



DESIGN BY  
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WHOLE HEALTH BY WEBMD

# THE CHALLENGE

## BUSINESS GOAL:

- Increase Membership  
**Acquisition + Retention**

## METHOD:

Mobile App

- **Collects + Organizes**  
patient health information
- Makes **Personalized Recommendations**

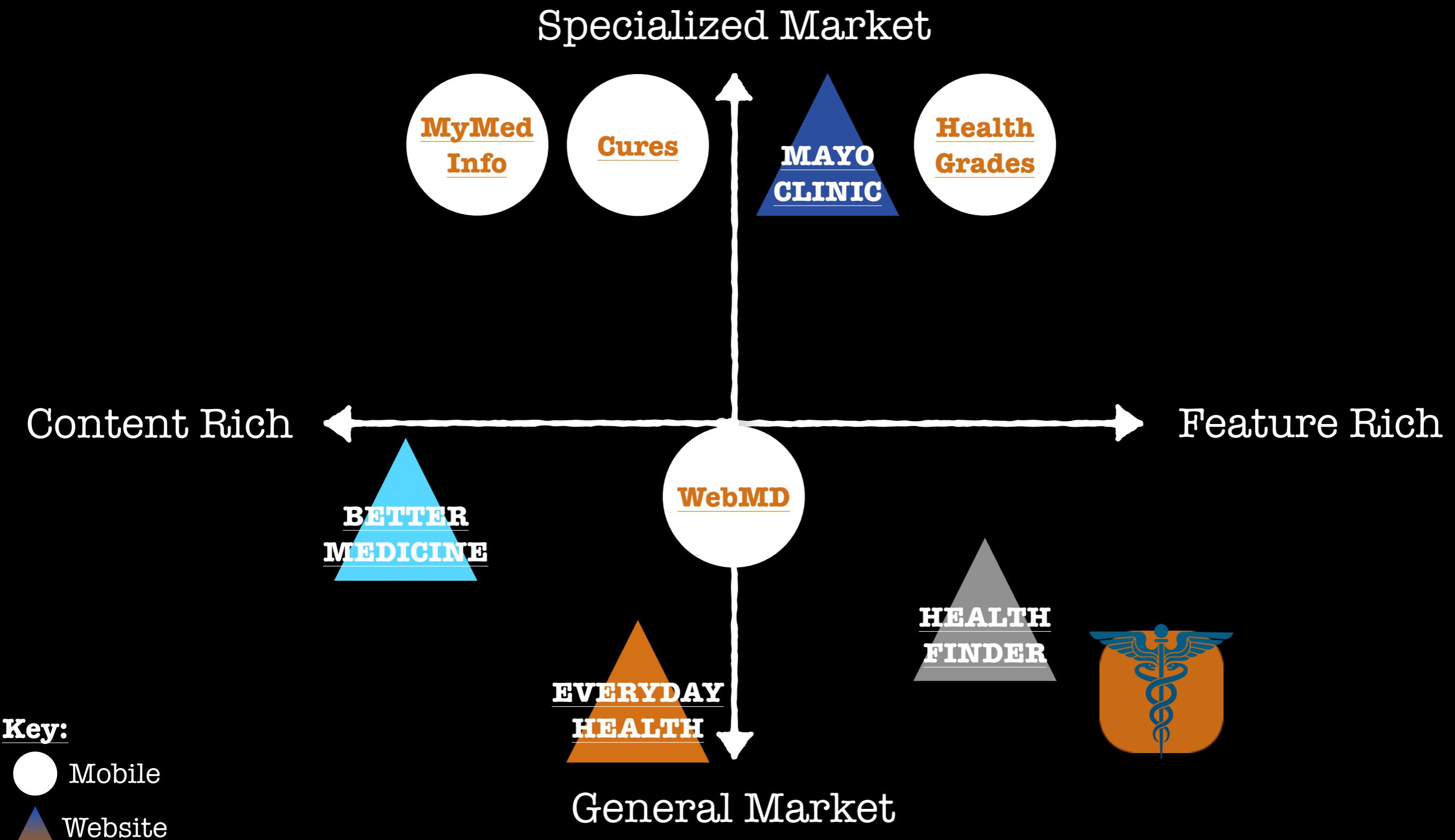


