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KICKSTART

Connected Experience Strategy for Healthcare

Deliver a modern, connected ecosystem of multi-channel services and digital experiences for physicians, employees and patients, while ensuring HIPAA compliance at every turn.

Deeper engagement starts here. Quickstart your Kickstart.

In just three weeks, the Connected Experience Strategy for Healthcare Kickstart rapidly brings to life your vision for a secure, next-generation digital solution.

Today's healthcare providers recognize the demand for digital self-service capabilities for physicians, employees, and patients. But providing a modern digital experience in the face of complex HIPAA regulations can be a challenge. Why? Because it requires a partner with ample experience in the field, plus the unique skills to create gorgeous design and intuitive interaction, all while encompassing the user's entire digital journey, end-to-end.

Our Connected Experience Strategy for Healthcare Kickstart ensures success with a comprehensive implementation approach that rapidly brings to life a secure, next-generation digital engagement experience, leveraging the latest technologies to provide users the info and interactions they need, the moment they need them.
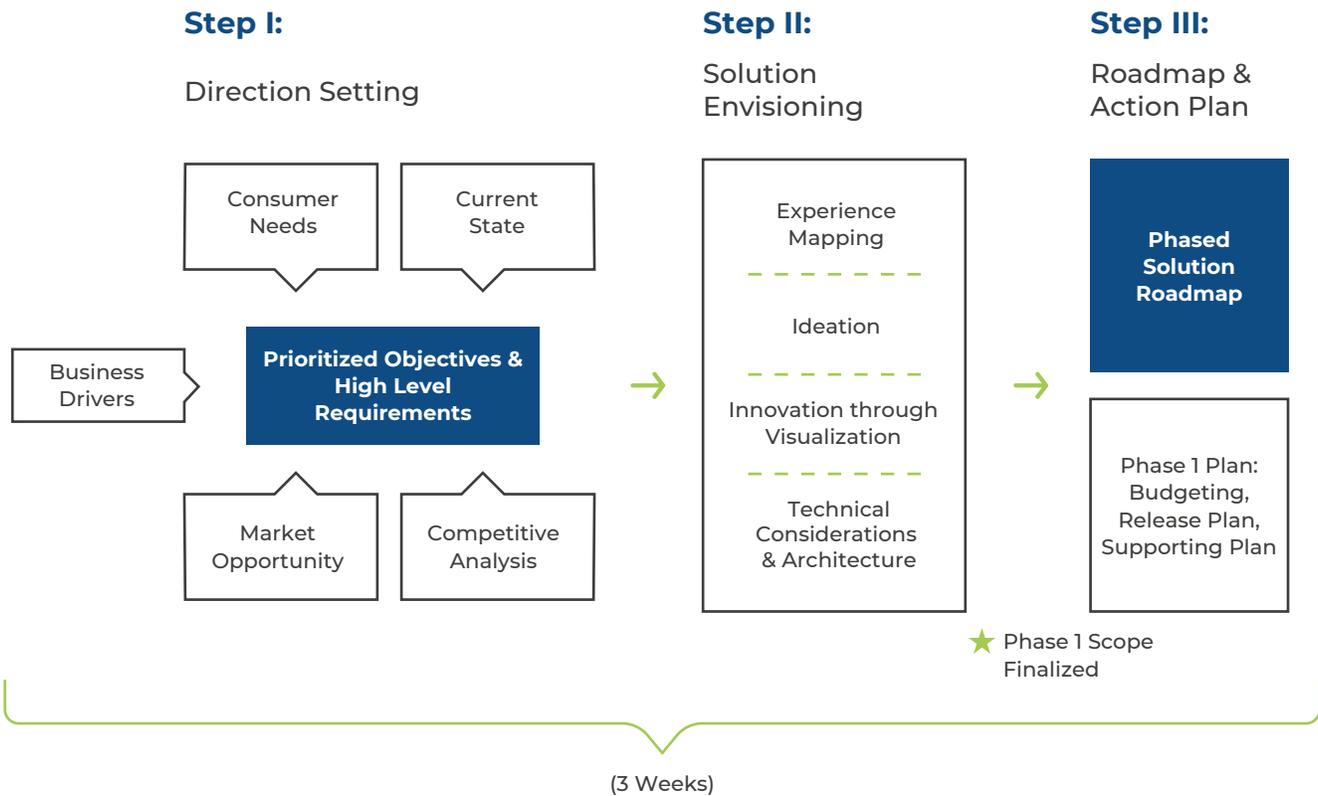
Our 3-week Connected Experience Strategy for Healthcare Kickstart:

