

Clinic Management Solution for Asia's Largest Homeopathy Clinic



Client Profile:

Based in Asia but serving patients from around the world, the client operated an online model whereby a patient was diagnosed remotely by a doctor who then prescribed the appropriate medicines to be shipped to the patient. Central to this diagnosis process was a detailed questionnaire that every patient needed to answer.

The client wanted an application that would automate large parts of this repetitive process while also making it intuitive to use for patients of different ages and abilities. The aim was to achieve a meaningful reduction in operating costs through greater efficiency, which would consequently help serve more patients.

Challenges

- The client wanted 24x7 availability of the application since their operations were entirely online and served patients across different time zones. This meant the application had to have redundancies built-in to prevent unplanned downtimes.
- The client wanted an intuitive user experience to enable smooth and clear communication, considered central to the effectiveness of homeopathy treatment. The UI also had to be simple enough for regular use by patients across different geographies, ages, and abilities.
- Since the client was involved in the healthcare business and stored a patient's information for perpetuity, the application had to meet stringent security standards as mandated by local laws.

eLuminous Solution

- We set up a team with a Scrum manager, dedicated backend and frontend developers, and a QA engineer.
- We designed wireframes/prototypes to demonstrate the workflow of every entity that would use the application, viz. patients, doctors, pharmacists, and accountants.
- Next up, we developed detailed PoCs (Proofs of Concept) which were matched with the user journeys of each entity in order to evaluate the idea, functionality, and overall user experience.
- We then began development using the Agile methodology, constantly releasing an MVP (Minimum Viable Product) at the end of every sprint based on the client's priority features and stakeholder inputs.
- We unified data management for both doctors and patients by allowing the doctor to upload/update examination reports and by allowing the patient to check them.
- We added a menstrual cycle tracker in the app which synced with the in-app calendar. This feature can be accessed 24x7 and helped the doctor stay up to date with their patient's menstruation pattern.

Benefits to the Client

- Our consultative and iterative development process helped the client refine their vision of the product further than what they had originally planned.
- The client's patients offered glowing reviews of the application's intuitiveness and easy-to-use experience.
- The client ended up with a stable and secure application that increased the efficiency of and automated large parts of their clinical workflow (Register/Pay->Diagnose->Prescribe->Ship->Feedback->Renew).
- The application complied with all local laws and data regulations relating to patient data, increasing the client's trustworthiness with new patients.
- The combined effect of these measures helped the client reduce operating costs by 11% while reporting a 31% rise in new patient sign-ups after the application's release.

