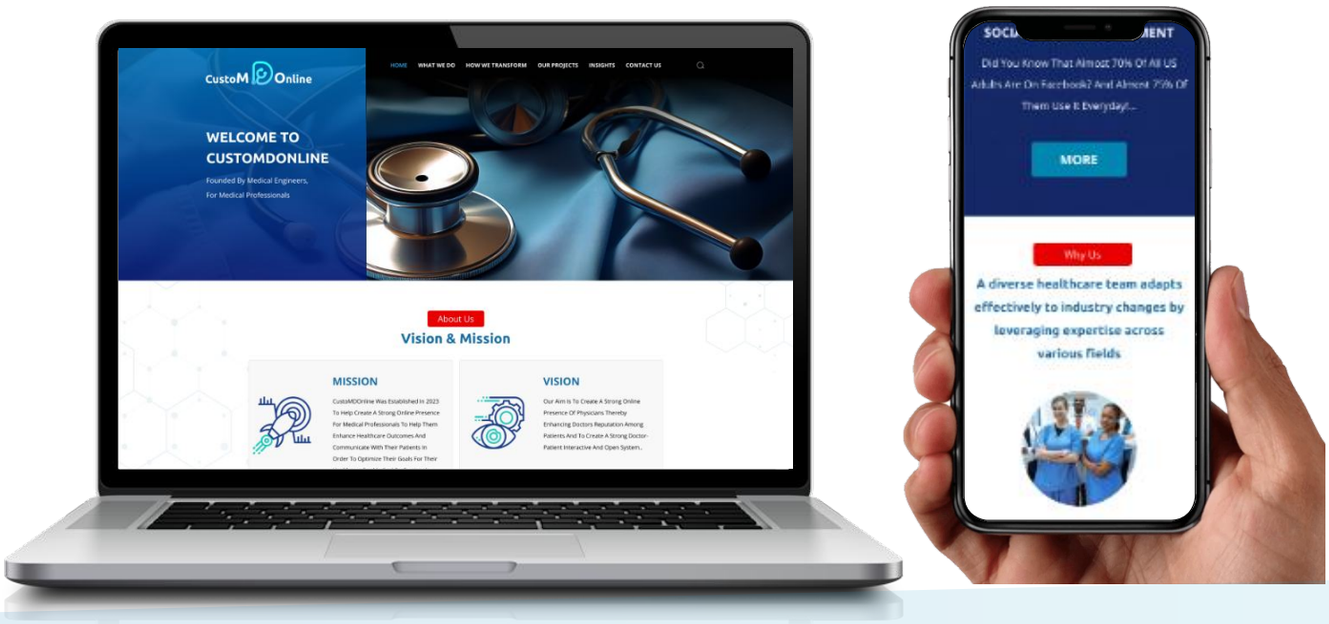
CASE STUDY

CustoM Online



PROJECT OVERVIEW

To create a strong online presence for medical professionals, enhancing healthcare outcomes and facilitating better communication with their patients through a comprehensive and user-friendly platform.

PROBLEM STATEMENT

n today's digital age, patients and healthcare providers encounter difficulties accessing reliable information about online healthcare applications and effective communication methods. Many patients are unaware of the benefits of telemedicine, secure messaging, and electronic health record (EHR) systems, leading to misunderstandings and underutilization of healthcare resources. Similarly, healthcare professionals often struggle to convey the advantages of these technologies, resulting in missed opportunities to enhance patient care and engagement. Existing websites frequently lack clarity, accessibility, and comprehensive resources, making it challenging for users to understand and navigate online healthcare solutions.

SOLUTION

We propose developing a user-centric website, HealthcareConnect, to provide comprehensive information about online healthcare applications and facilitate communication between patients and doctors. The site will focus on delivering a seamless user experience through clear content, intuitive navigation, and engaging visuals.

EMPATHIZE

STAKEHOLDER INTERVIEW QUESTIONS

Can you describe your role in the healthcare ecosystem and your experience with online healthcare applications?

What challenges do you face with patient-doctor communication and online healthcare applications?

What are the primary needs of patients and healthcare providers regarding online healthcare solutions?

How do you define success for the website, and what outcomes do you expect?

What resources or platforms do you use to provide information about online healthcare applications, and what are their strengths and weaknesses?

What areas of information about online healthcare do you feel are lacking in current resources?

What feedback have you received from patients or healthcare professionals about their experiences with existing online healthcare platforms? What common themes did you notice?

How do patients and healthcare providers typically communicate, and what methods have proven effective?

How do you currently educate patients about telemedicine, secure messaging, and EHR systems, and what challenges do you encounter?