- Strengthens the patient-caregiver relationship

- Accelerates integration with existing interfaces

- Ensures compliance with all HIPAA regulations

- Enables contextually intelligent interactions

- Provides predictive/preventative tools

- Equips offerings with the latest technologies

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Our Process

The Connected Experience Strategy for Healthcare Kickstart follows 3 key steps, typically over a three-week period:

Step I:

Direction Setting

Step II:

Solution
Envisioning

Step III:

Roadmap &
Action Plan

Consumer
Needs

Current
State

Business
Drivers

**Prioritized Objectives &
High Level
Requirements**

Market
Opportunity

Competitive
Analysis

Experience
Mapping

Ideation

Innovation through
Visualization

Technical
Considerations
& Architecture

**Phased
Solution
Roadmap**

Phase 1 Plan:
Budgeting,
Release Plan,
Supporting Plan

★ Phase 1 Scope
Finalized

(3 Weeks)

How it works

Pre-Kickoff

To maximize productivity and ensure success, our pre-kickoff activities include analyzing user feedback, identifying market opportunities, analyzing the competition, reviewing current-state artifacts, and norming the team for success.

Direction Setting

We start by developing a thorough understanding of the solution's critical requirements (qualitative/quantitative drivers, general themes and overarching vision), then confirm these with key stakeholders. Next, we identify industry trends, analyze the competitive landscape, and explore user personas to unearth innovative use cases beyond the typical scenarios.

Ideation

User Journey Mapping and Use Case Analysis provide input to ideation. Our Concept Generation exercises prioritize organizational need based on process step and driver. Next, each scenario is assigned a primary actor and value-driver, and is ranked on Impact, Organizational Readiness, and Ease of Implementation. Lastly, we formulate a plan for future-state.

Technical Considerations & Architecture

Every step of the way, our consultants keep in mind the HIPAA data privacy and security requirements of your information architecture, including solution layers and components, data sources, service-layers, technology and toolset options, environmental and integration needs (and readiness), plus security and authentication considerations, and manageability and IT control—all the way up to ongoing monitoring and analytics.

Prototype & Roadmap

In the final steps, we generate a catalog of features and/or services that show the most potential, explores their applicable delivery channels, analyzes their alignment with current initiatives, and begins to define (and phase) the Connected Experience prototype.

We refine our prototype concept by prioritizing the highest-ranked modules—functionality that fosters innovation while maximizing value—and filtering out features that lack a high-level of organizational readiness in process, data, and implementation.

Our prototype design and development process is rapid and robust. We work quickly through iterations of design, navigation, and UI/UX (creating user-flow diagrams, wireframes, style-guides, and design comps) before generating a gorgeous working prototype to validate your ideas.

Lastly, our Connected Experience Roadmap is based on an alignment with your drivers and objectives, and provides guidance in terms of the People, Process, Technology, Data Architecture, and Tools you'll need to build the 'real-deal' app. Each Roadmap item is flagged as "Required," "Short/Mid/Long-Term" or "Future." The immediate (phase I) action plan includes scope, effort, budget, timeline and sprint plan.

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What you'll get

Upon completion of this Kickstart you'll take away the following artifacts:

Drivers & Opportunities

- Organizational Drivers, Customer Needs
- Current-State, Market Opportunity

Technical Architecture Approach

- HIPAA Privacy & Security Requirements
- Data Sources, Solution Layers & Components
- Technology & Toolsets
- Authentication Considerations

Requirements

- Prioritized & Phased Solution Requirements

Digital Design & Prototype

- Design Comps
- Wireframes
- User-Flow Diagrams
- Style-Guides
- Interactive Prototype

Executive Readout

- Implementation Cost Estimates and Timeline
- Next-Step Recommendations
- Readout Presentation Deck

Ready to deliver the great digital experience your physicians, employees, and patients expect?

Reach out to Anexinet now to learn more about what our Connected Experience Strategy for Healthcare Kickstart can do for your healthcare organization!

Get Started Now

canopy HEALTH

Medtronic

GILEAD

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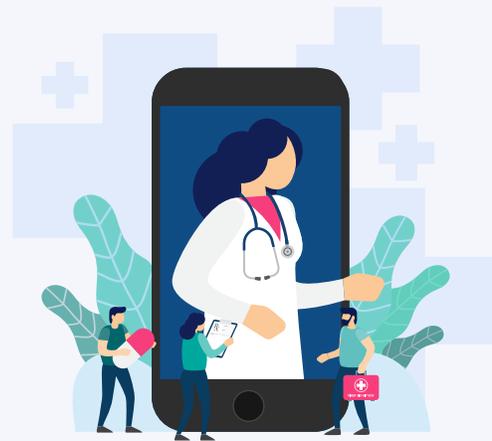
AstraZeneca

" *"You guys filled all the knowledge gaps."*

— *Sandra Yang, Marketing Services Delivery Manager, AstraZeneca*

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