

Electronic Health Records

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🔥 EHR's main motto is to provide comprehensive healthcare services to patients, doctors, healthcare professionals and administrative staff.

To improve efficiency and user experience, with an intuitive and user-friendly EHR platform that allows users to track their medical history, appointments, generate or download reports and upload patient files seamlessly.

Keywords Patient Care | Appointment scheduling | Patient file upload | Doctors dashboard | Healthcare professionals | Administrative staff | Medical report | Vital signs | Analysis results | History Tracking

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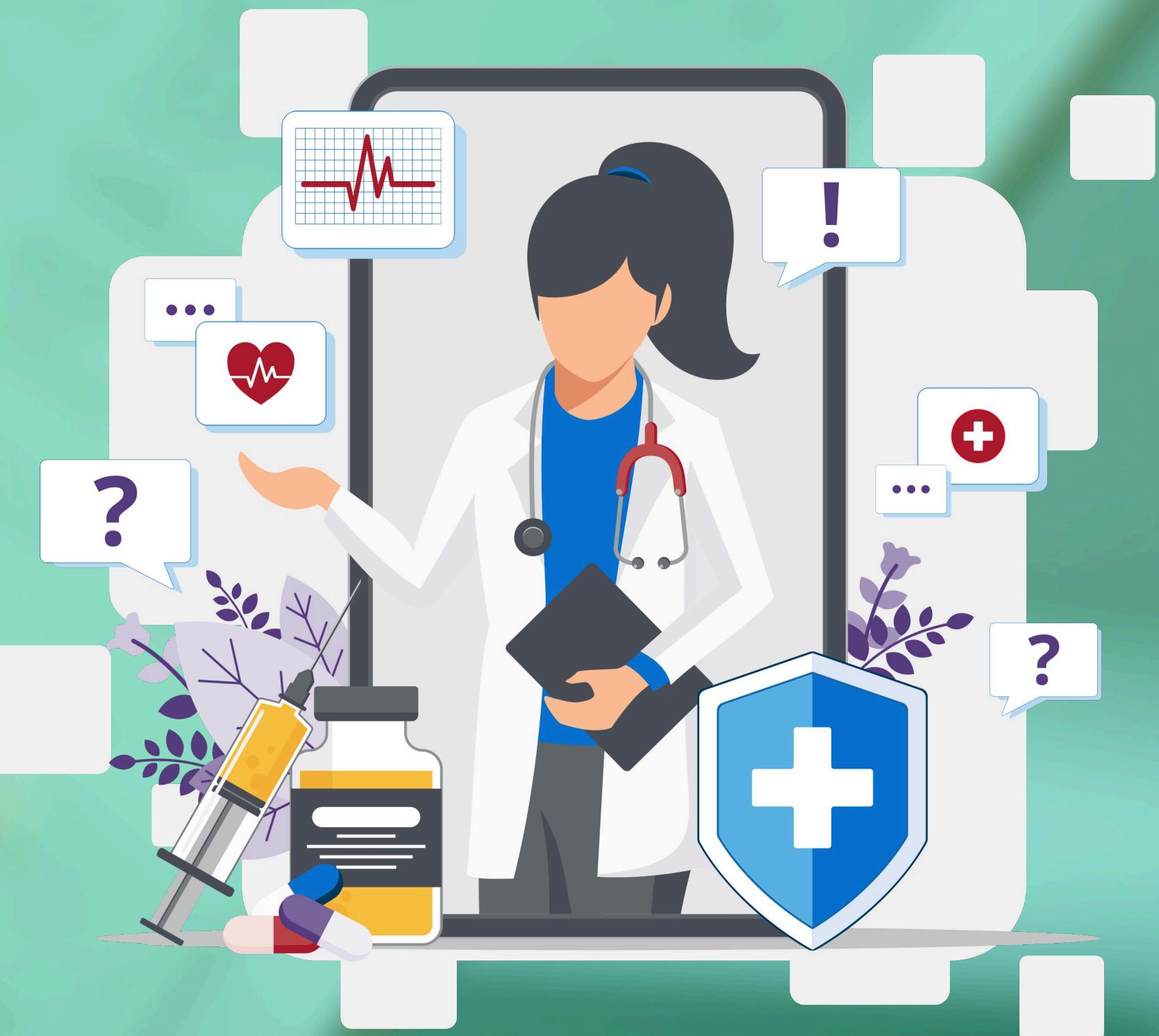