# CASE STUDY

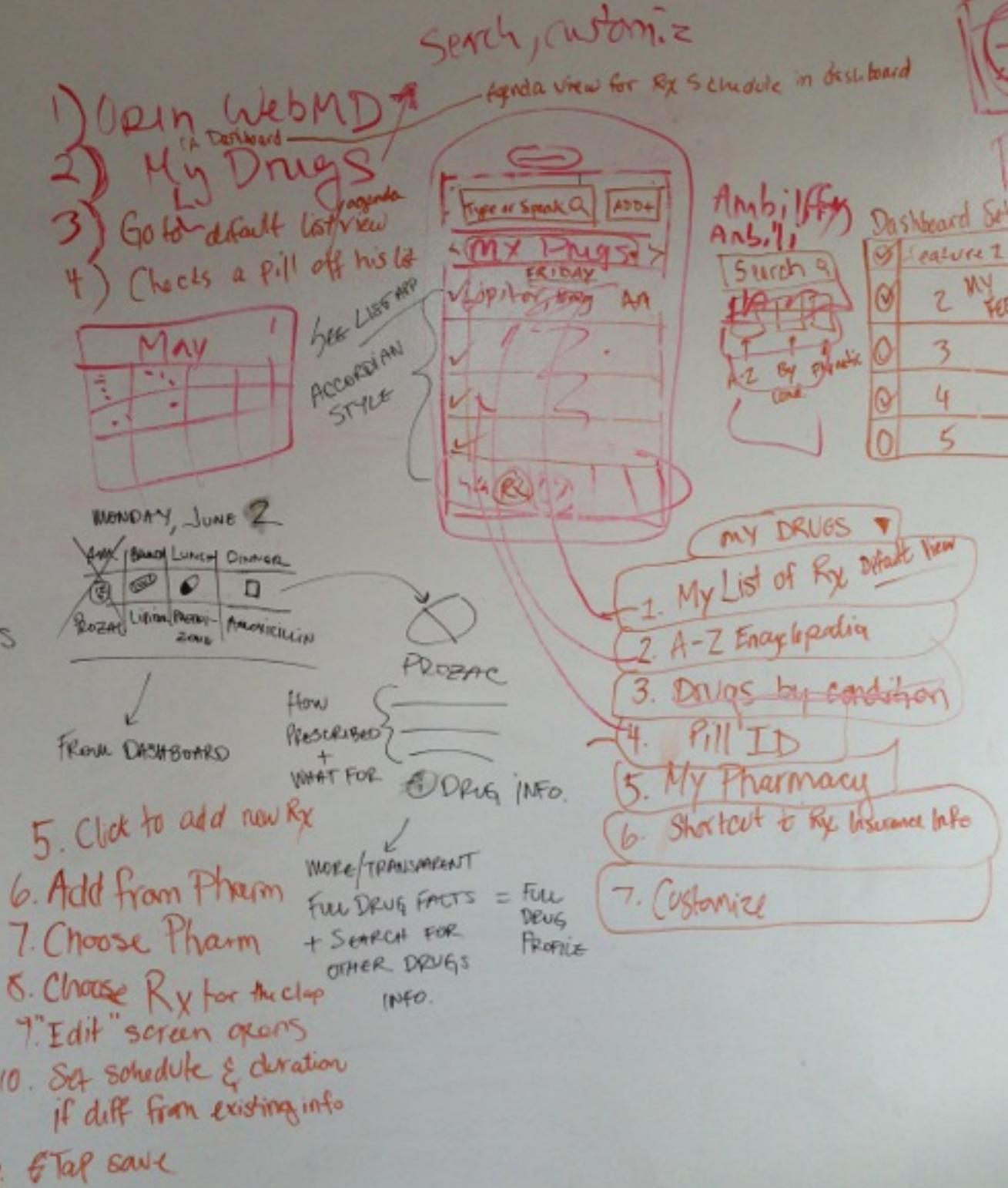


A LOOK AT THE PERSONAL HEALTH LANDSCAPE

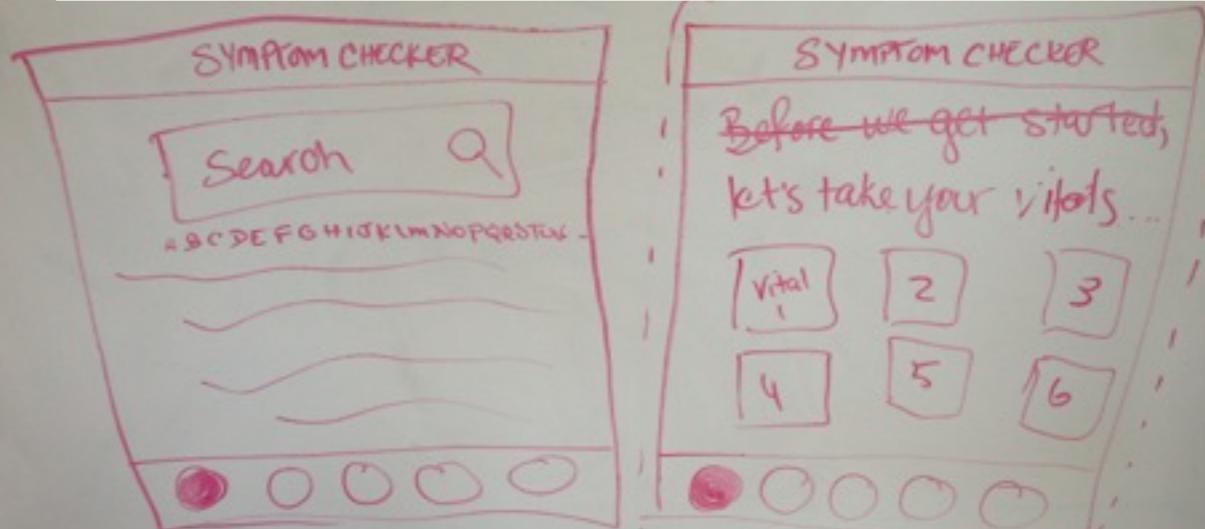
# COMPETITIVE ANALYSIS



# RX MANAGER



# SYMPTOM CHECKER

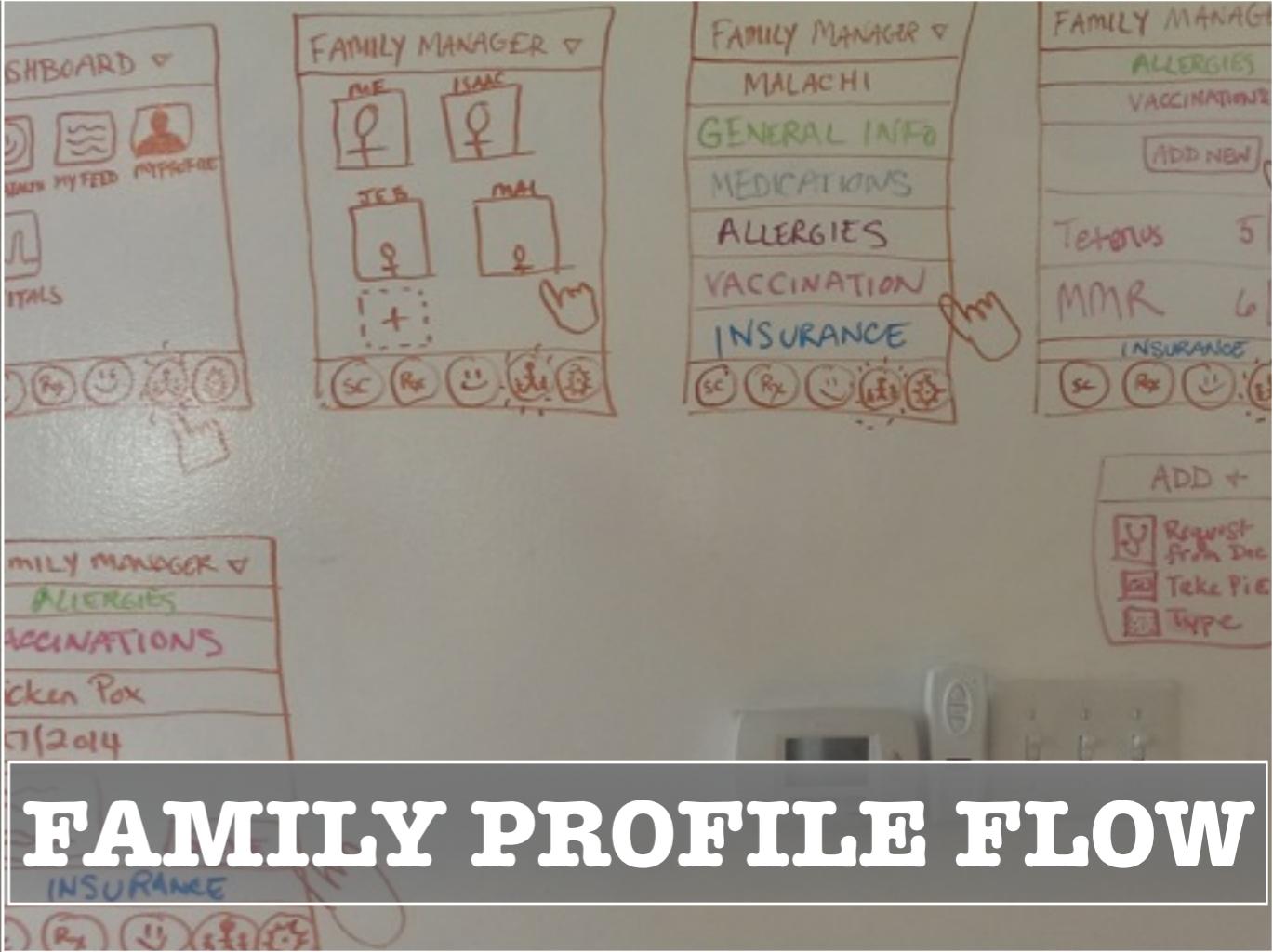


# CONSOLIDATION

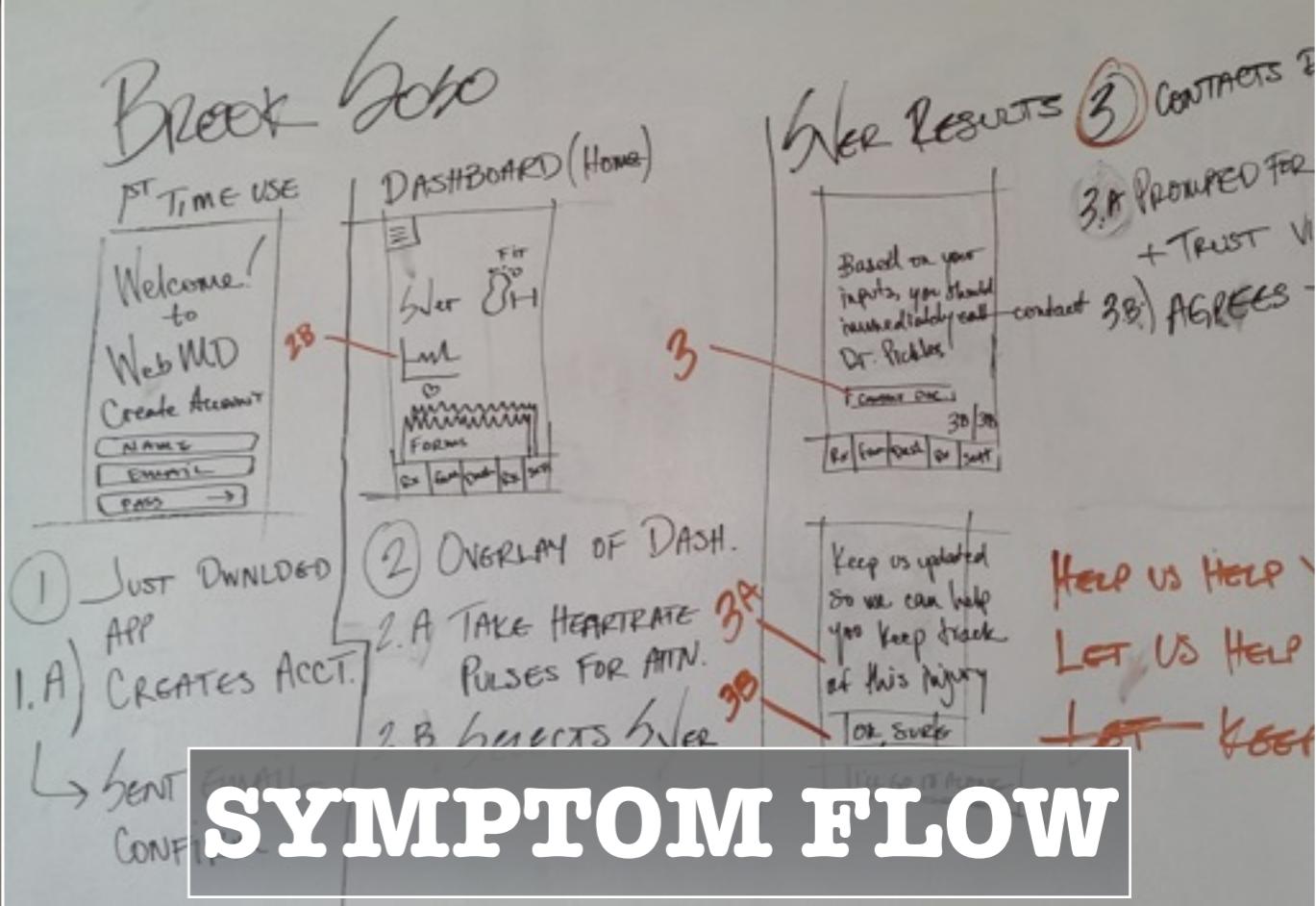
## Feature Prioritization

1. FORMS
2. SYMPTOM CHECKER  
(Probable Diagnosis vs. Possible)
