Sydney Yeager

PRODUCT RESEARCH &
DESIGN
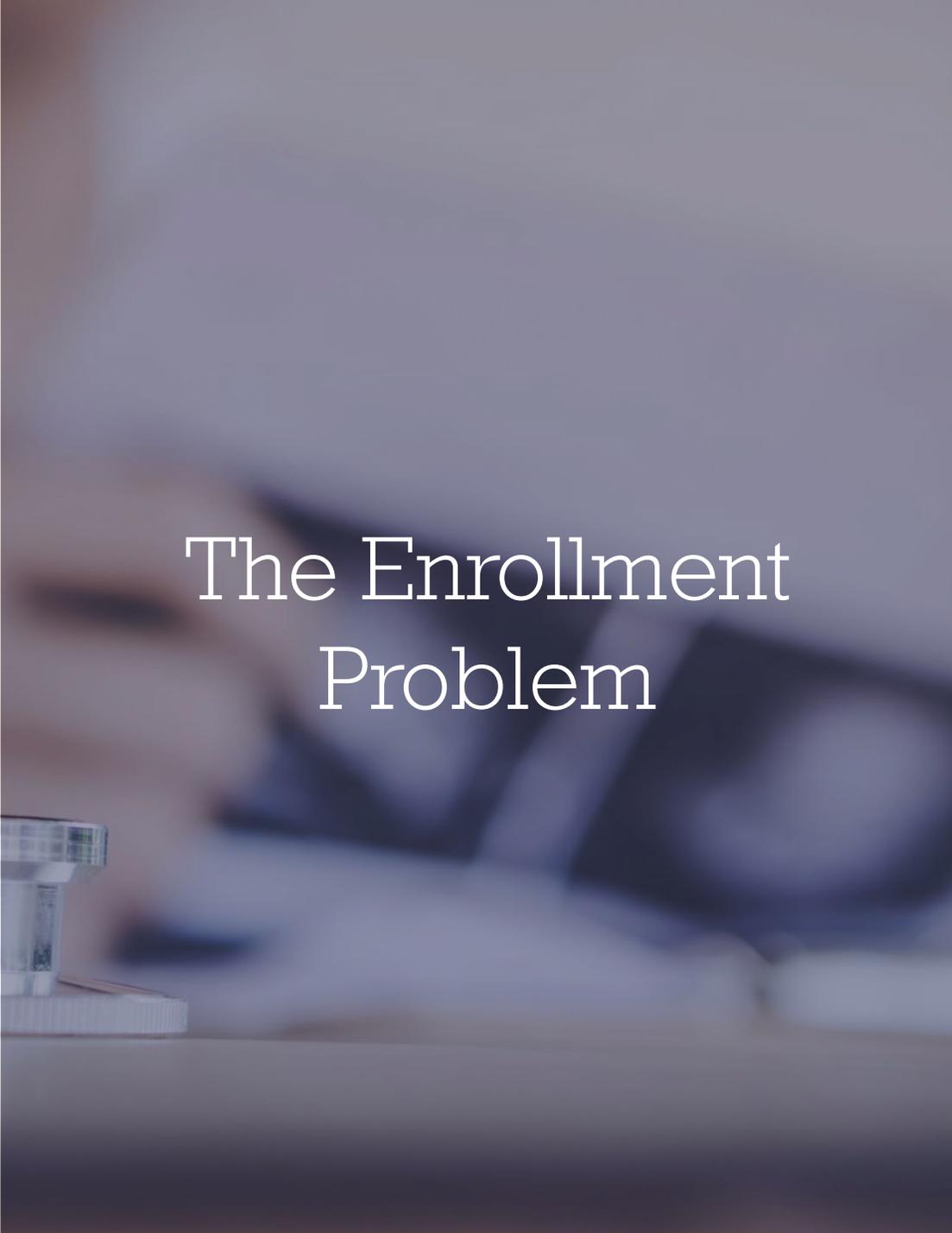
Case Study

Go To The Source: Patient Engagement Chatbot

Boston Scientific
Advancing science for life™

Preventice SOLUTIONS

The Enrollment Problem

New Patient Enrollment Form

- On the B2B Customer Portal

- User – Practice Manager or Nurse

- A feature that allowed users to submit doctor's order for heart monitoring

- Used to collect patient, physician, and instructions for the device & test

Customer Feedback

- Too dense

- Too long

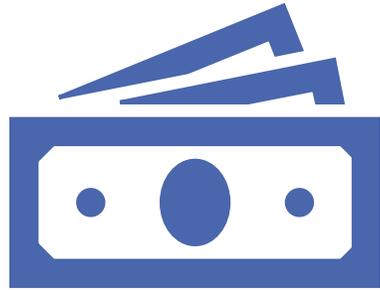- Too time consuming

- Delayed patient care

TEMPORARY FIX

Allow incomplete enrollments to be submitted and corrected later by Operations and Billing Teams

Missing/ Incorrect Internal Information

Slowed down billing
& patient support

Prohibitive to Scaling-Up

- User Interviews & Feedback

- Documented Workflow

- Identified Pain Points

- Collaborated with Internal Stakeholders to Identify impact on COGS

Digging Deeper into the Problem

Market scan for tech solutions to improve enrollment

Data is purest at the source

Solution: Patient Engagement Conversational AI Chabot

MVP

- Contacts patients directly via text

- Verify patient's identity

- Gather missing information in a secure portal

ENGAGEMENT ENHANCEMENT

- Prior authorization

- Confirmation of benefits and patient responsibility

- Reminders: device inactive too long, return device, etc.

Feasibility Research

Vendors ready-made solutions vs In-House Build

- Assessed 3rd party build solutions

- Built Financial Model

- Demonstrated ROI for MVP

Product Research

- Online Survey

- Interview Customers to validate idea

- Run 1 month beta-test with 1 medical practice

Results

- Validated concept with Pilot

- Demonstrated Business Need:

  - Improved Customer Satisfaction

  - Time Savings for Customer

  - Internal Operations and Billing

  - Increased Scalability

  - Compliance with new Federal Prior Authorization Laws

- Financial Model: Reduced CoGs, ROI

QUESTIONS?

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