01 Goal of Electronic Health Records (EHR)

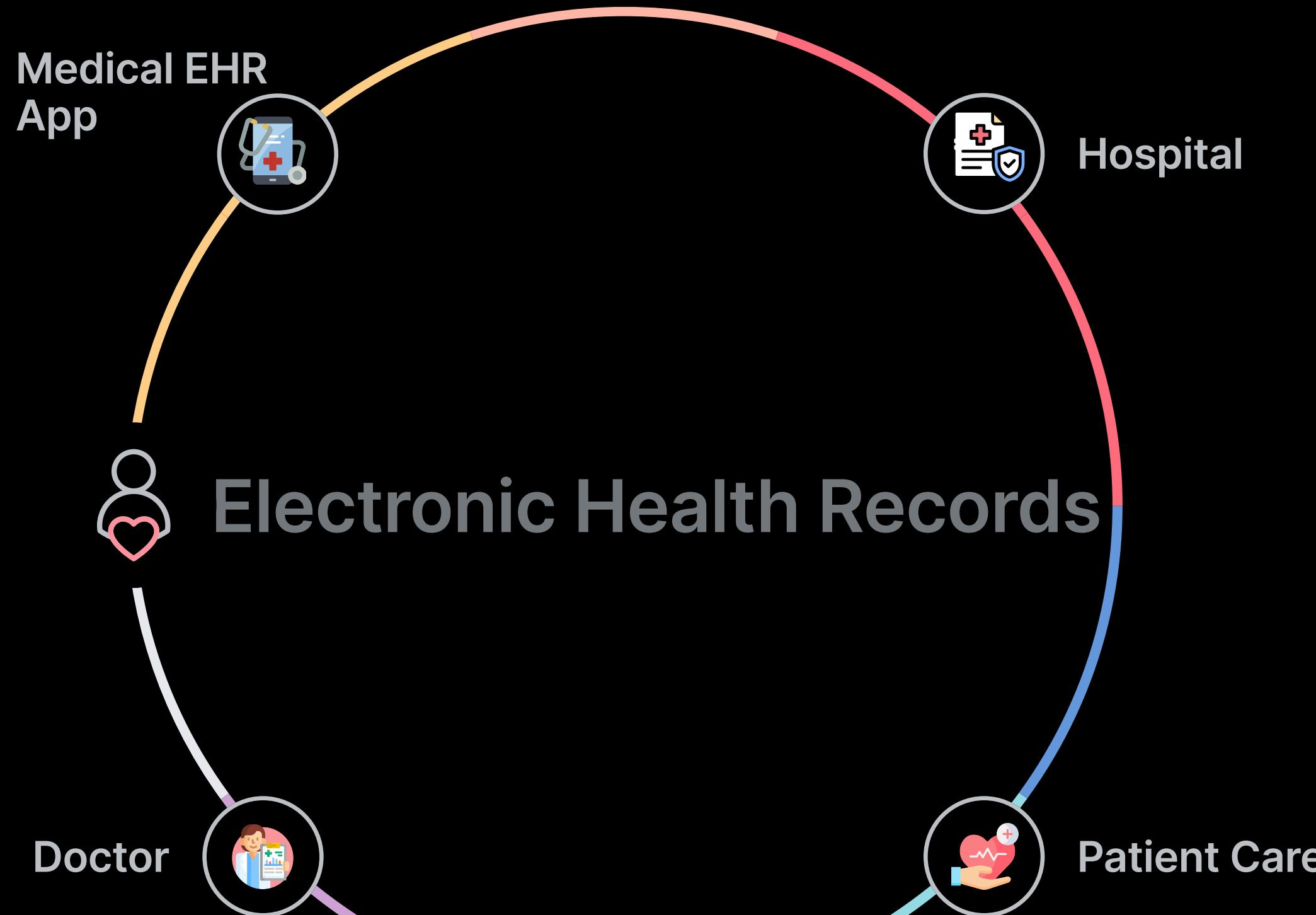
Design and develop an intuitive and user-friendly EHR platform that facilitates multiple features including appointment scheduling, medical history tracking, report generation and downloading, and patient file uploading

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To improve efficiency and user experience, with an intuitive and user-friendly EHR platform that allows users to track their medical history, appointments, generate or download reports and upload patient files seamlessly.