3. RX MANAGER (from Pharmacy, manual input)
4. DASHBOARD

Monitor Vitals & activity



## FAMILY PROFILE FLOW

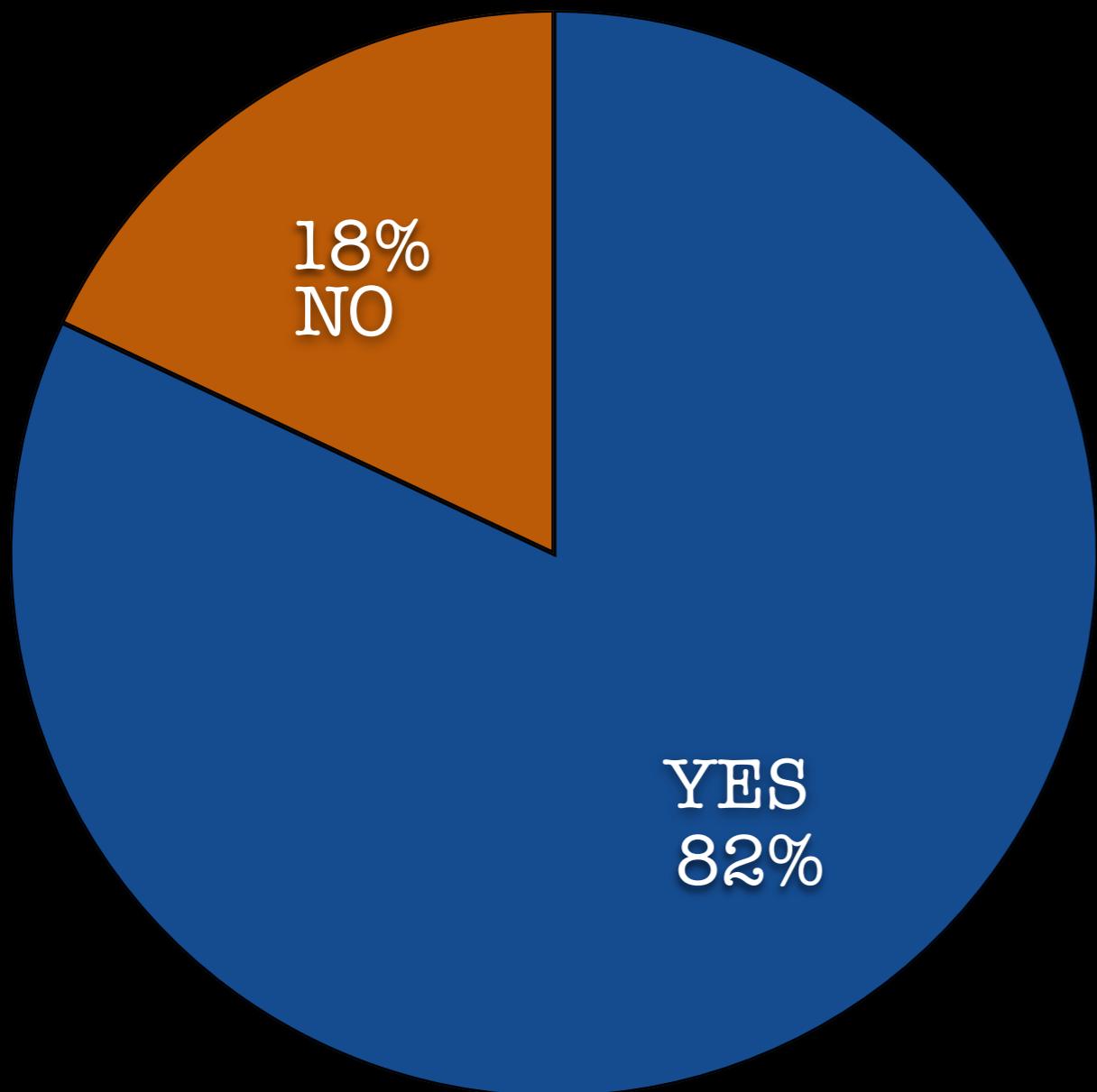


## SYMPTOM FLOW

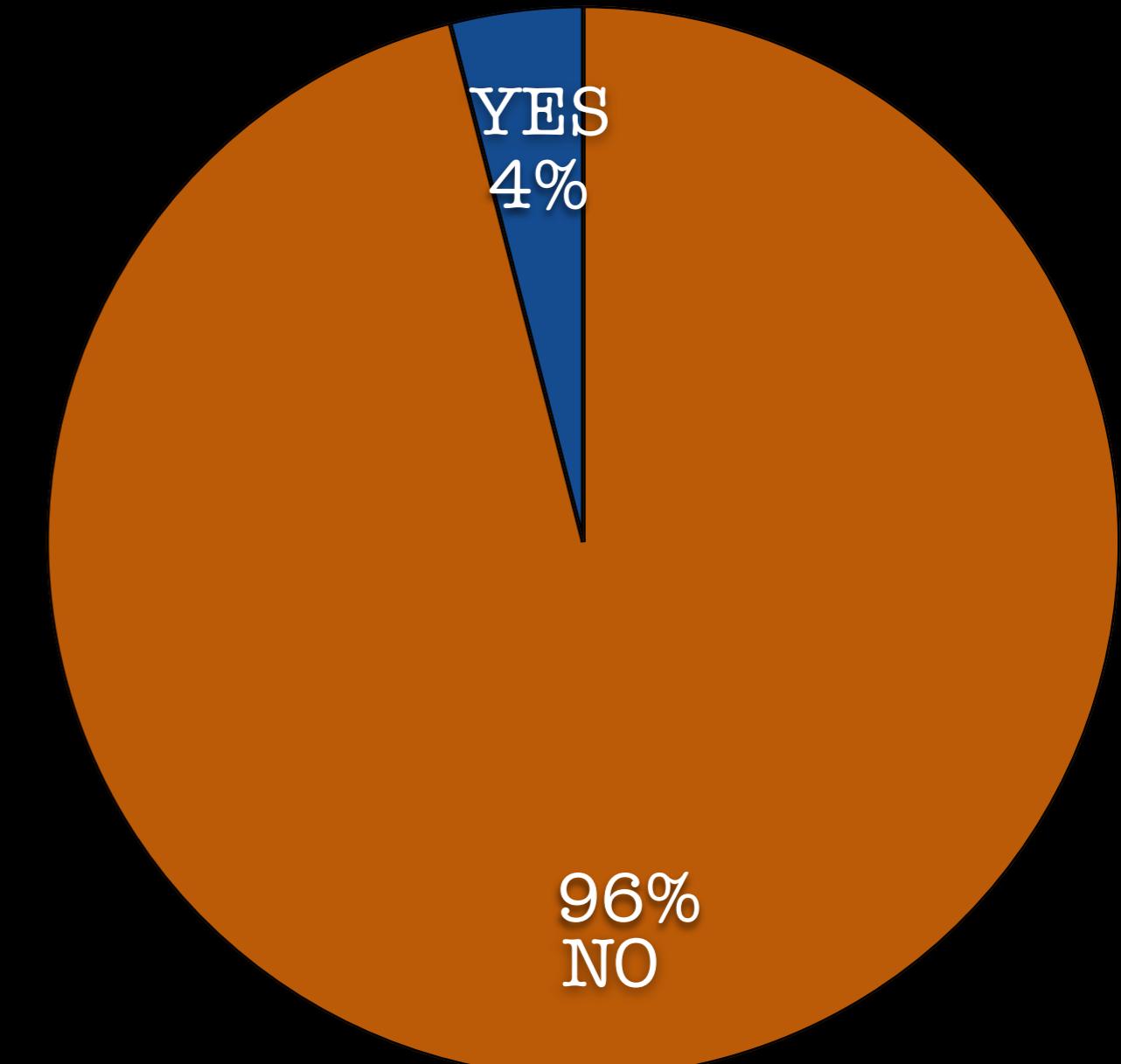
SURVEYS & INTERVIEWS: 29 RESPONSES

# USER RESEARCH

USE WEBMD SITE FOR  
HEALTH RESEARCH?



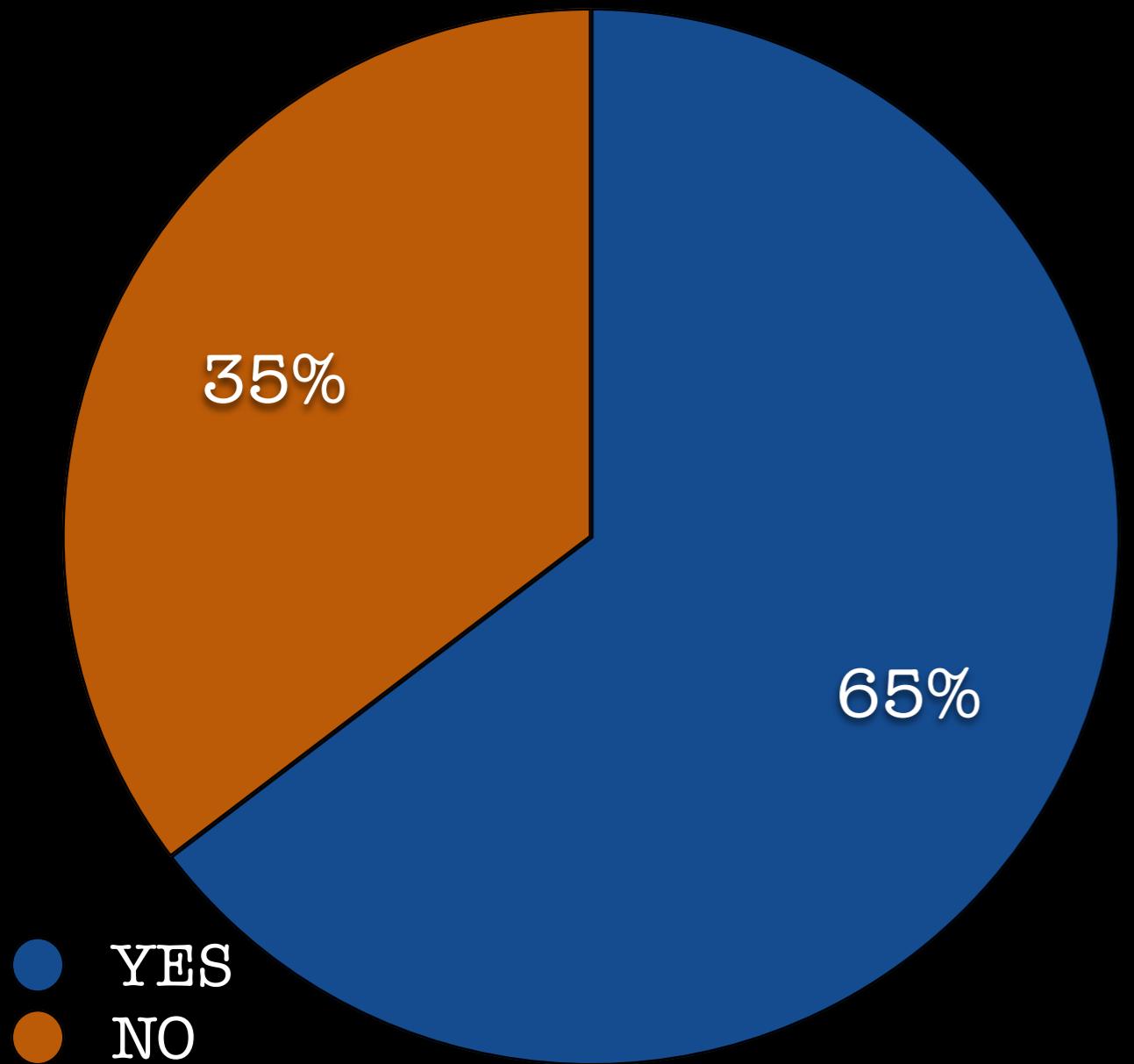
HAVE WEBMD  
ACCOUNT?



