OSP

Healthcare UI/UX

A Customer-first Approach

A User Interface is like a Joke.
If you have to explain it,

IT'S NOT THAT GOOD.

-Martin LeBlanc
CEO, Iconfinder

CONTENTS

01 INTRODUCTION

02 HEALTHCARE UI/UX

03 HEALTHCARE UX COMPONENTS

04 PROJECT BRIEFING

05 OUR CUSTOMER: HEALTHCARE RCM

06 RCM: INFORMATION ARCHITECTURE

07 RCM: WIREFRAMING

08 RCM: USER FLOW

09 RCM: USER INTERFACE DESIGN

10 RCM: SUCCESS STATS

11 LISTEN TO OUR CLIENT

Introduction

What is Healthcare UX?

UX stands for user experience to measure the ease and pleasure users enjoy when navigating a healthcare web or mobile Interface.

Why healthcare projects need better UI/UX?

A trusting doctor-patient relationship is the foundation of a better way of living. Digital Health without great UX is like a staircase with uneven steps.

Disconcerting and unintuitive, it leaves end users unhappy. For better patient engagement and experience, healthcare UX is important.

How to design a great **Healthcare Experience**

Healthcare **UX Components**

START

01 RESEARCH

MEET THE USER

1. User demographics
2. Define user goals
3. Define user challenges
4. Define metrics & form hypothesis

02 EMPATHIZE

BE THE USER