02 Purpose, Problem Statement and Vision



PURPOSE

The main purpose of the EHR system is to provide comprehensive healthcare services to patients, doctors, healthcare professionals, and administrative staff. It aims to improve efficiency and user experience in healthcare management.

PROBLEM STATEMENT

Current healthcare systems face challenges in efficiently managing patient information, scheduling appointments, and accessing medical records. There is a need for a streamlined, secure, and easy-to-use platform that addresses these issues and enhances the overall healthcare experience for all stakeholders.

VISION

The vision for this Electronic Health Records (EHR) project is to create a transformative platform that revolutionizes healthcare management and delivery. This comprehensive system aims to simplify complex healthcare processes, fostering seamless communication between patients and healthcare providers.

Branding



Fonts

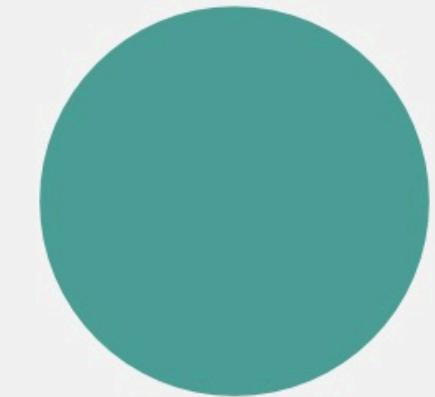
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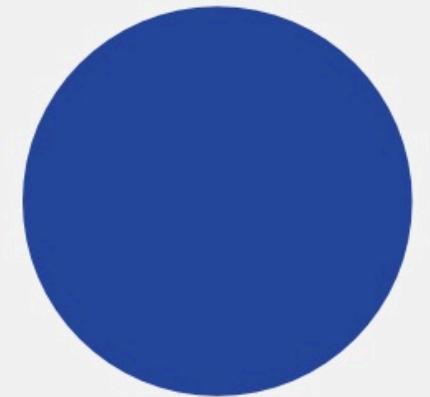
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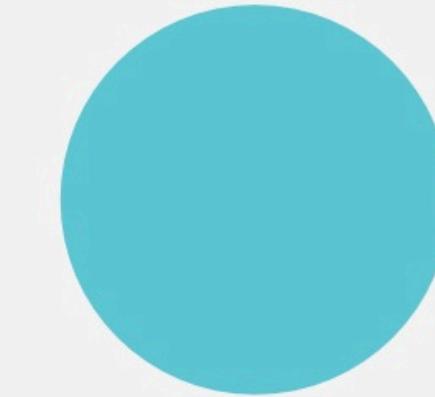
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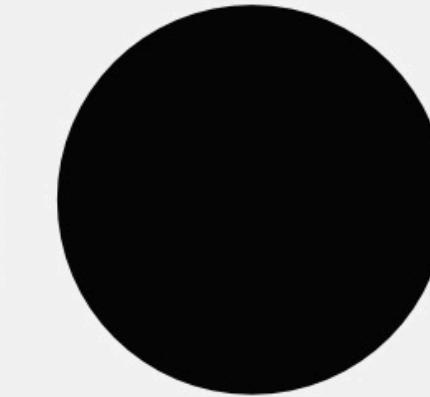
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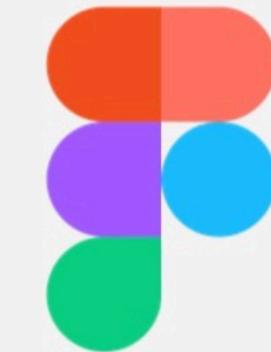