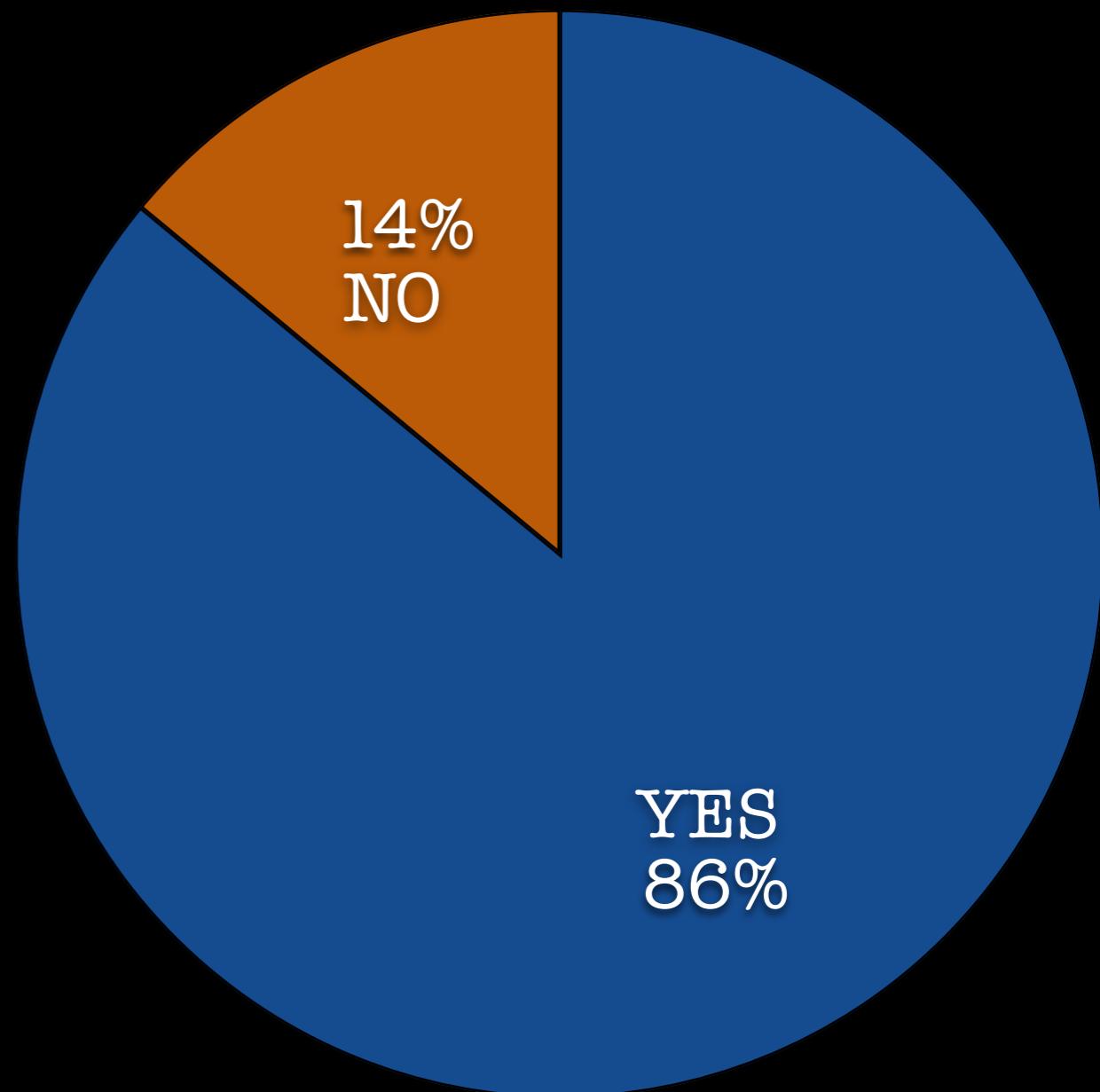
SURVEYS & INTERVIEWS: 29 RESPONSES

# USER RESEARCH CONT'D

ARE YOU HEALTHY?



WANT TO MANAGE OWN  
HEALTH RECORDS?



Married Mother  
of 2



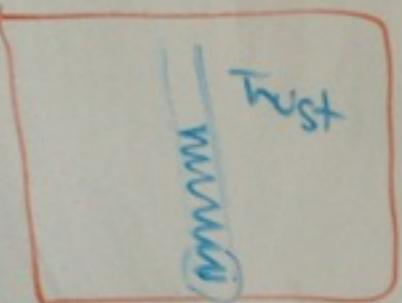
- Age: 34
- Marital status:
- Dependents?
- Occupation:
- Chronic Condition?  
Food allergies
- Insurance

### Background

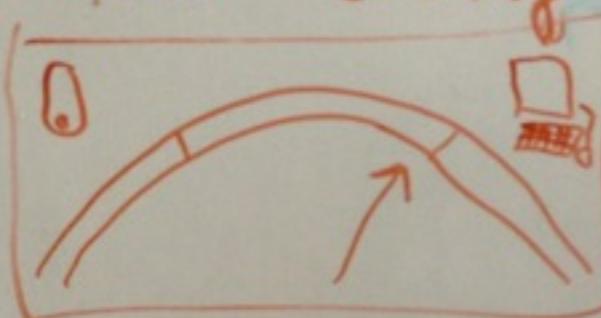
1. Health definition/assessment
2. Relationship w/Dr?
3. Annual physical?
4. How research health questions...
5. Activity/Fitness/Nutrition monitor Use? Routine?
6. Current health record management

- manage PHR  
online?  
Dr?  
WebMD?

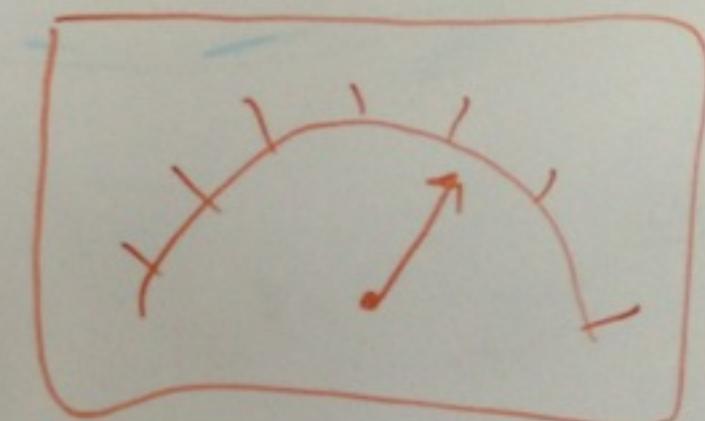
TRUST



Devices  
Tech-Savvy



Health-o-meter



## GLENNETTE-INSPIRED PERSONA TEMPLATE

### Features Desired

SYMPToM CHECKER

FAMILY HEALTH MGR.

Rx MANAGER

### Frustrations & Challenges

- Dr. Pain points, Form filling
- Connect Info to Doc
- Health Record Mgr./Form filler, etc
- WHOLE Health Dashboard

Use of Web MD  
- Do you use it, why? Member? Mobile  
APP? Dr. Hop/Laptop?

PERSONAS



“Fracking for natural gas is easier than keeping up with my family’s health records..”