1. User persona
2. User scenarios
3. User testing
4. User experience map

03 CREATE

MAKE IT SIMPLE

1. Wireframes
2. Moodboard
3. Mock-ups
4. Style guide

04 TEST

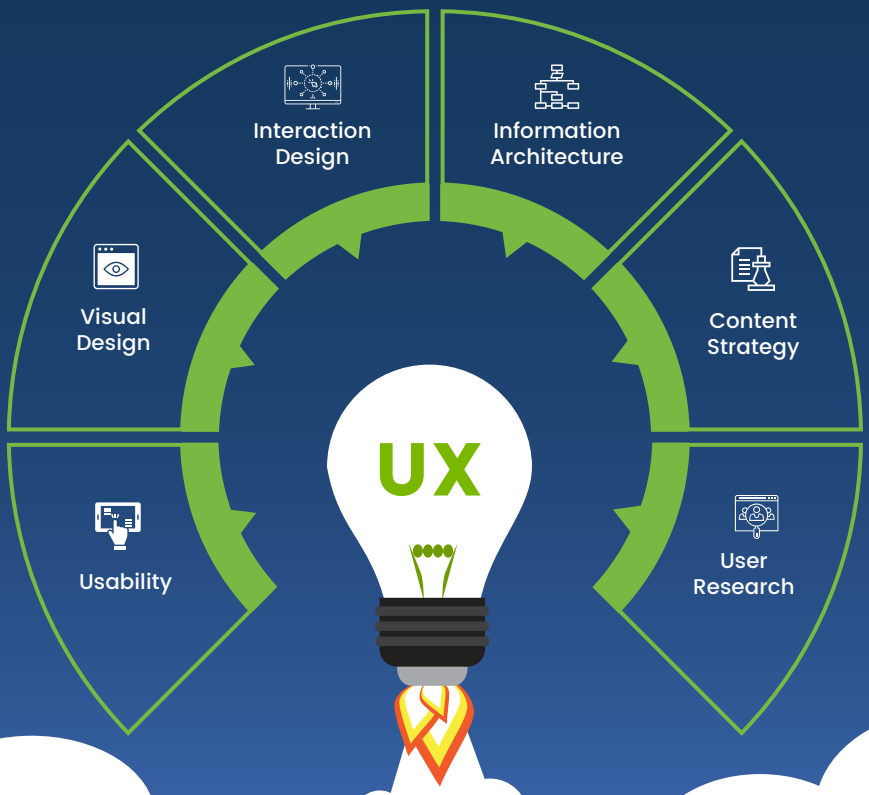
DATA DOESN'T LIE

1. Usability tests
2. Review metrics
3. Track usage
4. Inform next iteration

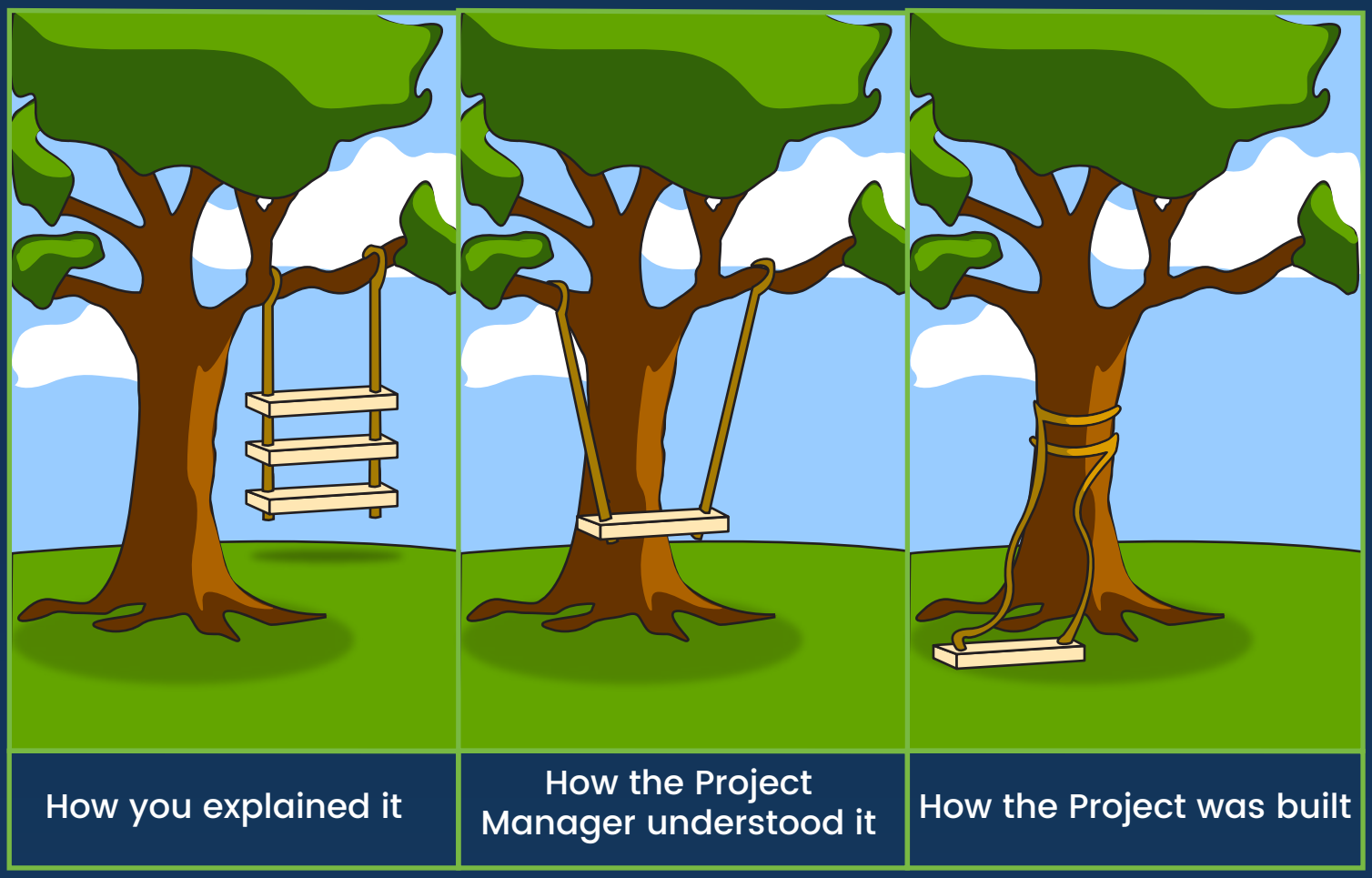
05 DEVELOP

STICK TO THE DESIGN

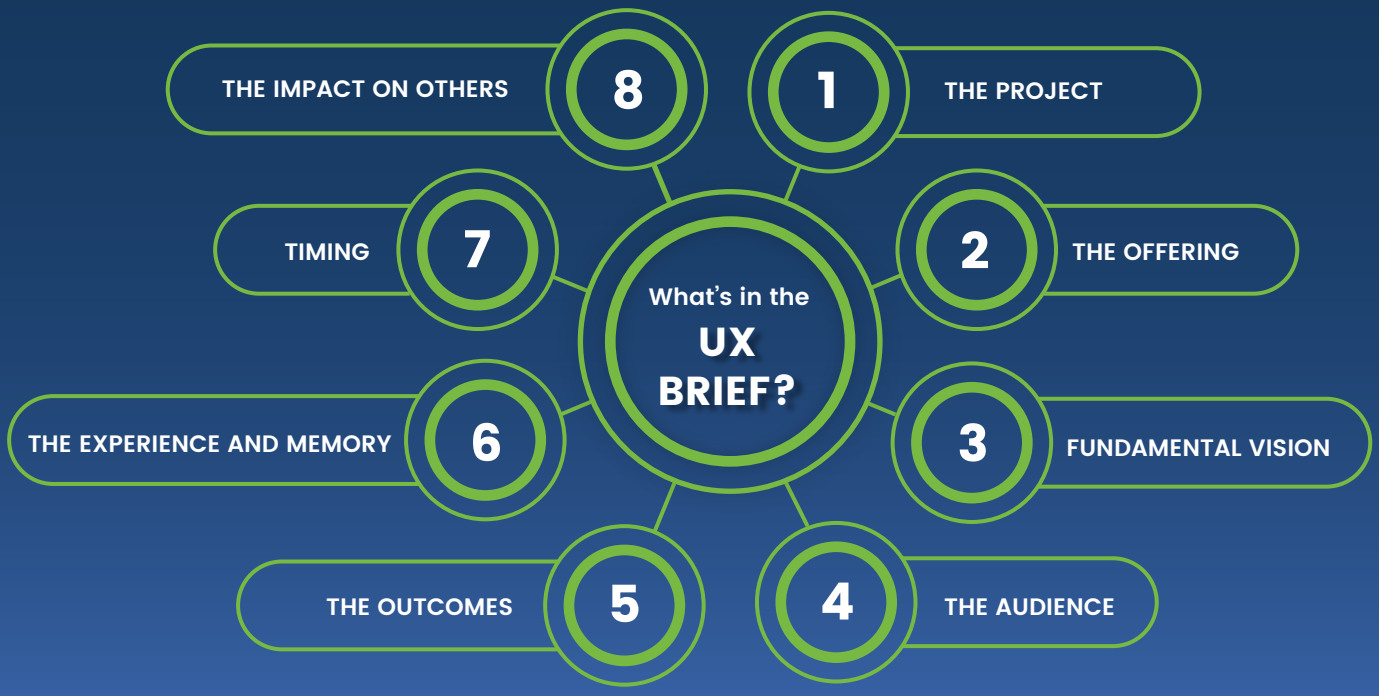
1. Usability test
2. Review metrics
3. Track usage
4. Inform next



Project **Briefing**



How you explained it	How the Project Manager understood it	How the Project was built