What strategies would be effective in engaging users with the website's information?

What essential features should the website have to inform users about online healthcare applications and facilitate communication?

What specific usability concerns do you have regarding online healthcare platforms that we should consider in the design?

What type of visual content do you think would resonate best with users (e.g., images, videos, infographics)?

What future trends in online healthcare should we be aware of while developing this website?

TARGET USERS

Patients

IT Professionals in Healthcare

Healthcare Administrators

IT Professionals in Healthcare

Patients

Healthcare Providers

Family Caregivers

Health Insurance Providers

DEFINE

PERSONAS

SARAH JOHNSON

Age: **32**

Occupation: **Marketing Manager**

Location: **Urban area**

Tech Savviness: **High**

Goals

Access healthcare services conveniently without taking time off work.

Understand telemedicine options and benefits.

Communicate efficiently with her healthcare provider.

Challenges

Limited time for in-person doctor visits

Lack of awareness about available online healthcare services.

Concerns about the security of online communications.

DR. JOHN SMITH

Age: **45**

Occupation: **The Experienced Physician**

Location: **Suburban area**

Tech Savviness: **Moderate**

Goals

Enhance patient engagement and satisfaction.

Efficiently manage patient communications and appointments.

Stay updated with the latest telemedicine tools and practices.

Challenges

Limited knowledge of integrating new technologies.

Managing a high volume of patient interactions.

Ensuring patient data security.

EMPATHY MAP

SAYS

Limited time for in-person doctor visits

Lack of awareness about available online healthcare services.

Concerns about the security of online communications.

I need to improve patient engagement."

"How do I integrate this new technology into my practice?"

"Security and patient data protection are crucial.

THINKS

Can I trust online healthcare services?"

"How do I fit healthcare into my busy schedule?"

"What are the benefits of telemedicine?"

What are the most effective telemedicine tools?"

"How can I manage patient interactions more efficiently?"

"Are my patients comfortable with online communication?

DOES

Searches for online healthcare options during lunch breaks.

Uses apps and online tools for scheduling appointments.

Communicates with her doctor via email or secure messaging

Attends workshops and webinars on telemedicine.

Implements new tools for patient communication.

Reviews patient feedback to improve services.

FEELS

Trustrated by the lack of time for healthcare.

Anxious about the security of her personal health information.

Relieved when she finds convenient and reliable healthcare options

Motivated to enhance patient care.

Concerned about the learning curve for new technologies.

Satisfied when patient engagement improves.