-KRISTINA PAXTON

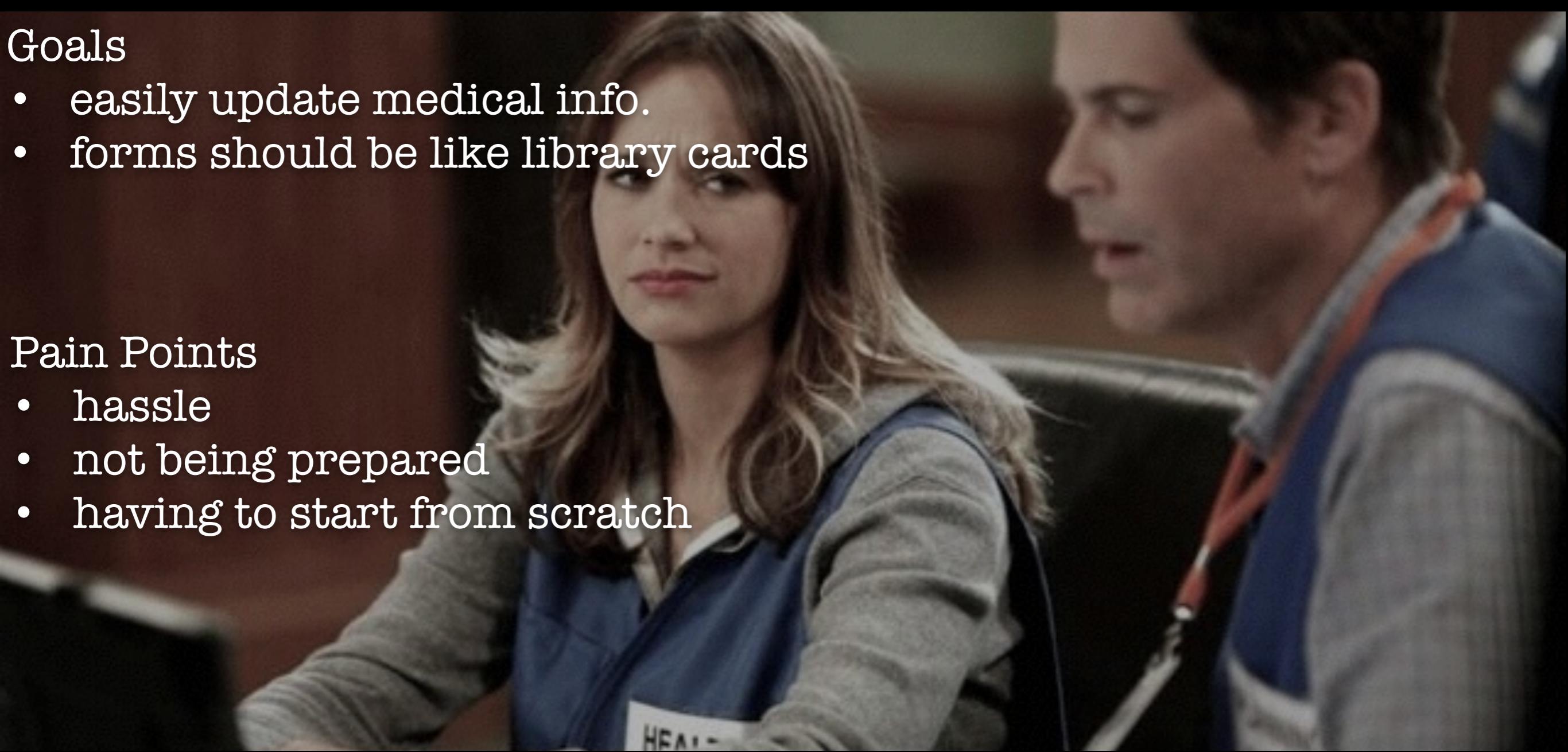
38 years old, health conscious mom  
married + 2 boys: aged 3 (Frank) and 5 (Jebediah)  
health insurance, has all family’s medical documentation

## Goals

- easily update medical info.
- forms should be like library cards

## Pain Points

- hassle
- not being prepared
- having to start from scratch



KRISTINA PAXTON

SCENARIO:

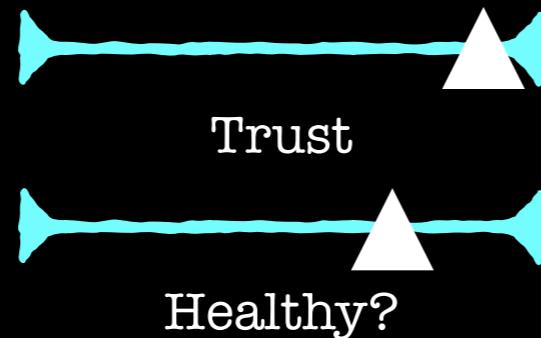
JEBEDIAH STARTS SCHOOL SOON,  
I NEED TO MAKE SURE THEY GET  
HIS VACCINATION RECORDS..

CAN'T HAVE A REPEAT OF LAST  
TIME.. HE DIDN'T SPEAK TO ME  
FOR MONTHS

**MANAGE MEDICAL  
RECORDS**

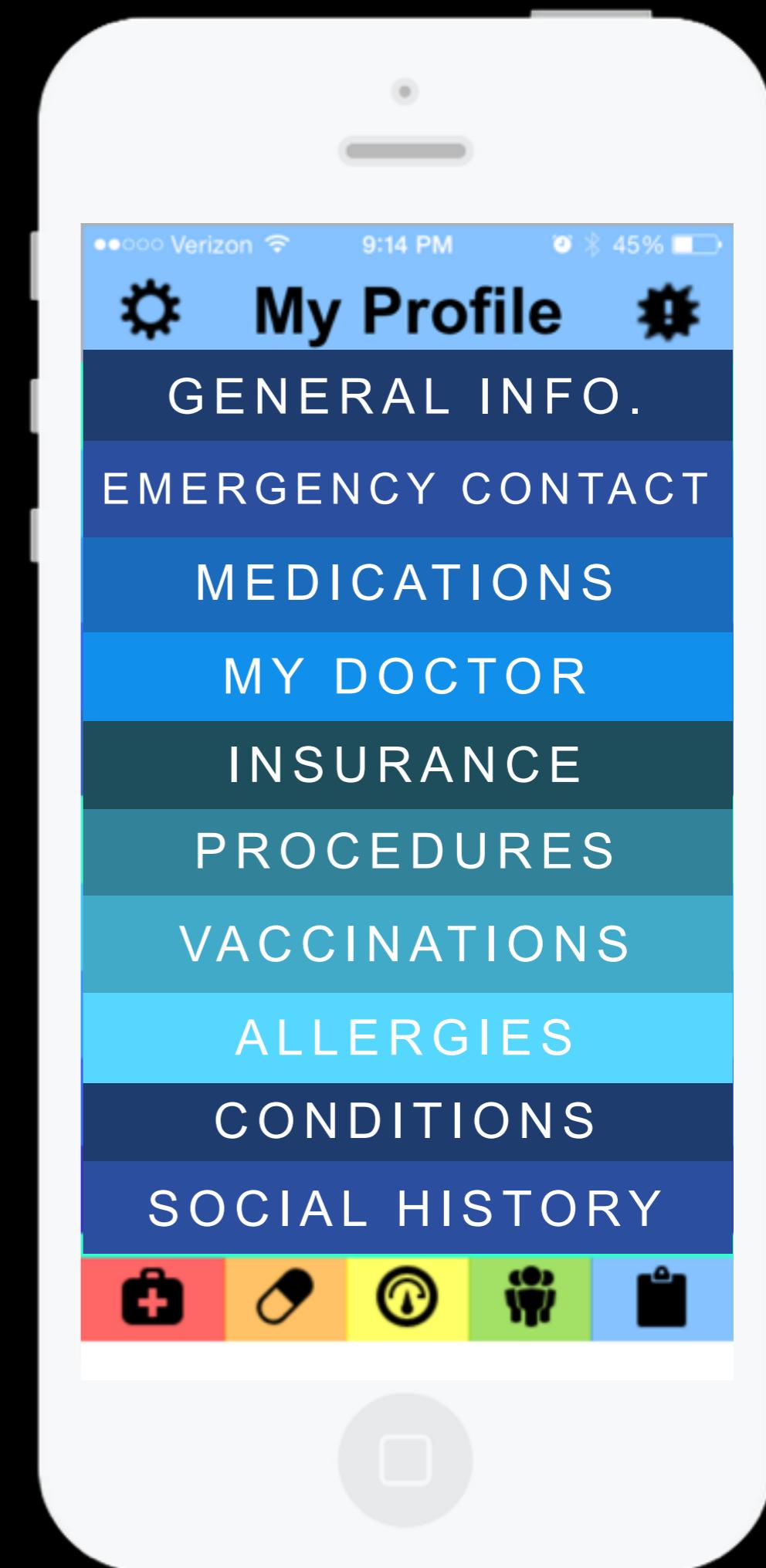


# KRISTINA



## FORMS + NUTRITIONAL INFO.

- FAMILY MEMBER PROFILES
- VACCINATIONS, LAB RESULTS,  
DATE OF LAST PHYSICAL,  
MEDICAL HISTORY, ETC.
- ADD NEW PROFILE



“Will drugs kill me, or make me stronger..  
that is the question..”