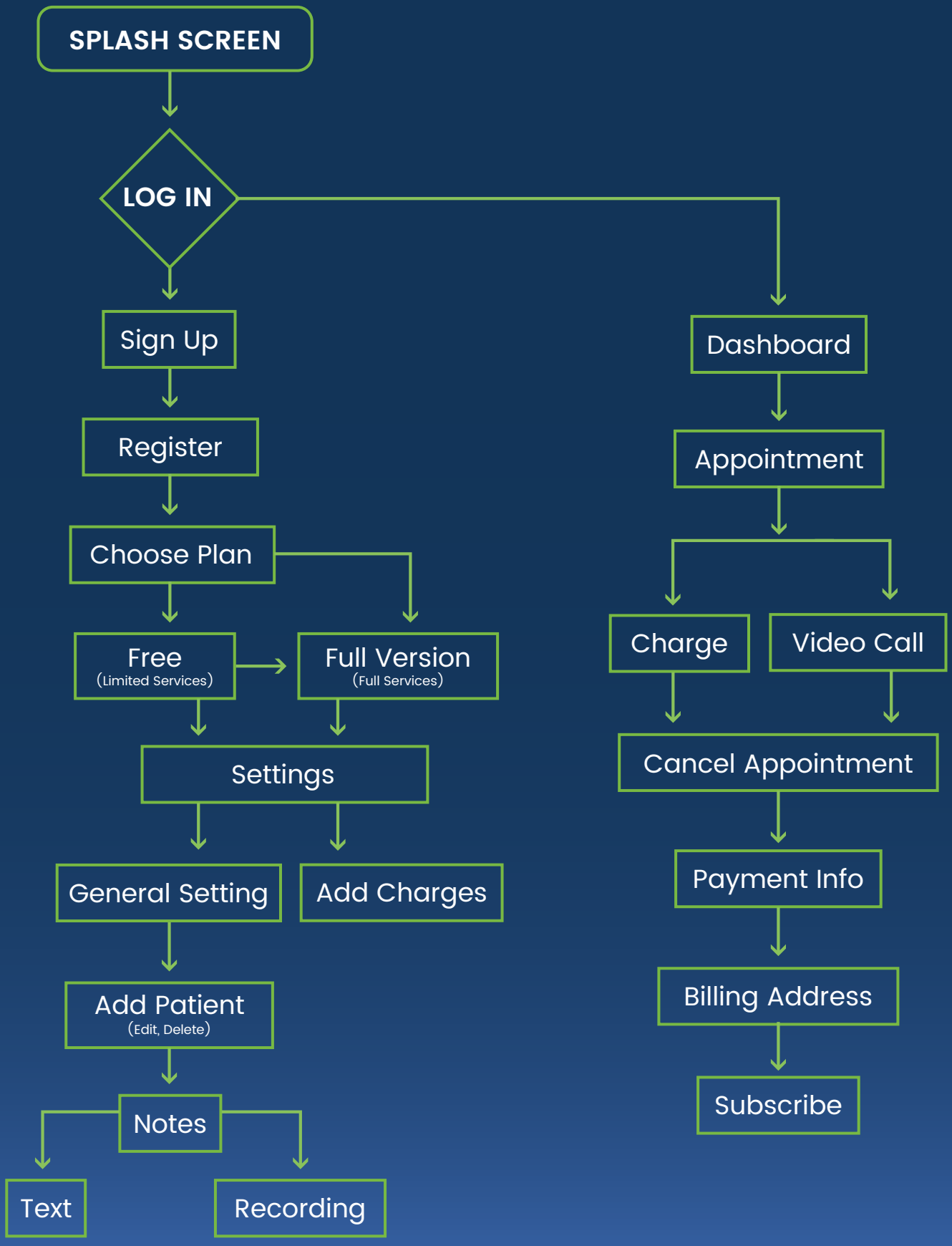


Our Customer: **Healthcare RCM**

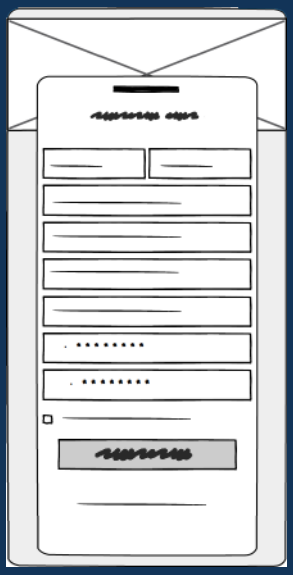
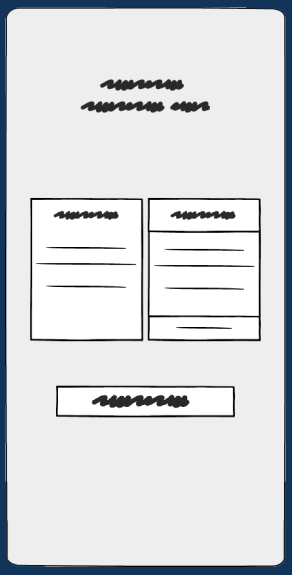
A Texas-based mental health center wanted to automate the manual **medical billing process.** The primary challenge for OSP was to manage multiple insurance providers for a large clinic