Patient Engagement Platform - PRD Excerpt

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Project Overview

As a Product Owner, I led the Patient Engagement Platform from July to December 2022 for a healthcare client to streamline appointment scheduling and communication. Over six months, our 10-person Agile team delivered an MVP in four months, followed by two months of enhancements based on feedback from three hospitals. The 12-page PRD, developed through biweekly stakeholder workshops and Jira task tracking, guided the project to reduce no-show rates by 15% (saving $200K) and increase patient satisfaction by 20%. This excerpt details key features, user stories, acceptance criteria, scope, and compliance requirements.

Project Scope

The app targets patients, clinicians, and hospital admins, integrating with Epic EHR systems. The MVP focused on scheduling, reminders, and analytics, with enhancements for multi-language support and patient feedback forms. Out-of-scope items included telehealth integration and billing, deferred to a future phase due to budget constraints.

Key Features

- **Easy Booking:** Patients book, modify, or cancel appointments via a web and mobile portal, designed after three Figma prototype iterations and stakeholder reviews.

- **Automated Reminders:** SMS and email reminders sent 24 hours before appointments, tested in two sprints to optimize no-show reduction.

- **EHR Sync**: Secure data exchange with Epic EHR systems, validated through weekly dev syncs and Postman API testing.

- **Admin Analytics:** Power BI dashboard for hospital staff to track no-shows, booking volumes, and engagement metrics, refined after clinician feedback.

- **Multi-Language Support:** Portal available in English and Spanish, added in sprint 5 based on hospital feedback.

User Stories and Acceptance Criteria

1. As a patient, I want to book appointments online to avoid phone wait times.

   - Acceptance Criteria: Booking form accessible on web/mobile, confirms appointment within 5 seconds, sends confirmation email.

   - Acceptance Criteria: Supports selecting time slots and providers, validated in UAT.

2. As a clinician, I want no-show trends to optimize scheduling and clinic flow.

   - Acceptance Criteria: Dashboard shows no-show rates by date/provider, refreshes in real-time.

   - Acceptance Criteria: Exportable to CSV, tested in sprint 4.

3. As an admin, I want automated reminders to save time on manual outreach.

   - Acceptance Criteria: Reminders sent 24 hours prior via SMS/email, configurable by hospital.

   - Acceptance Criteria: Tracks delivery status, verified in UAT.

4. As a patient, I want multi-language support to use the portal in my preferred language.

   - Acceptance Criteria: Toggle between English/Spanish, fully functional by sprint 5.

   - Acceptance Criteria: No translation errors, confirmed via user testing.

Compliance Requirements

We collaborated with the client's legal team to ensure HIPAA compliance:

- Encrypt all patient data with AES-256, verified in two security audits.

- Role-based access controls for portal users (patients, clinicians, admins), tested in UAT.

- Audit logs for data access, reviewed biweekly with compliance officers.

- Data retention policies aligned with HIPAA, documented in Confluence.

Constraints and Assumptions

- Constraints: Limited to three hospitals for MVP due to budget; telehealth deferred to 2023.

- Assumptions: Epic EHR API available by sprint 2; 80% of patients have smartphone access.

Sprint Planning Notes

The PRD was iteratively refined over six sprints:

- Sprint 1-2: Booking and reminder features, Figma wireframes approved.

- Sprint 3-4: EHR integration and analytics dashboard, tested with Postman and Power BI.

- Sprint 5-6: Multi-language support and UAT, incorporating hospital feedback.