-MARK WARNER

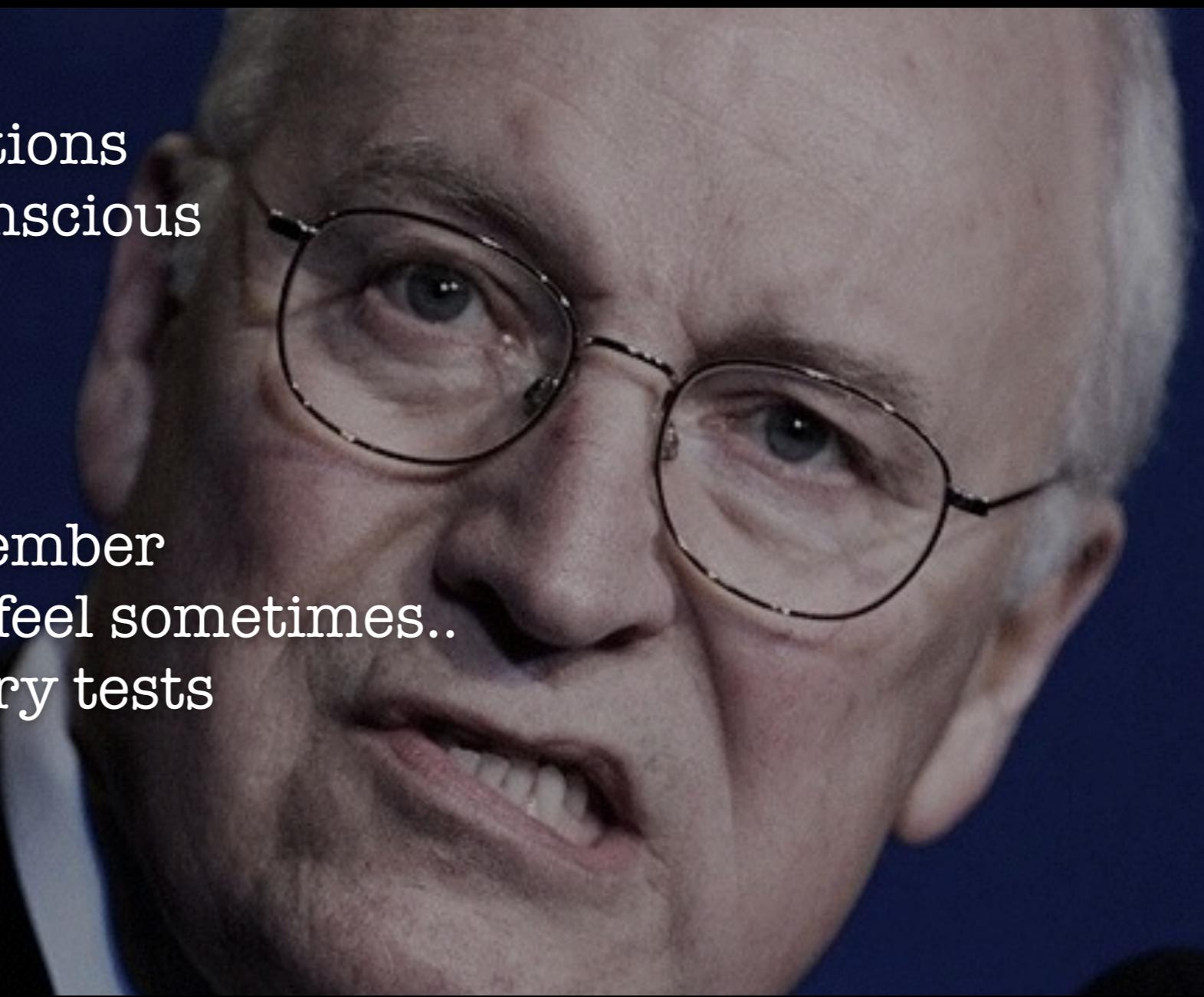
71 year old, drug hoarder  
divorced + 3 kids: aged 10 (Robert), 13 (Chesty), and 17 (Hackney)  
health insurance,

## Goals

- track/manage prescriptions
- become more health conscious
- save money

## Pain Points

- hassle + having to remember
- why do I feel the way I feel sometimes..
- expensive + unnecessary tests



MARK WARNER

SCENARIO:

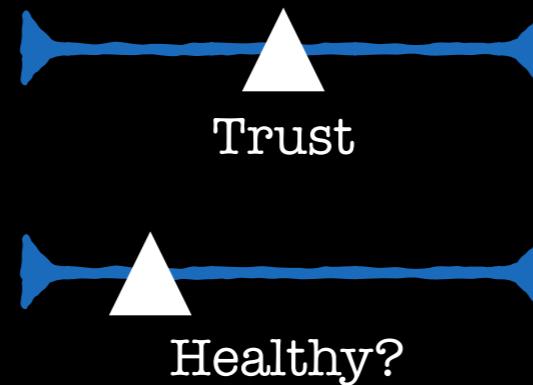
HAVING AN STD AT 71 IS BAD  
ENOUGH..

BUT MAKING SURE THIS  
PENICILLIN DOESN'T CLASH  
WITH MY LIPITOR IS WORSE  
THAN 'NAM..



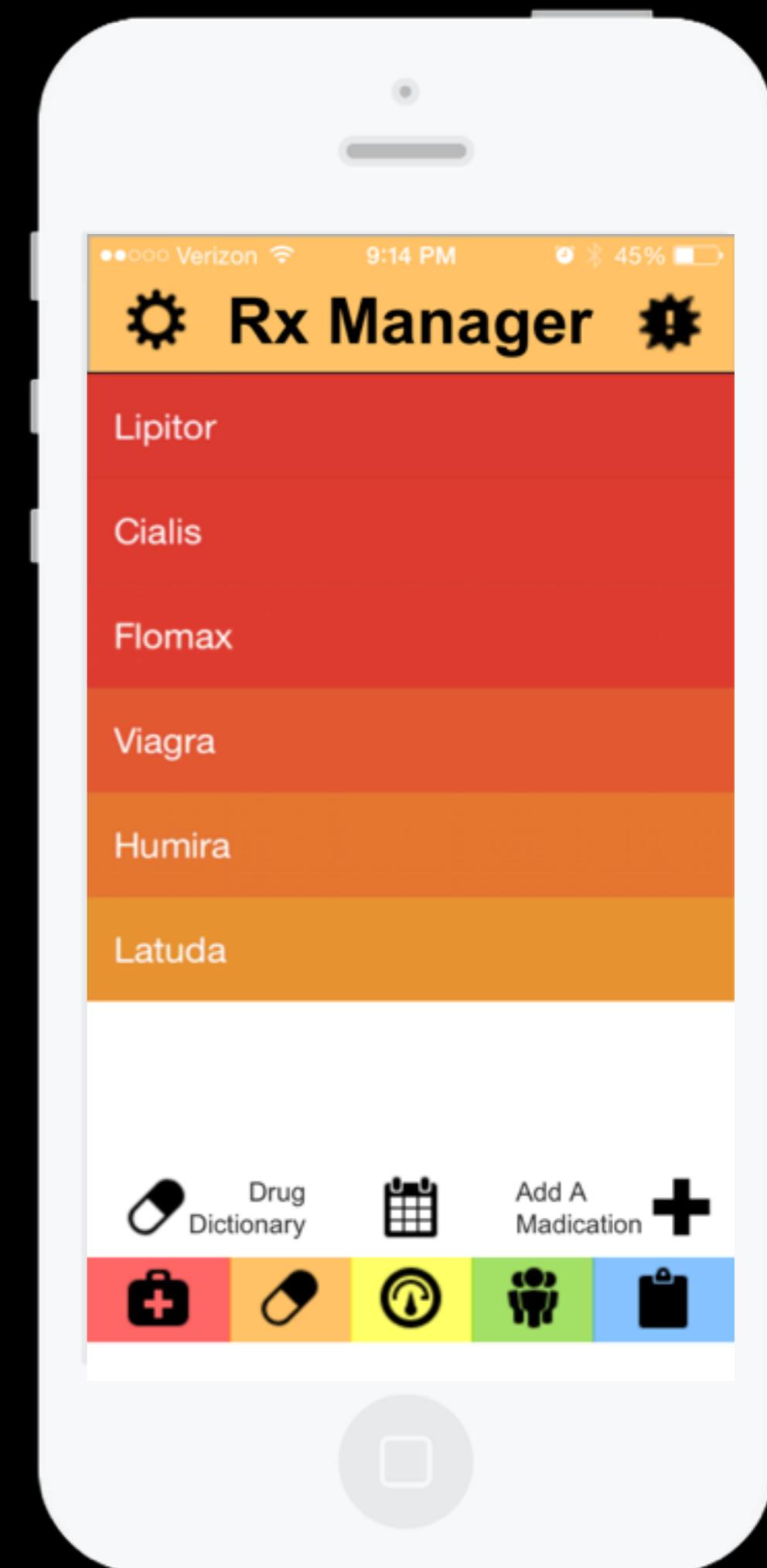
MANAGE RX

# MARK



## TREATMENT MANAGER

- TODAY'S MEDS + SCHEDULE
- ADD NEW MEDICATION
- OSTEO. TREATMENT
- OVER-THE-COUNTER DRUG INFO.



“OMG, like.. Big Pharma is so ruining our country..”