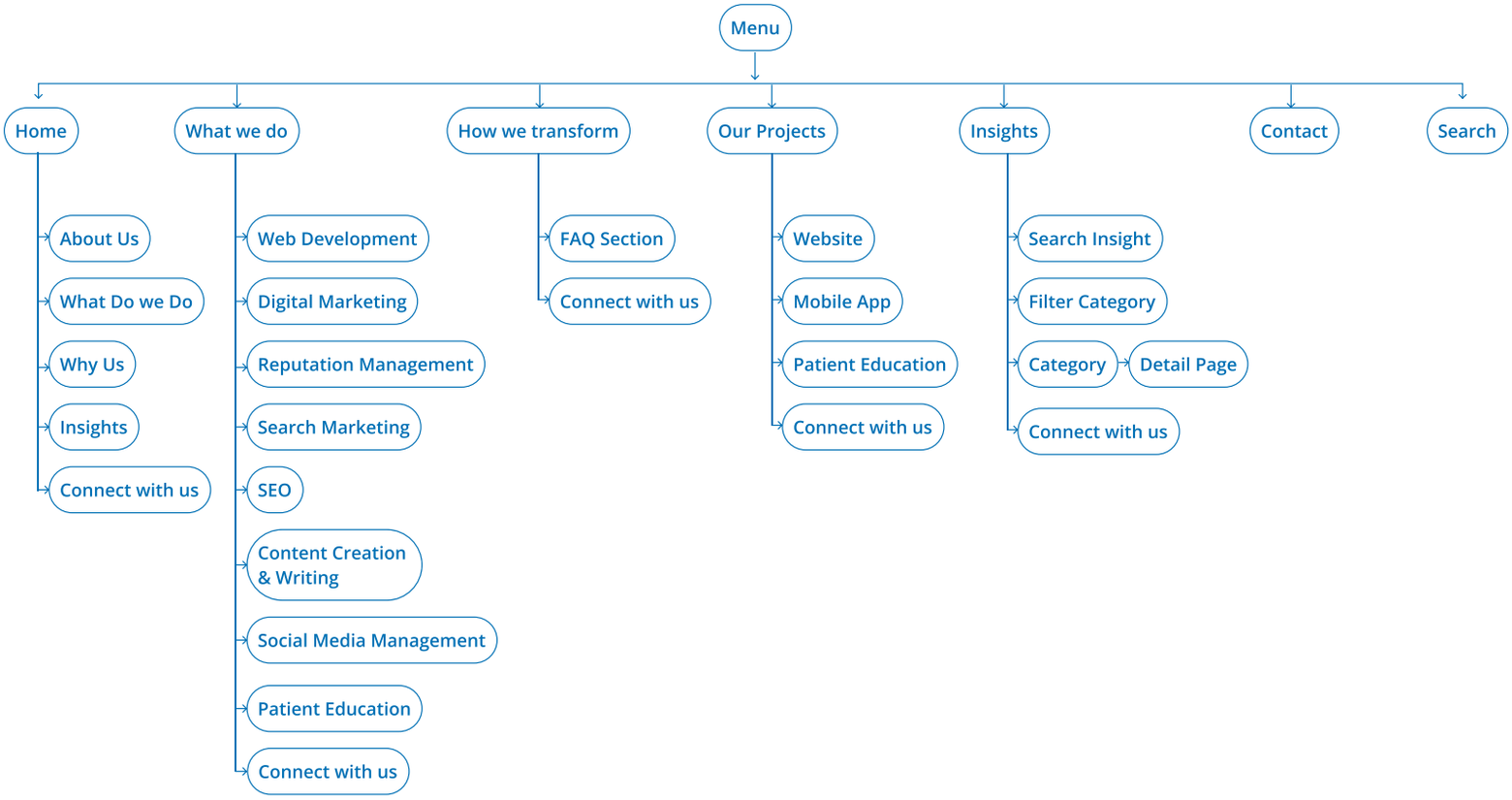
IDEATE

USER JOURNEY MAP

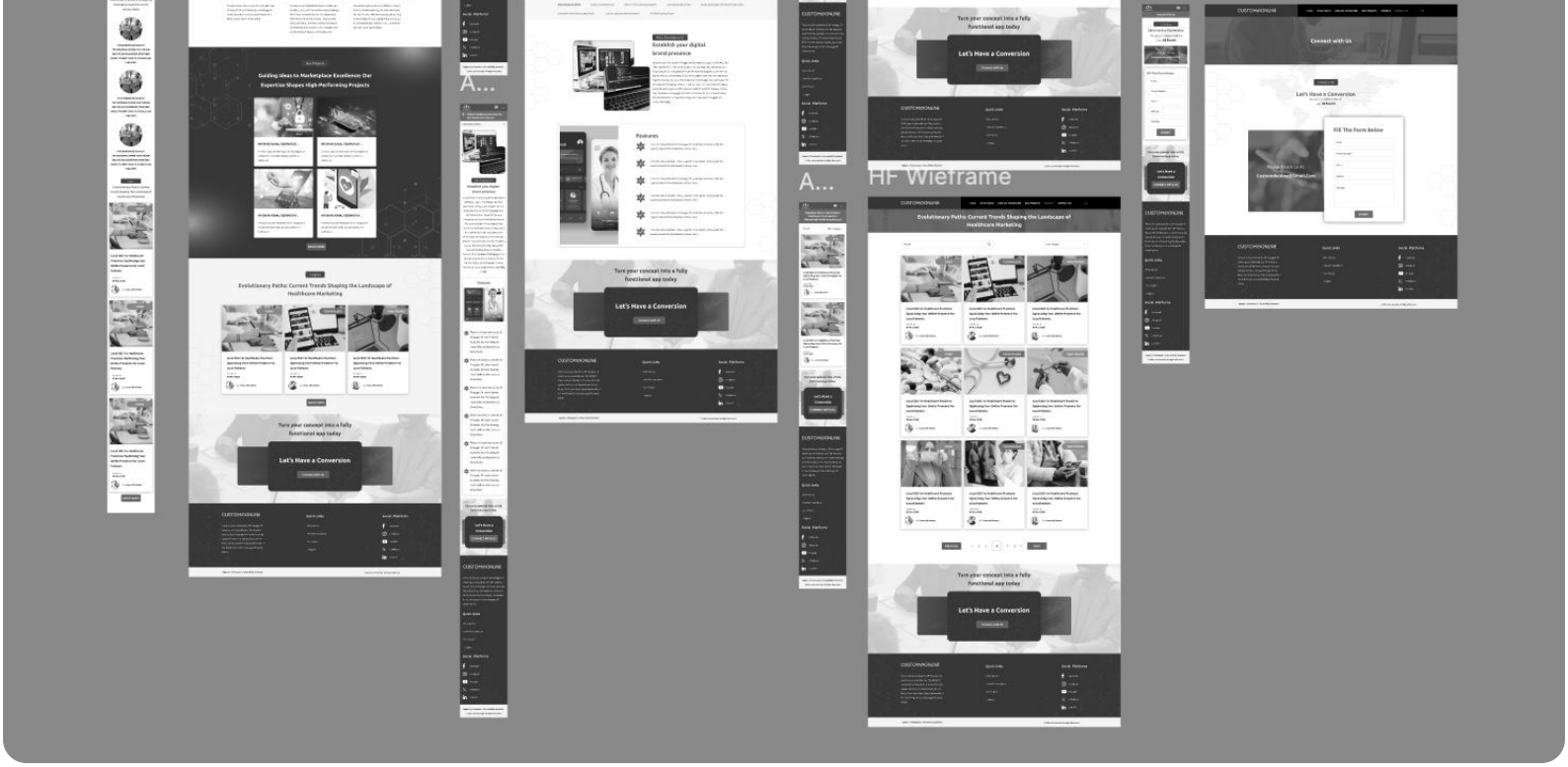
STAGE	ACTIONS	TOUCHPOINTS	PAIN POINTS	OPPORTUNITES
Awareness	learns about the healthcare application through an online ad,medical conference,industry newsletters, etc	Social media, search engines, healthcare blogs,Medical conferences, professional networks, industry publications	Ad fatigue, skepticism about new apps, Overwhelming number of new tools, time constraints	Engaging, informative ads; testimonials from real users, Highlighting unique benefits; peer recommendations; case studies
Consideration	Visits the website to gather more information, Researches the app on the company website and reads peer reviews	Company website, user reviews, product demos, Company website, peer reviews, vendor consultations	Information overload, unclear benefits, Complexity of integration with existing system	Clear, concise information; comparison charts; demo videos, Detailed guides on integration; peer testimonials; live demos
Decision	Go through the website, Decides to implement the app in his practice	Website sign-up forms, customer support, Website, vendor consultations, IT department	Complicated sign-up process, privacy concerns, Implementation challenges, staff resistance	Streamlined sign-up; transparent privacy policies; live chat support, Comprehensive implementation support; staff training resources
Use	Uses the app to book appointments and manage health records,Uses the app to streamline patient communication and records	App interface, email notifications, in-app support, App interface, EHR integration, customer support	Navigational difficulties, tech issues, Technical issues, patient adoption	User-friendly interface; onboarding tutorials; 24/7 support, Responsive support; user-friendly design; patient education materials
