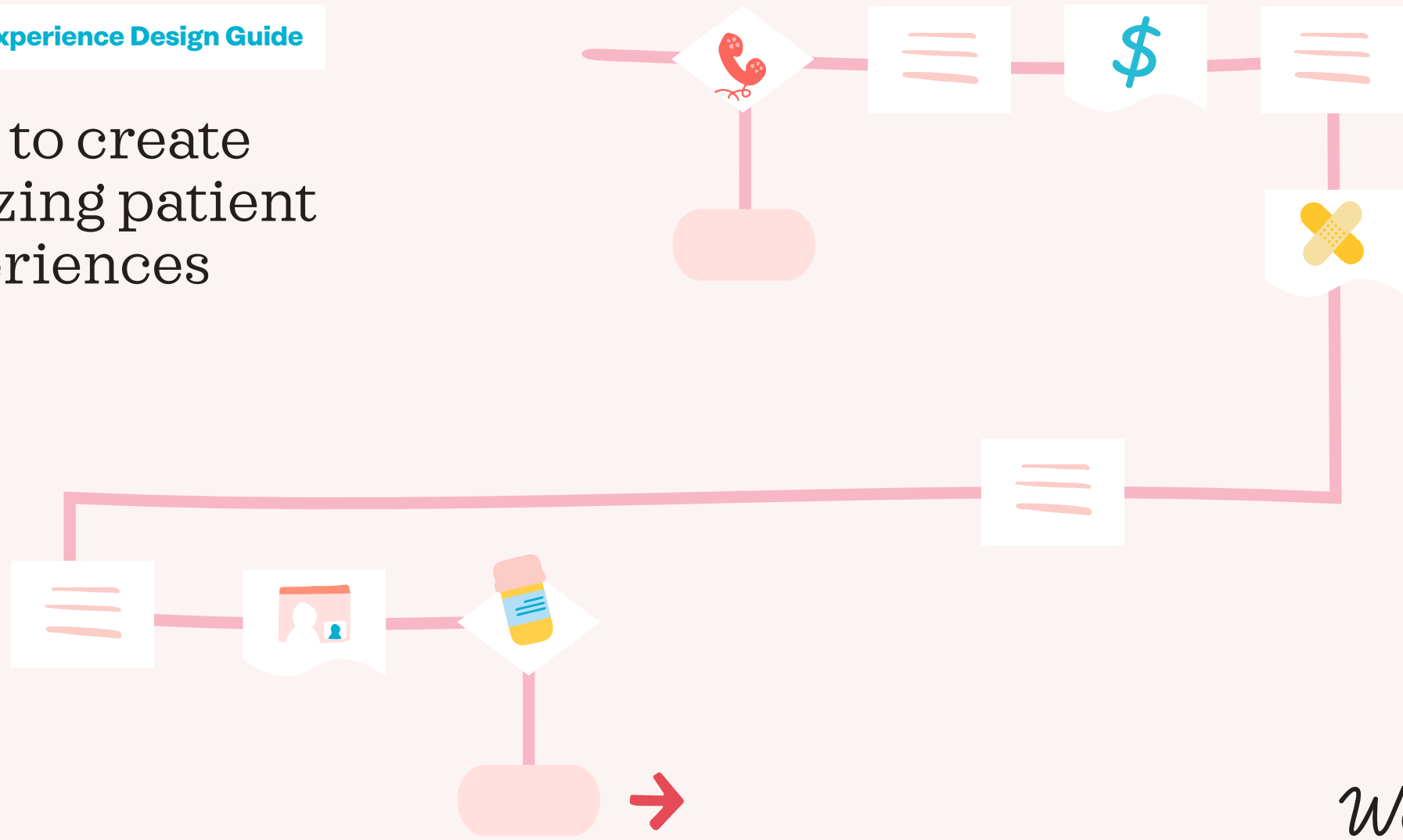


Patient Experience Design Guide

How to create amazing patient experiences



Welkin



Thinking about redesigning your patient experience?

Designing a new patient journey from scratch?

Then this guide is for you.

Introduction

Providing seamless patient communication, follow up, and support is critical to having a successful, modern patient experience.

At Welkin, we have helped dozens of teams create innovative patient experiences.

This guide is intended to help you get started. Let us know when you're ready to start diving into the design details.

We'd love to help!