set up. The client specifically asked to improve -

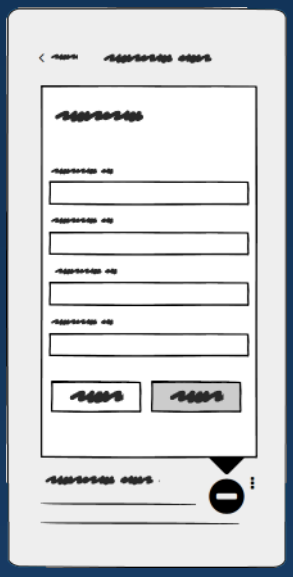
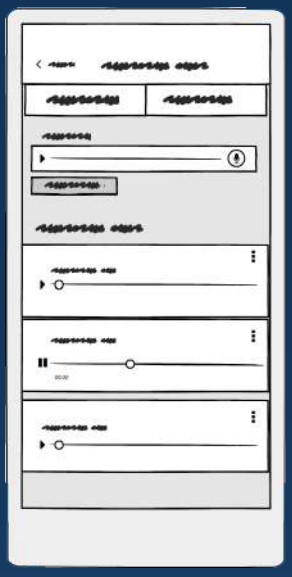
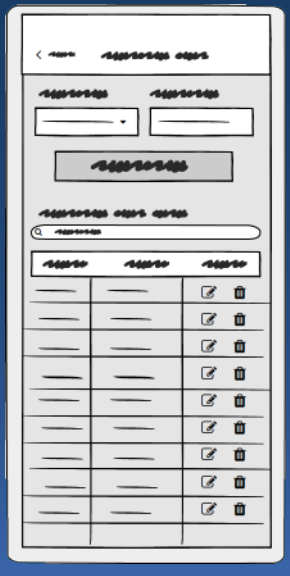
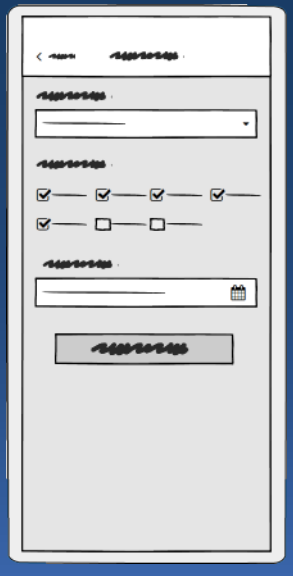
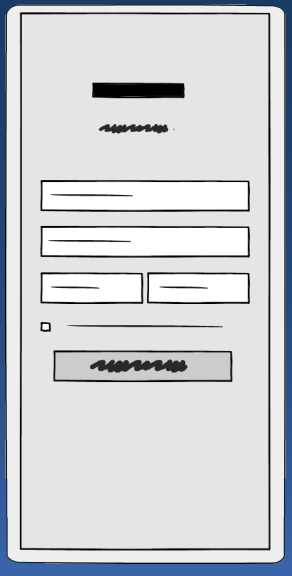
- **Flexibility in Billing**
- **Workflow Automation**
- **Accurate Claim Scrubbing**