Post Use	Reflects on the experience, shares feedback, and considers long-term use, Evaluates the app's impact and provides feedback to the company	Feedback forms, follow-up emails, customer surveys, Performance reports, user surveys, direct vendor communication	Difficulty providing feedback, lack of follow-up, Difficulty measuring success, ongoing training needs	Regular performance reviews; continuous improvement programs; user feedback loops, Regular updates; feedback incorporation;

improvement plans

USER FLOW



WIREFRAME



HIGH FIDELITY

Educate, Engage &Increase Your Patients

Integrated Internet Marketing Is An Online Marketing Approach For Medical Professionals To Portray A Consistent Image. Deliver Important Practice Information, Educate Patients With Video And Written Content, Engage Patients With Social Media And Increase Patients With Search Engine Optimization.

Discover the ways in which we assist you in effectively communicating with patients

EXPLORE

What Do We Do

Digital Marketing Solutions for the Healthcare Industry

Founded By Medical Professionals, For Medical Professionals.

Our Practice Online Was Founded In 2001 By Dr. Prem Lobo To Help Create An Online Presence For Healthcare Profesionals. We Provide Resources, Support And Solutions To Help You Compete In Today's Competitive Healthcare Marketplace.

- Portray A Powerful Online Image & Brand
- Deliver Important Information Through Content Marketing & Search Engine Optimization
- Easily Educate Your Patients With Videos & An App
- Engage Patients With Social Media & Reputation Management
- Increase Patients With Search Engine Optimization & Digital Ads

WEB DEVELOPMENT

We Specialize In Building Websites, Logos And Brands For Physicians, Surgery Centers, Hospitals And Healthcare Organizations ...

MORE

DIGITAL MARKETING

Digital Advertising, Especially PPC On Google AdWords And Facebook, Offers A Cost Effective And Targeted Alternative ...

MORE

SEARCH ENGINE OPTIMIZATION

Our Unique Process Boosts Website Traffic From Major Search Engines, Forming An Integral Part Of Our Services ...