Contact us at
partnerships@welkinhealth.com

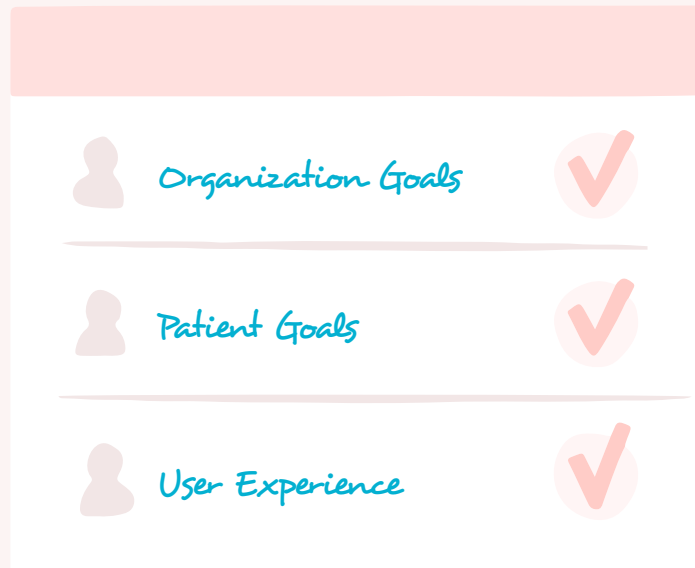
In this guide you will find:

- 5 step approach to creating your ideal patient engagement workflow
- Typical sample workflow to help get the creative juices flowing



1 / Define the goals

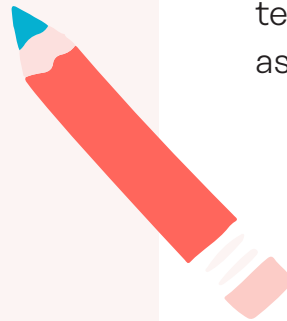
The goals of your program serve as guides for evaluating choices during the design process. Imagine that each of these goals will have one or two associated Key Performance Indicators (KPIs) for providing quantitative feedback once the processes are being executed.



Organization Goals. Why is your organization trying to create this patient experience? Is it revenue-generating, cost-reducing, or aimed at building brand? What outcomes or metrics need to be optimized for maximum impact? Are you focused on improving quality of care? Do you have customers with other goals or objectives?

Patient Goals. What do your patients gain from this experience? How would they describe a successful experience?

User Experience. Quality patient experiences are difficult to deliver without a quality user experience for your teams. Which teams will use the software? What is important to them? What aspects of their experience do they find most important?



2 / Capture design constraints

Design constraints are often the driver of great creativity and quality results. However, we encourage everyone to second guess all presumed constraints. Sometimes what we believe are constraints are simply assumptions.



Does your business have any other constraint to keep in mind?

Budget. What is the budget for this service? What are fixed cost limits versus variable cost limits?

People Resources. What skill sets do your teams have? Can you hire people with other qualifications? How many patients can each support? What growth are you expecting? How are workers spending their time?

Regulation. What regulations are the services subject to? What rules does this mean we need to keep in mind?

Complexity. How much workflow complexity can your team accept? Does that change over time or with additional scale?

Time. Do you have a hard deadline that you're working towards? Do you have new customers or product launches on the horizon?



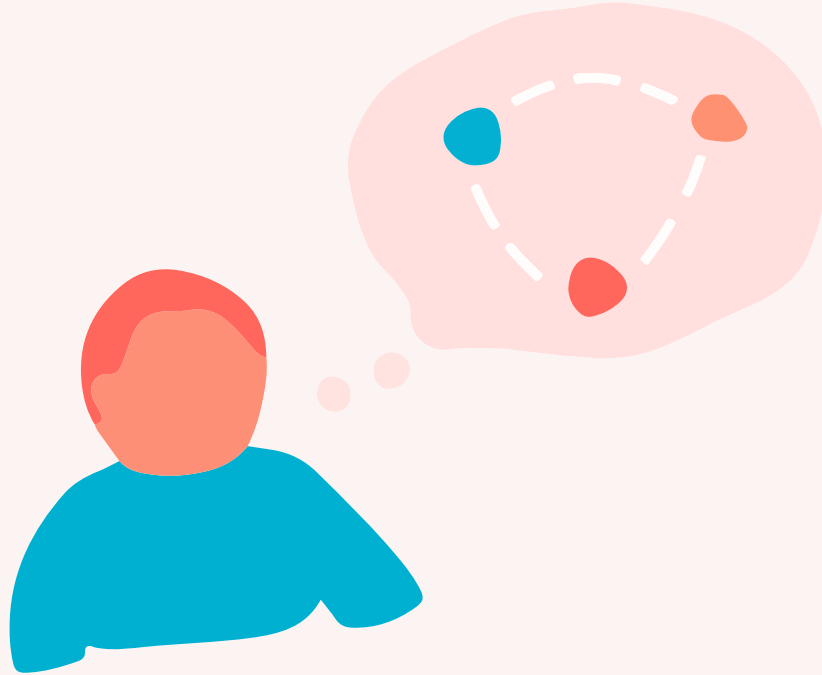
3 / Map the user and the patient journey

Workflows exist to support the patient experience, not the other way around. Start with the best experience in mind for your patients, and then for your team. Identify the different phases in the patient journey and the high-level steps or milestones in each.