-BROOKE SOSO

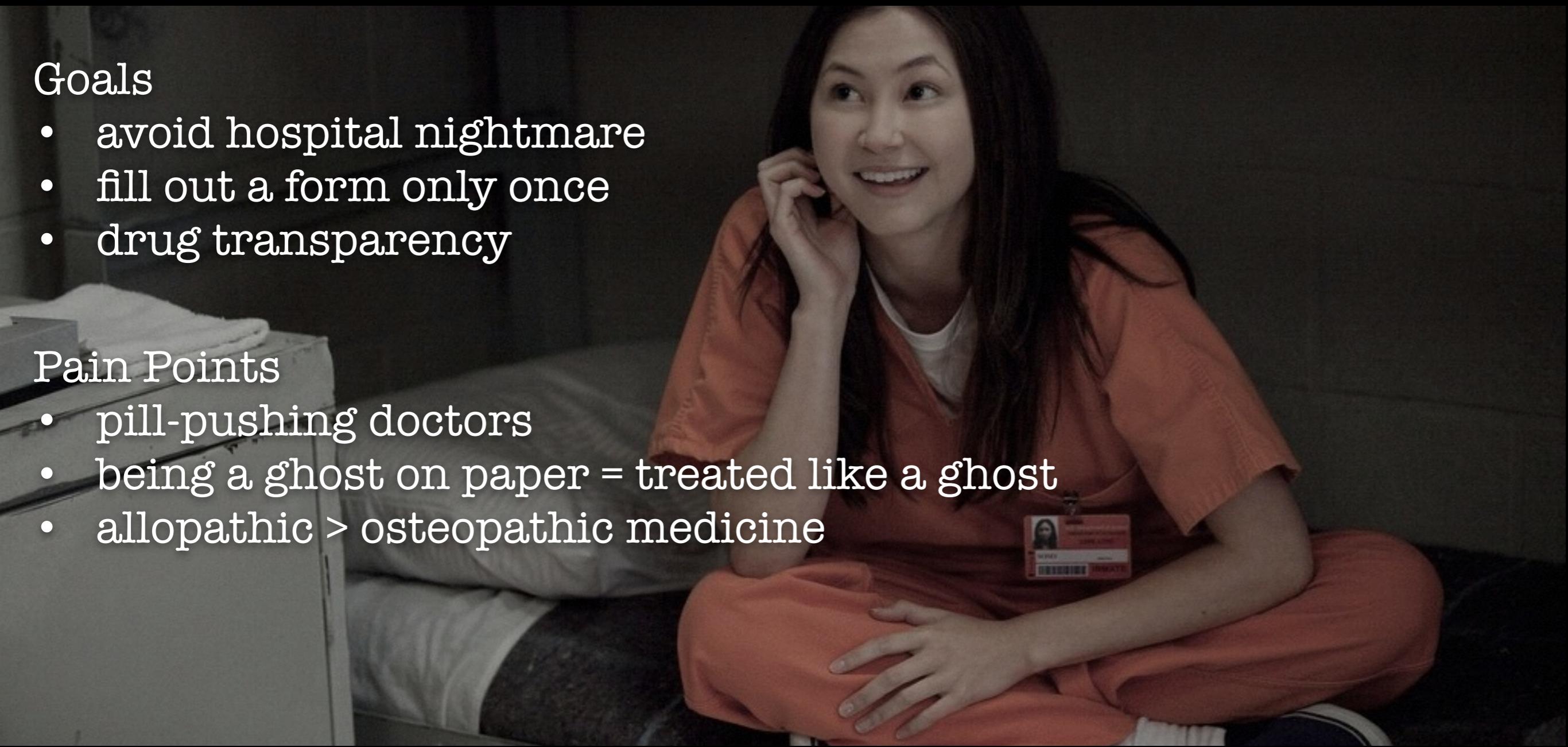
28 year old, fitness nut  
no spouse, dependents, health insurance, nor prior medical history

## Goals

- avoid hospital nightmare
- fill out a form only once
- drug transparency

## Pain Points

- pill-pushing doctors
- being a ghost on paper = treated like a ghost
- allopathic > osteopathic medicine



BROOKE SOSO

SCENARIO:

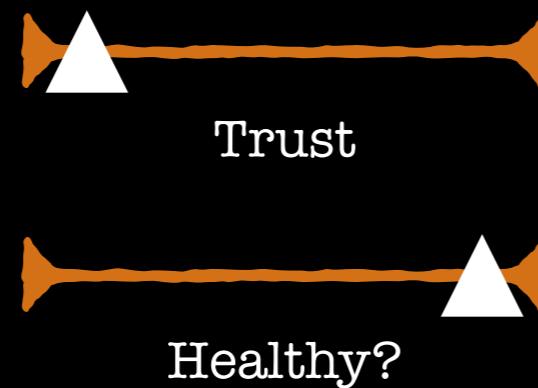
LAPD'S FINEST PUNCHED ME IN  
THE FACE LAST WEEK FOR  
PROTECTING REDWOOD RIGHTS..

NOW, I HAVE VERTIGO + A MAJOR  
HEADACHE.. CLEARLY MY  
DHARMA IS NOT BEING  
REWARDED..

**SYMPTOM CHECKER**

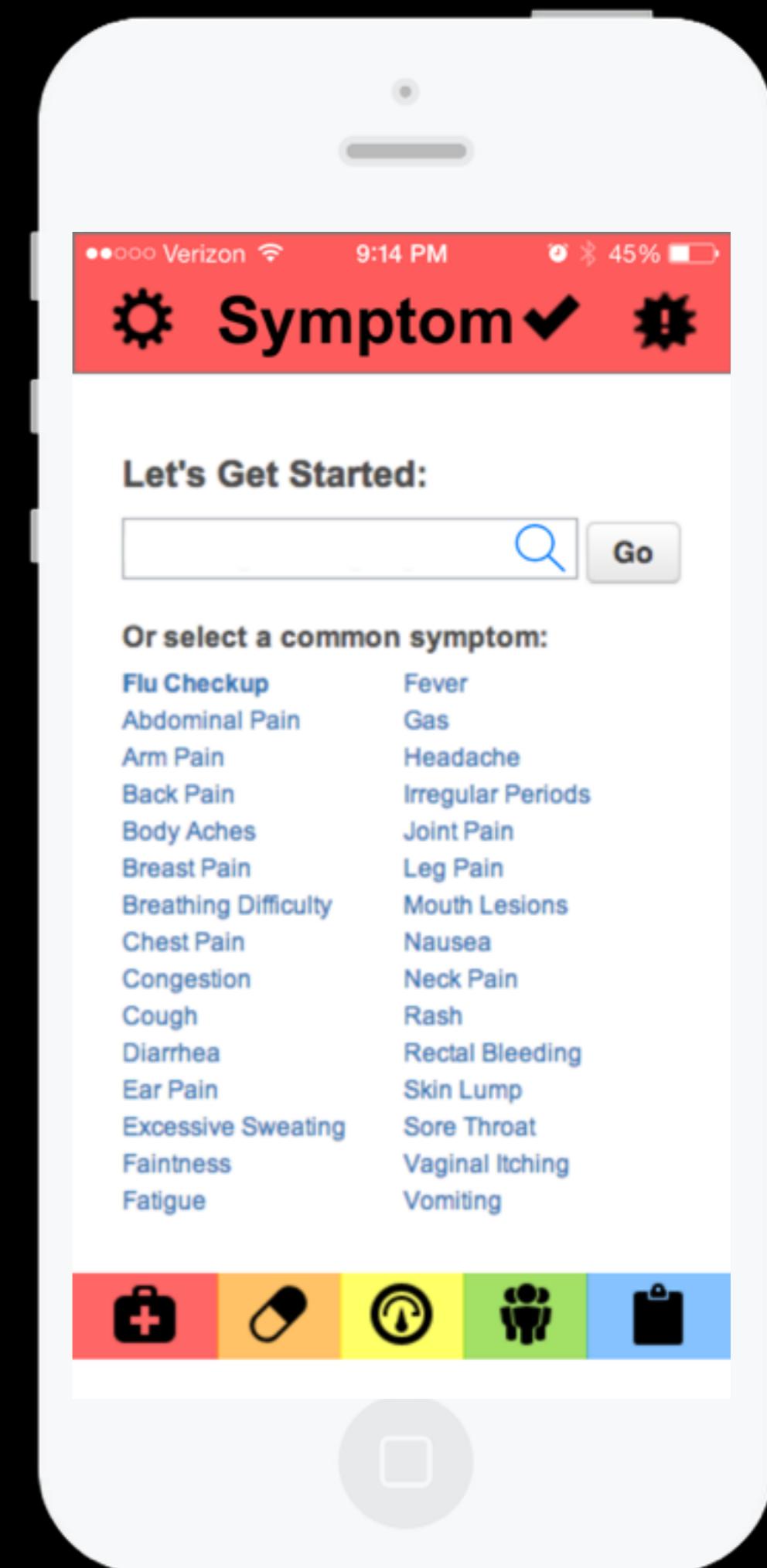


# BROOK



## SYMPTOM CHECKER + OSTEO. NEWS

- SEARCH
- LIST OF CONDITIONS
- DIALOGUE
- RESULTS + DETAILED INFO.
- SEND TO DOCTOR





SYMPTOM  
CHECKER



TREATMENT  
MANAGER



DASHBOARD

MY HEALTH  
PROFILE



SETTINGS

SEARCH

SEARCH

MY PROFILE

PROFILES

GENERAL  
INFO.

CONDITIONS  
LIST

ADD DRUG

DYNAMIC  
WIDGETS

EMERGENCY  
CONTACT

DIALOGUE

DRUG FACTS

SHOP FOR MEDS

MEDICATIONS

DETAILED  
INFO.

