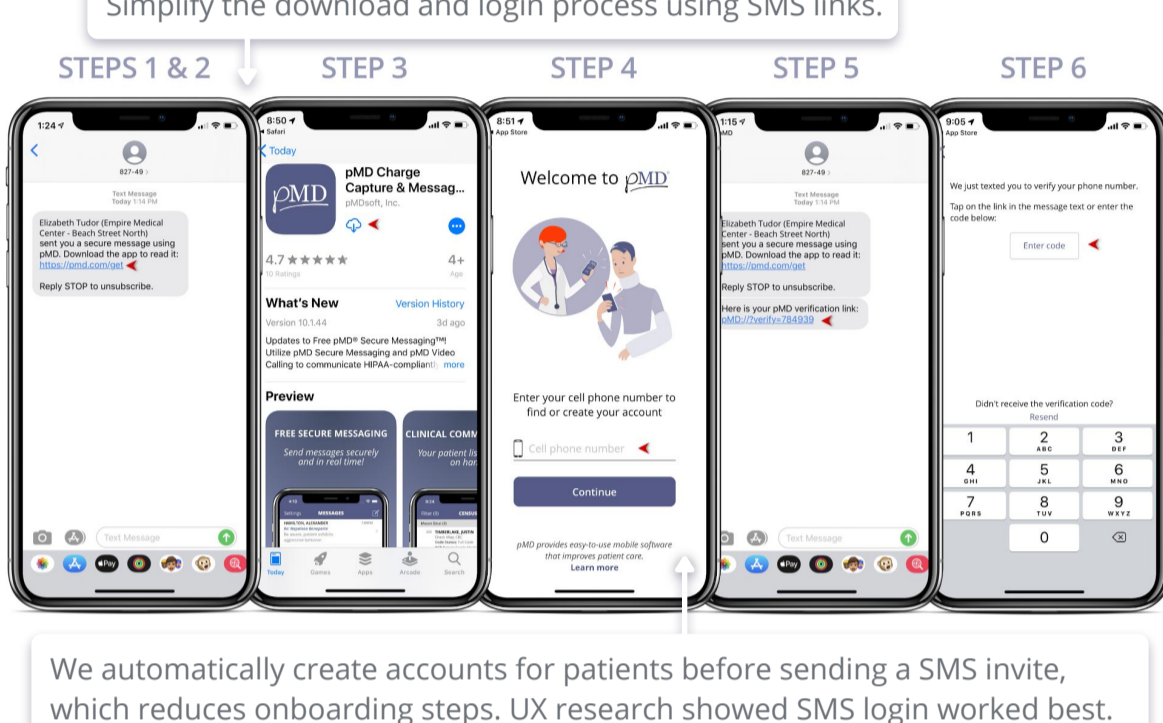
After spending decades tailoring the product to a busy healthcare provider's workflow, we wanted to bring the same level of attention to the patient telehealth experience.



## Patients come in all shapes and sizes

When you're a busy healthcare provider, you don't have much time to be tech support to patients. This means trusting the software you use is intuitive, easy to setup, and won't leave you or your patient hanging.