4 / Map supporting workflows

We recommend keeping your journeys and workflows connected, literally and metaphorically. The worksheet Welkin uses to connect the two concepts is at the end of this document.



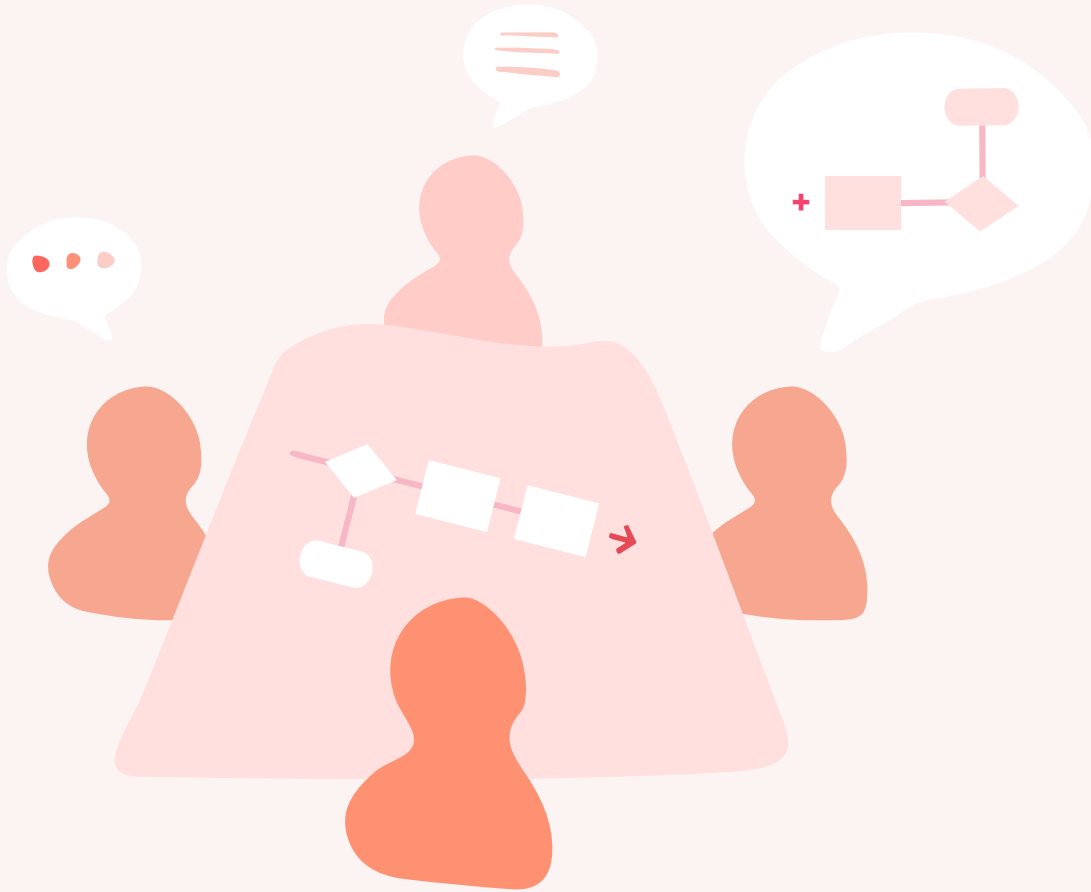
Important elements to capture:

- All of the user role types involved
- Branching opportunities when multiple paths exist
- Decision points for your teams and patients
- Use of particular systems or tools
- Data being gathered or shared
- External parties that might be involved indirectly

Depending on your workflows, it may be helpful to separate out proactive and reactive activities, communication channel use, or any other driver of significant variance in actions taken by your teams or patients.



5 / Continue to iterate



Even a great patient experience can get better.

Use these frameworks as tools for continuous improvement.

Map your KPIs to the journeys and workflows in a way that makes it easy for you and your team to think about future changes. Iterating on your patient experience design is critical to drive higher productivity for your teams, better outcomes for your patients, and strong results for your customers.





Let's create amazing patient experiences together

Welkin builds patient management software that guides teams to better care. We configure your patient journey into software that keeps your teams on track and your patients engaged. Welkin's software makes engagement seamless and enables health workers to build strong patient relationships for long-term positive outcomes.

Contact us at partnerships@welkinhealth.com

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