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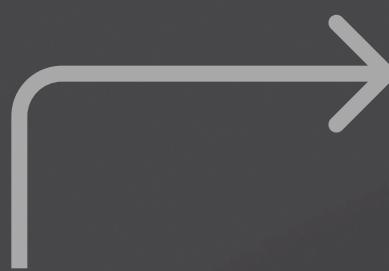


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Tools



Voice of Patients



1

Listen

We begin by listening to patients feedback from various channels, including interactions and surveys through quantitative research process

2

Understand

We analyzed the feedback to identify key themes and trends, that helped me to pinpoint the most pressing user issues and opportunities.

3

Act

We later prioritized these opportunities and integrate them into my application and improved the workflow of the application.

4

Respond

We closed the loop by demonstrating how the users feedback has influenced my decisions.



User Personas

03

Amitha Reddy Age : 26
8 years in various healthcare



- Goals: Better management of her condition, easy access to test results
- Pain points: Difficulty navigating patient portals, concerns about data privacy
- EHR usage: Occasional, primarily for viewing lab results and scheduling appointments

01

Ryan McNeil Age: 29
Experience 15 years in practice



04

Julie Aleman Age : 22
Generally healthy, occasional check-ups



- Goals: Quick access to health information, virtual consultations
- Pain points: Frustrated by fragmented health data across providers
- EHR usage: Infrequent, mainly through mobile apps for appointment scheduling and messaging providers

02

Narendra Airen Age: 44
Type 2 diabetes



05

Johanna Victoria Age : 33
Daughter caring for elderly parent with dementia



- Goals: Coordinating care across multiple providers, managing medications
- Pain points: Limited access to parent's health information, difficulty communicating with healthcare team
- EHR usage: Regular, for monitoring parent's health status and communicating with providers