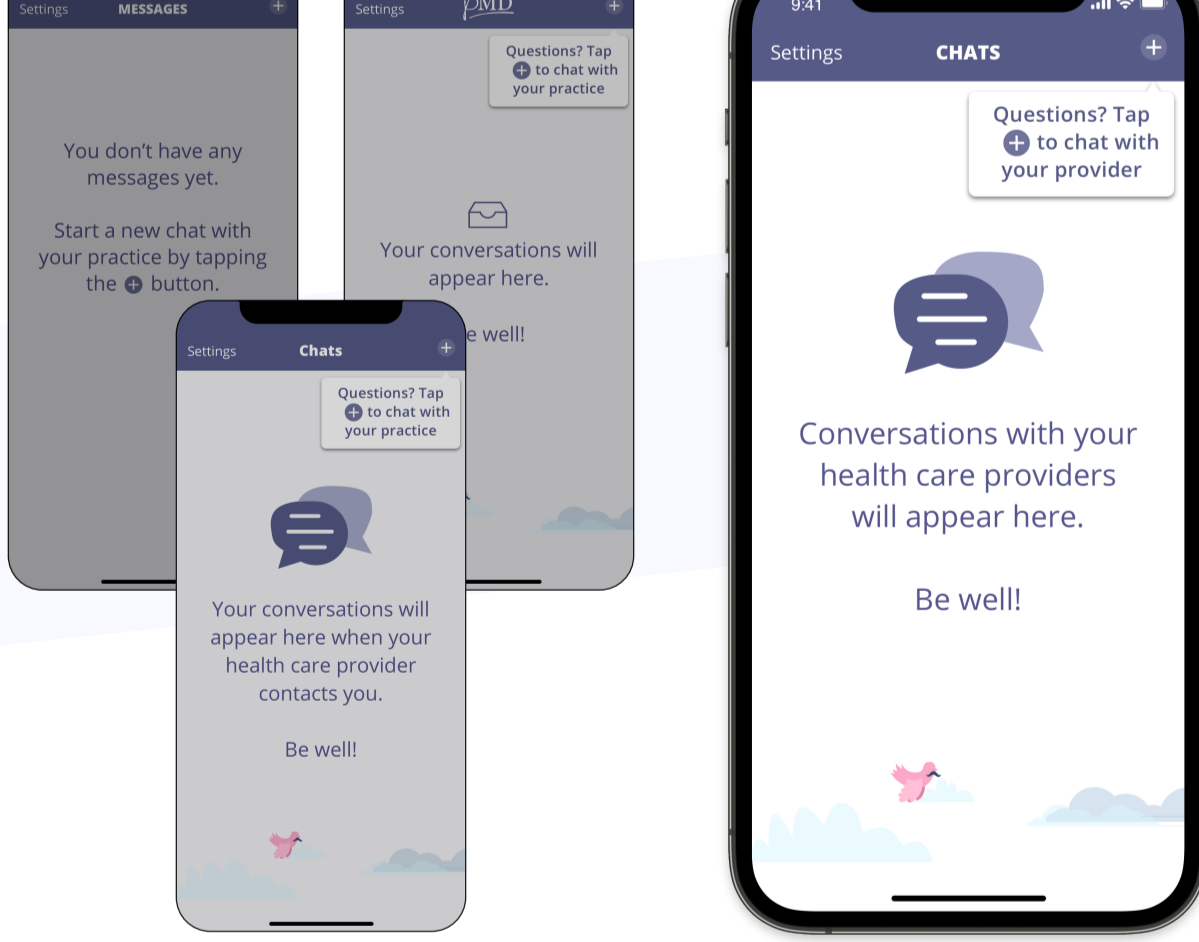
Patients span multiple generations, so one of the biggest challenges was designing a setup process that worked for patients who were less familiar with using smartphones without bogging down the tech savvy.



## Redo, redo, redo...

Design is an iterative process and after the first version was released into the wild, we needed to revisit the drawing board after a deluge of incoming patient support. COVID-19 lockdowns forced hundreds of thousands of non-tech savvy users to suddenly pick up smartphones and have appointments with their healthcare providers. I joined our technical support team on the front lines to both help with support and learn about our users' pain points first hand. After fielding over 300 calls with patient users, I both identified important UX fixes and developed a greater emotional connection with our users. The telehealth feature was often the deciding factor in whether our patient users received proper medical treatment.