MORE

SOCIAL MEDIA MANAGEMENT

Did You Know That Almost 70% Of All US Adults Are On Facebook? And Almost 75% Of Them Use It Everyday!...

MORE

Why US

A diverse healthcare team adapts effectively to

industry changes by leveraging expertise across various fields

AN EXPERIENCED TEAM OF PROFESSIONALS FROM HEALTHCARE RELATED BACKGROUNDS SPANNING DIRECT PATIENT CARE TO SCIENCE AND INDUSTRY

24 HOUR CUSTOMER SUPPORT (BY PHONE OR EMAIL)

OUR GOAL IS TO ENHANCE YOUR ABILITY TO COMMUNICATE WITH YOUR PATIENTS AND TO RECRUIT NEW PATIENTS.

Our Team

Tech-Forward Healing: Introducing Our Healthcare Innovation Team

An Experienced Doctor From The USA, With Over 30 Years Of Clinical Practice.His Knowledge On Patient Education And Interaction Helps For A Better Doctor Patient Relationship.

An Experienced Medical Distributor In India And SouthEast Asia. As A Trained Biomedical Engineer, With Direct And Immense On- Field Experience With Both Patients And Doctors , Sakthi Knows And Understands The Requirements Of Medical Professionals With Respect To The Development And Branding Of Medical Communications.

Biomedical Engineer Works On Different Aspects Such As Machine Learning, Bio-Instrumentation Etc. As A Scientist Who Has Published Extensively, His Knowledge Of Cutting Edge Advances Allows Us To Optimize Our Content For Our Customers With The Latest Technologies.

Our Projects

Guiding Ideas to Marketplace Excellence: Our Expertise Shapes High-Performing Projects

INTERNATIONAL FEDERATION ..

The International Federation For The Surgery Of Obesity And Metabolic Disorders (IFSO) Is A Federation

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SHOW MORE

Insights

Evolutionary Paths: Current Trends Shaping the Landscape of Healthcare Marketing

Local SEO For Healthcare Practices: Optimizing Your Online Presence For Local Patients

Posted on
15 Nov 2023

By **Custo MD Online**

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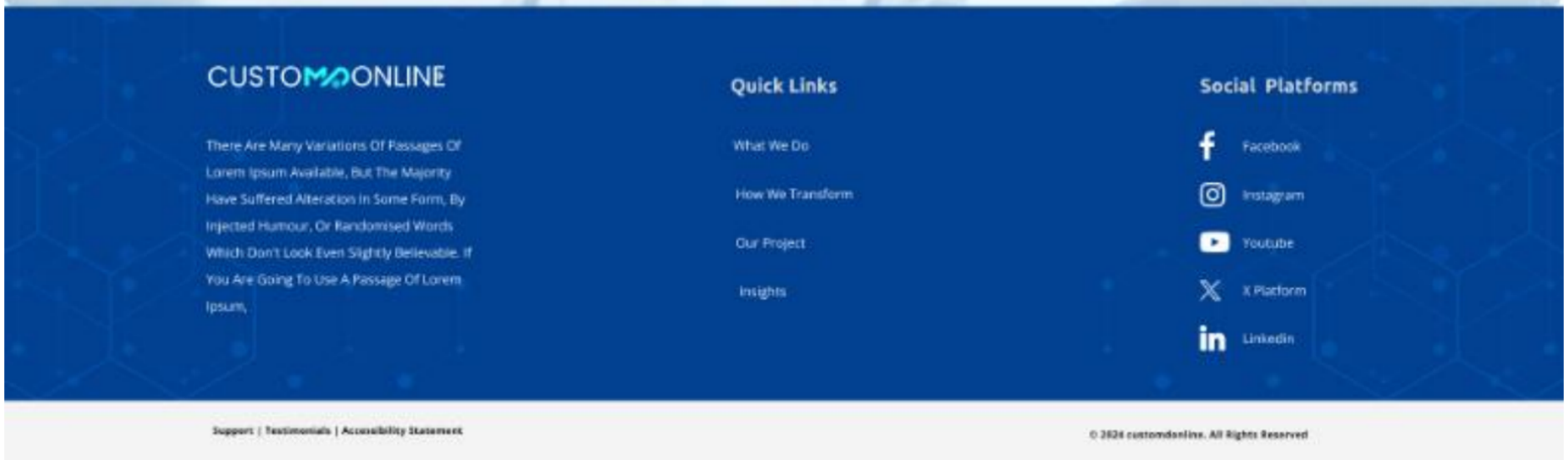
SHOW MORE

Turn your concept into a fully functional app today

Let's Have a Conversion

Connect with Us



Thank you

FOR WATCHING