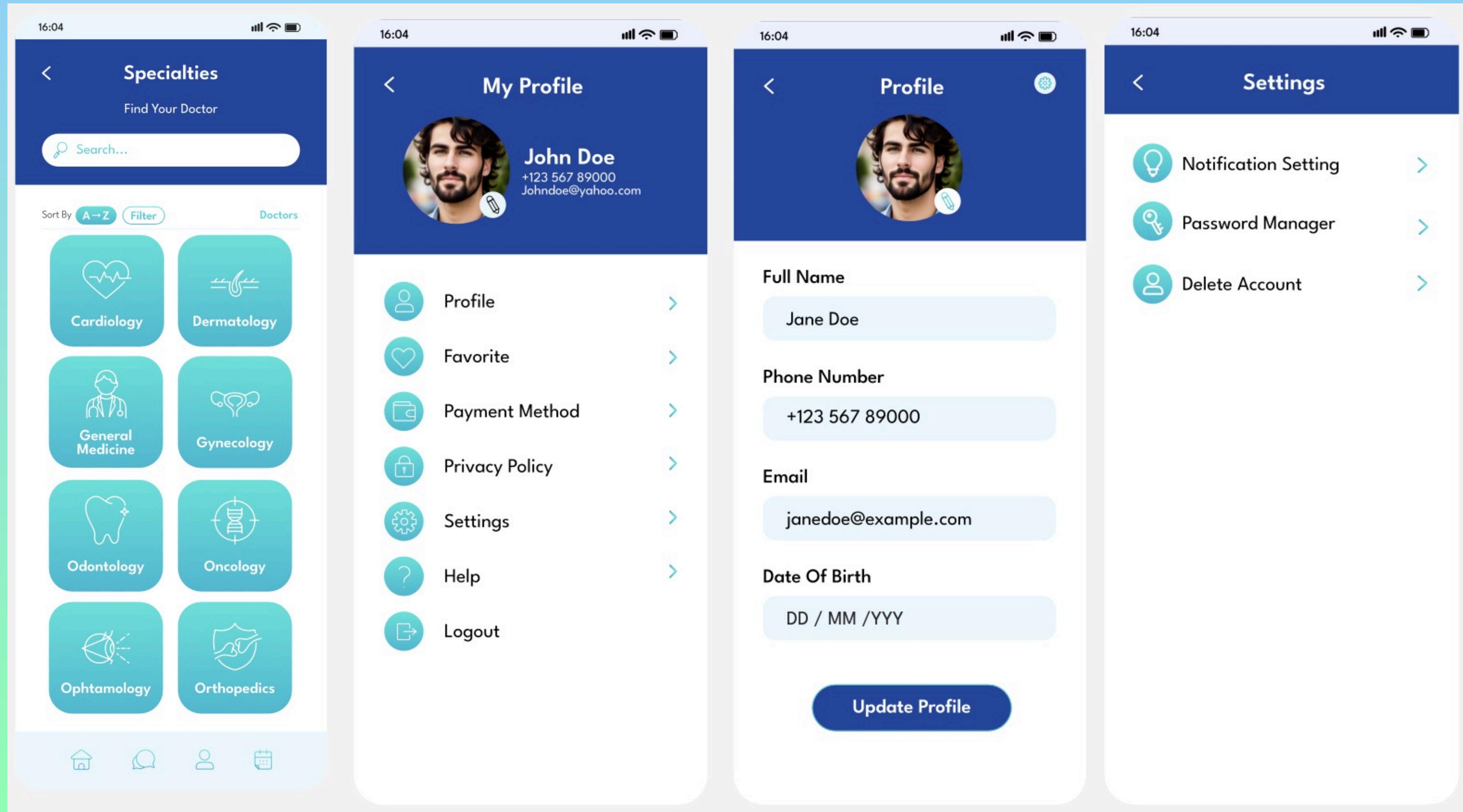
05 Working prototype of key screens

The image displays a working prototype of four key screens for a mobile application, labeled 1 through 4:

- 1 Splash Screen:** A teal-colored screen featuring a large white heart icon with a stylized 'H' inside. Below the icon, the text "Health Record" is displayed in white.
- 2 Welcome Screen:** A white screen with a large teal heart icon containing a white 'H'. Below the icon, the text "Health Record" is displayed in teal. A descriptive subtitle at the bottom left reads: "A digital record of a patient's medical history, streamlining healthcare processes and improving patient care through automated information access and decision support." At the bottom are two buttons: a blue "Log In" button and a light blue "Sign Up" button.
- 3 Login, Sign Up:** A login screen titled "Log In" (blue header). It contains fields for "Email or Mobile Number" (with placeholder "example@example.com") and "Password" (with placeholder "*****"). Below the password field is a "Forgot Password" link. At the bottom is a large blue "Log In" button. Below the button, there is a "or sign up with" section with icons for Google, Facebook, and Apple, followed by a "Don't have an account? Sign Up" link.
- 4 Home:** A home screen titled "Hi, WelcomeBack John Doe". It includes sections for "Categories" (Favorite, Doctors, Vaccines, Specialties, Record) and "Upcoming Schedule" (listing appointments for Dr. Olivia and Dr. Alexander). It also features a "Specialties" section with icons for Cardiology, Dermatology, General Medicine, Gynecology, Odontology, and Oncology. At the bottom is a navigation bar with icons for Home, Chat, Profile, and Calendar.

04 Working prototype of key screens (Contd.)

5 Profile Screens



04 Working prototype of key screens (Contd.)

6 Appointment

The image displays four mobile application screens arranged horizontally, each with a blue header bar and a white background.

- Password Manager:** Shows fields for Current Password (redacted), New Password (redacted), and Confirm New Password (redacted). It includes a [Forgot Password?](#) link and a [Change Password](#) button at the bottom.
- Help Center:** Features a search bar with placeholder text "Search...", a "FAQ" button, and a "Contact Us" button. Below these are links to Customer Service, Website, Whatsapp, Facebook, and Instagram.
- All Appointment:** Shows a list of appointments categorized by status: Complete, Upcoming, and Cancelled. Each entry includes a doctor's profile picture, name, specialty, rating (e.g., ★ 5), and two buttons: "Re-Book" and "Add Review".
- Your Appointment:** Displays a specific appointment for Dr. Emma Hall, M.D. (General Doctor) on WED, 10:00 AM. It shows booking details for "Jane Doe" (30, Female) and a problem description: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.". Buttons for "Payment" and "Cancel" are at the bottom.