RCM: Information Architecture

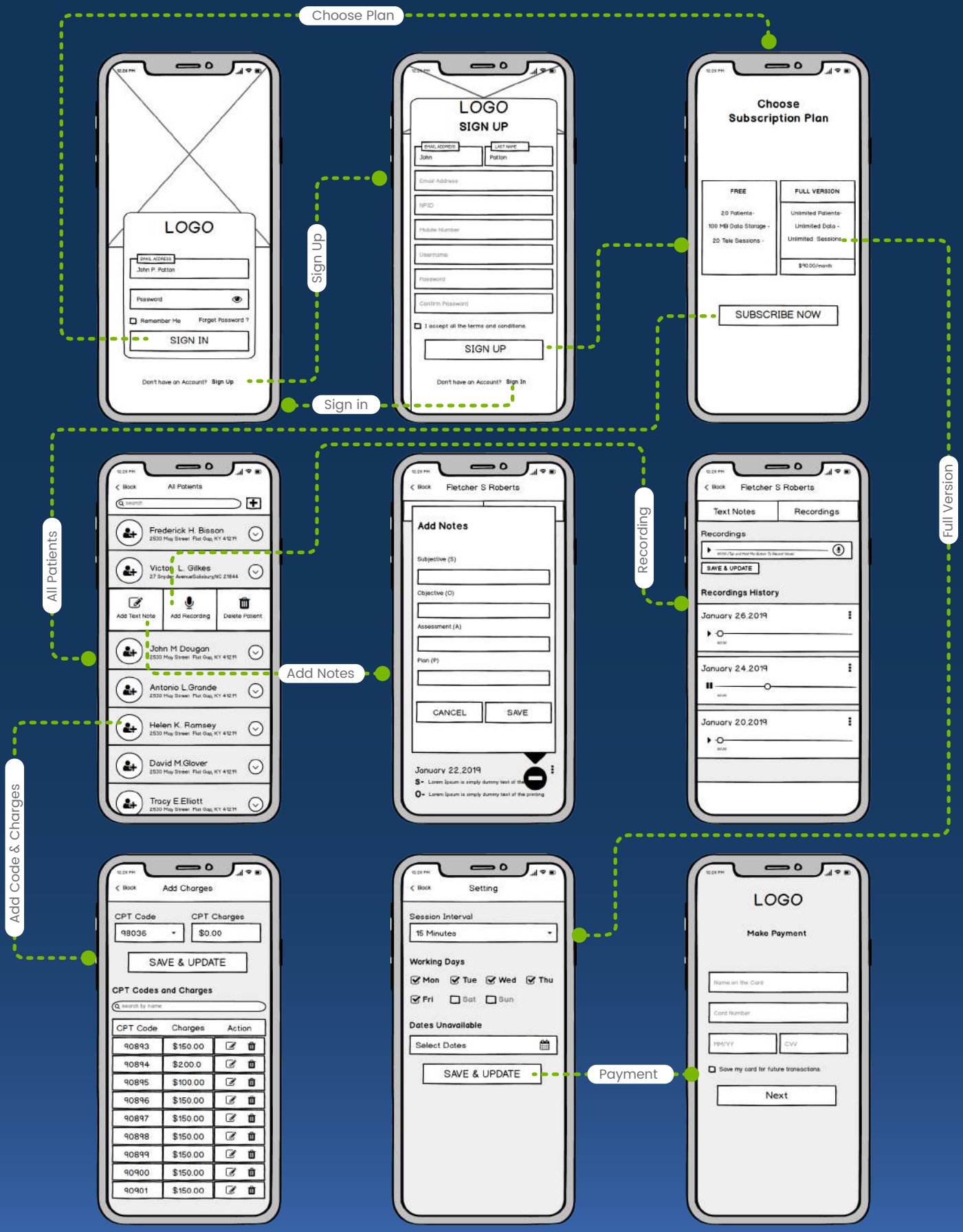


RCM: Wireframe

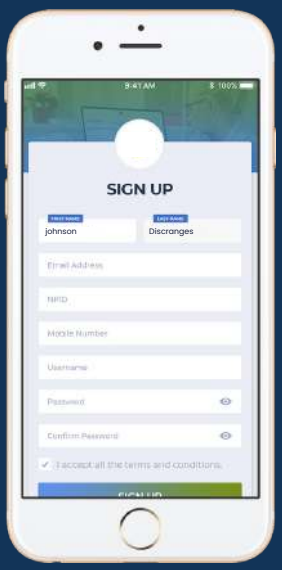



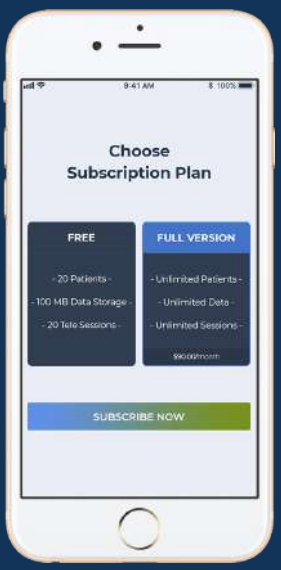






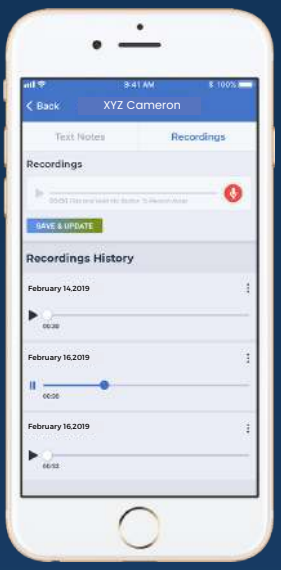
RCM: User Flow

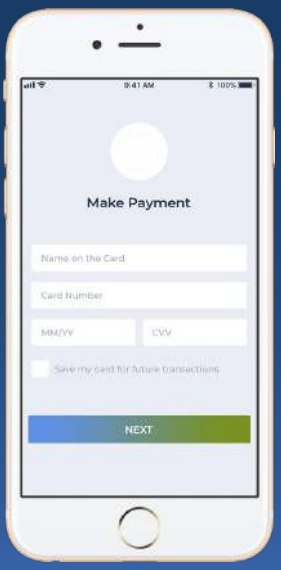


RCM: User Interface Design









RCM: Success Stats

- **15%** Decrease in Claim Denials
- **80%** Decrease in Manual Claims Filing
- **20%** Increase in Productivity
- **30%** Reduction in Claim Errors
- **15%** Increase in Everyday Collections

Our customized mental health billing platform solved all the challenges for the client and delivered success. You can read the complete case study **here.**

Listen To **OUR Client**

“ The challenges of mental health management are complex, but OSP helped us to solve them with ease. We shared our creative vision with OSP, and they offered us their services at a lesser price with excellent, precise, and creative work. ”

- CHRIS HUSTED

We are a leading software development company aiming to empower, and inspire the world with next-gen solutions. We help in simplifying every step of the development process, from system architecture design to quality delivery. Our intelligent processes enable quick deployment of enterprise-grade solutions against the toughest, and most complex challenges.

We are re-imagining how technology can empower Healthcare, AI, Analytics, and Financial organizations to build solutions for every day use in business applications.

With 10+ years of experience, and 200+ customers worldwide, we're leveraging technology to build the future today.

---

www.osplabs.com

Discuss Your Project

solutions@osplabs.com

Texas | California | Maryland | Mumbai

© 2019