OSTEO.  
OPTIONS

MY FEED

MY MD

RESULTS

OVER  
COUNTER

ALERTS

INSURANCE

SEND TO MD

SITEMAP

WHOLE  
HEALTH



ADD PROFILE



MY MD



VACCINES

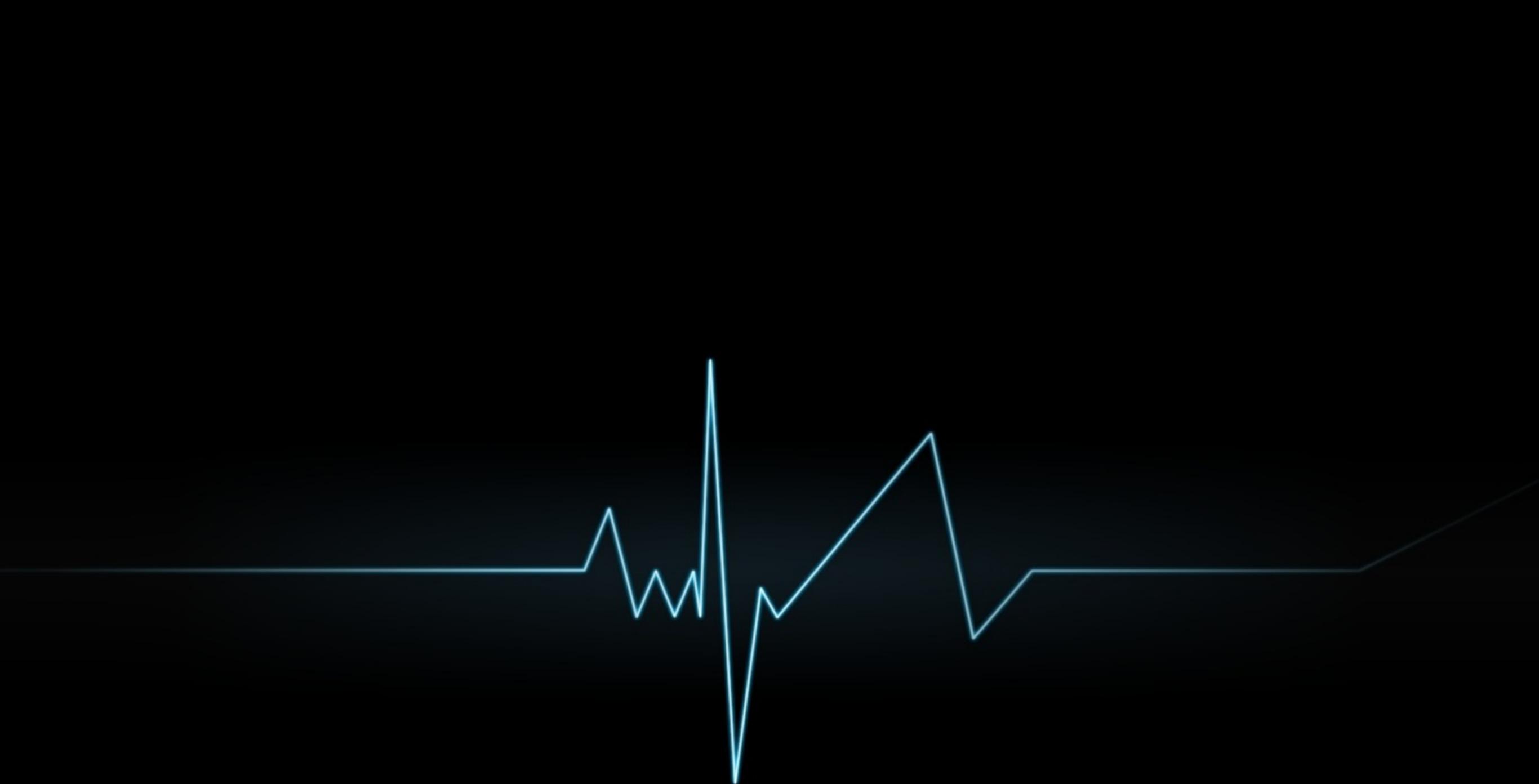
ALLERGIES



CONDITIONS

SOCIAL  
HISTORY

EMPLOYMENT



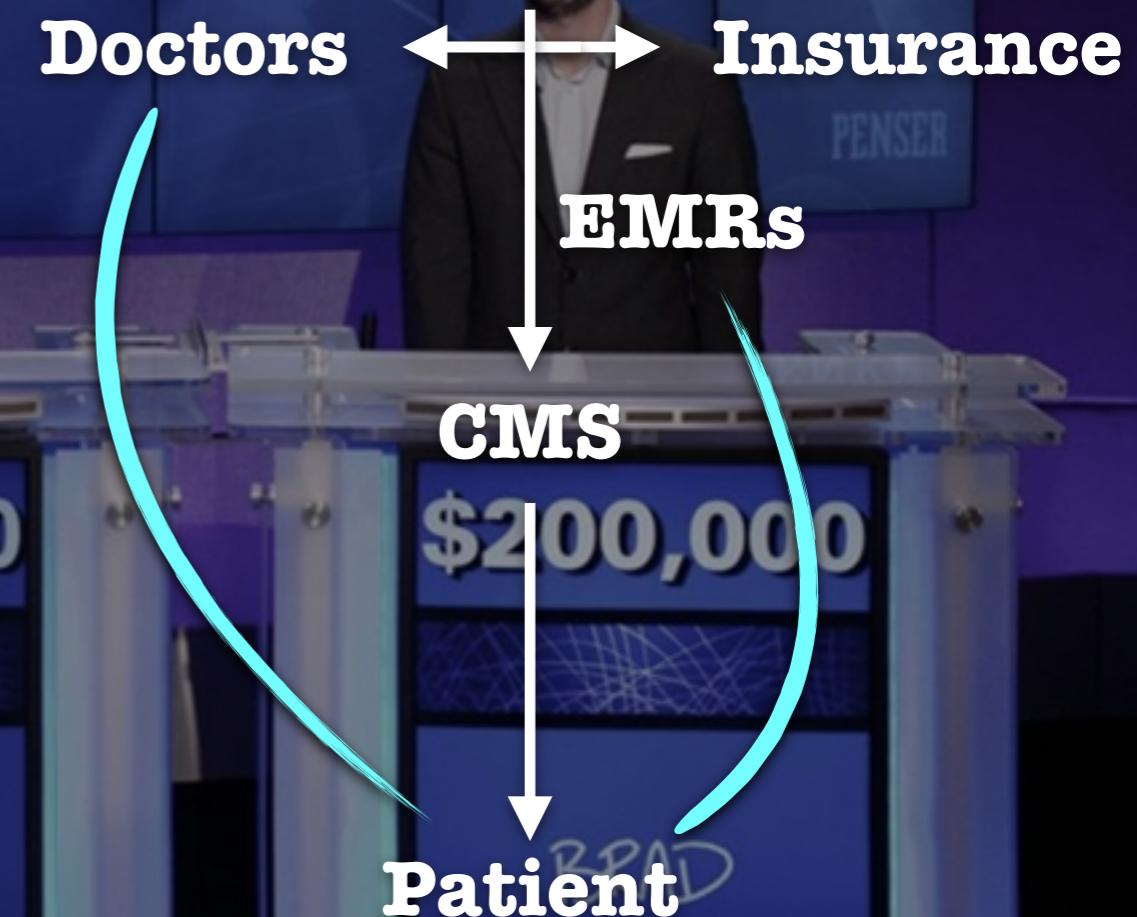
DEMO:  
SYMPTOM CHECKER

## NEXT STEPS

# EMR'S, CONCIERGE + WATSON

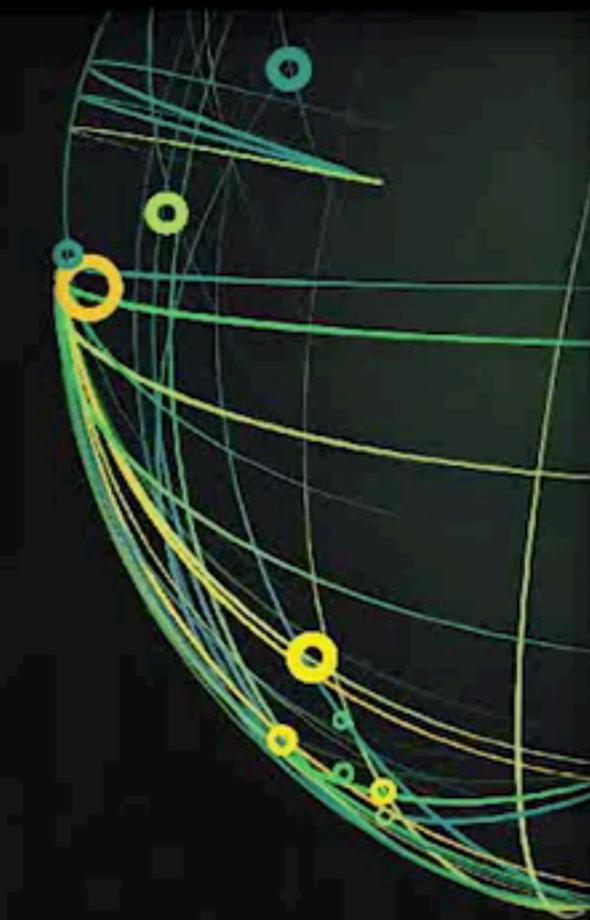
Connect patients to doctors

- electronic medical records (EMRs)
- concierge medical services (CMS)
- Watson: IBM's cognitive super computer



## Preparation for Doctor's First Consultation with Patient

IBM WATSON



Memorial Sloan-Kettering  
Cancer Center

IBMWatsonSolutions  
from YouTube



**WHOLE**  
**HEALTH**  
BY  
**WEBMD**

# PERSONA OVERVIEW

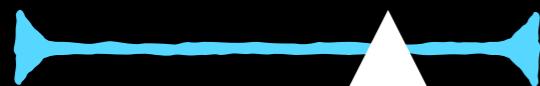
**Kristina Paxton, 38**

**Super Mom**

- family manager
- access health records
- track daily whole health



Trust



Healthy?

**Mark Warner, 71**

**Late Life Crisis**

- pill popper
- exhausted
- relationship > transaction



Trust



Healthy?

**Brook Soso, 28**

**Invincibility Syndrome**

- ghost on paper
- no trust
- osteopathic (osteo.) > allopathic



Trust



Healthy?