

CLIENT SUCCESS STORIES:

Applying Human-Centered Design to Federal Healthcare Projects



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1 ACCURACY

Helped a health system develop a waiting room survey collecting valuable practice-level data to inform reporting, planning, & continuous QI efforts. The survey increased response rates, improved data accuracy, & offered feedback for improving overall patient satisfaction.



2 CUSTOMIZATION

Conducted an outreach campaign targeting clinicians in three states with messaging tailored by audience, location, & preferred delivery format. The campaign recruited 151 physicians, 300 nursing home & home health agencies, 22 clinics, & 60 pharmacists.



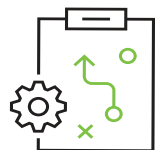
3 EFFICIENCY

Improved efficiency at a healthcare call center by using LEAN & human-centered design processes to identify, log, categorize, & prioritize customer inquiries. The result reduced resolution time by two business days & increased customer satisfaction to over 90 percent.



4 FUNCTIONALITY

Created static wire-frames & interactive prototypes to conduct end-use testing for an online data collection portal for the federal government. Feedback was used to iterate & improve prior to launch, resulting in both efficiency & cost-savings for the client & end-users.



5 ACCESSIBILITY

Implemented an e-learning & training platform to help QI professionals address disparities of care. End-user solutions were customized to fit local population & improvement priorities. The platform trained 300 professionals & achieved 98 percent satisfaction rating.



6 USABILITY

Designed a nursing home quality measure collection tool informed by field research, focus groups, stakeholder interviews, & end-user testing/feedback. The solution reduced clinician reporting burden & helped facilities set goals, upload data, track progress, & compare results.