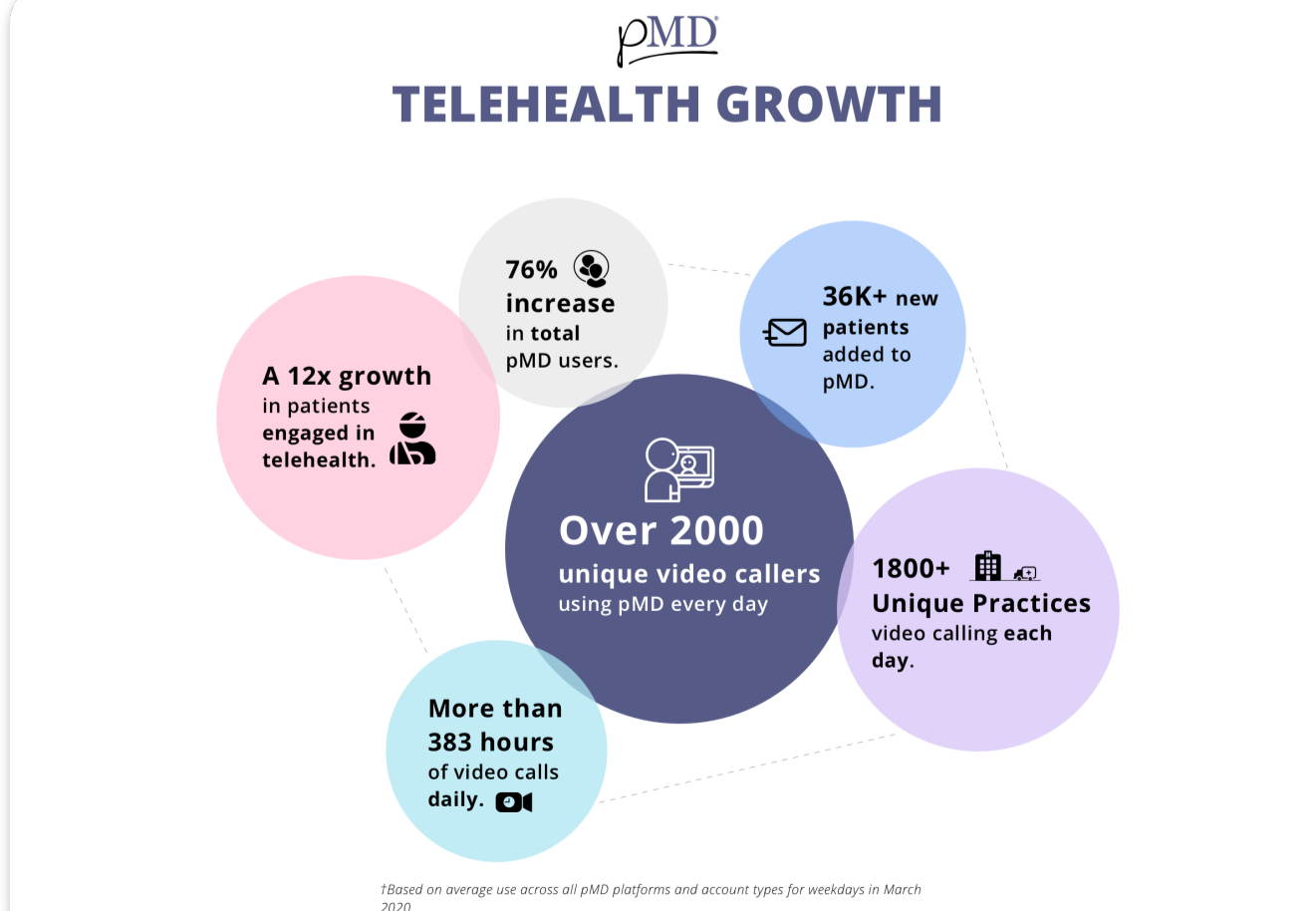
In one early example, support calls resulted from an empty chat inbox after log in. Patients were not sure about their next step, so they ended up calling our support team. Improving this onboarding step drastically decreased patient support volume.



Multiple iterations of designs were tested with different demographics groups ranging from first time smartphone users to seasoned technologists. There was a happy median between the two.

To improve the user experience from a different angle, I collaborated with the operations team to create FAQs and user guides for our new patient users. I also worked alongside the marketing team to create new assets that encourage the use of telehealth services for patients.

## Results in engagement



## Successful design never pauses

We have come a long way from the first pixel, but the design process doesn't end here. I continue talking with pMD users everyday to gain more insight into where we can improve and how we can evolve our software for patients.