04 Working prototype of key screens (Contd.)

16:04

Medical Record

Analysis

Search By: Newest Oldest Date: D M Y

Blood Test
Glucose: Elevated levels may indicate diabetes.
Added Manually 10 February 20XX

Urine Tests
Color, and Odor: Abnormalities may indicate urinary tract infections or kidney disease.
Added Manually 06 June 20XX

Lipid Profile
Triglycerides: Elevated levels may indicate increased cardiovascular risk.
Added Manually 20 October 20XX

Thyroid Tests
T3 and T4: Abnormal levels may indicate thyroid dysfunction.
Added Manually 20 October 20XX

Home Chat Profile Calendar

16:04

Medical Record

Analysis

Blood Test

Lore ipsum dolor sit amet, consectetur adipiscing elit. Nullam rutrum gravida mauris, eu commodo lectus dapibus at. Sed mattis fringilla lectus at aliquet.

GLUCOSE

Fasting Levels 12 mg/dL
Oral Glucose Tolerance Test (OGTT) 6 mg/dL
Hemoglobin A1c (HbA1c) 16 mg/dL

ELECTROLYTES

Sodium 10%
Potassium 23%
Chloride 12%

LIVER ENZYMES

ALT 6%
AST 19%
ALP 12%
Bilirubin 14g%

Home Chat Profile Calendar

16:04

Medical Record

Vaccinations

Immunisation history

	D	M	Y
Covid	18	08	20
Tetanus	09	02	19
Typhus	22	06	18
Hepatitis	15	09	17

Next Immunisations due

	D	M	Y
Human Papillomavirus (HPV)	18	02	24
Second Dose	18	03	24
Third Dose	D	M	Y

Home Chat Profile Calendar

16:04

Medical Record

Vitals

Temperature

Blood Pressure

Home Chat Profile Calendar

16:04

Medical Record

Medical History

In Control

Paroxysmal Tachycardia
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Treatment Plan

Lore ipsum dolor 5mg (Morning)
Lore ipsum dolor 15mg (Night)

Download history

Appointment Date: 24 01 24

Doctor

Dr. Emma Hall, M.D. General Doctor

Dr. James Taylor, M.D. General Doctor

Download

Home Chat Profile Calendar

04 Working prototype of key screens (Contd.)

The image displays four screenshots of a mobile application interface for managing medical records.

Screenshot 1: Medical Record Home Screen

This screen shows a large blue header with the number "7" and the text "Medical Record". Below the header, there is a large icon of a clipboard with a plus sign. A message in the center states: "You Have Not Added Any Medical Records Yet". At the bottom, a blue button says "Upload Records". The footer contains icons for Home, Chat, Profile, and Calendar.

Screenshot 2: Add Record Screen

This screen has a blue header with the text "Add Record". It contains fields for gender (Male, Female, Other), age (26), weight (75), height (178), and blood type (AB+). A "Save" button is at the bottom. The footer icons are identical to the first screen.

Screenshot 3: Medical Record Overview Screen

This screen shows a search bar and summary information: Gender: Female, Blood Type: AB+, Age: 26 Years, Weight: 65 Kg. Below this are four cards: Allergies, Analysys, Vaccinations, and Medical History.

Screenshot 4: Medical Record Details Screen

This screen shows a header for "Medical Record" and a title "Jane Doe". It lists personal details: Gender: Female, Blood Type: AB+, Age: 26 Years, Weight: 65 Kg. The "Allergies" section lists "Insulin" (Skin Symptoms: redness, itching and swelling at injection site, added 10 February 20XX) and "Codeine" (Respiratory Symptoms: Wheezing, difficulty breathing, added 06 June 20XX). The "Pollen" section lists "Respiratory Symptoms: Sneezing, runny nose, nasal congestion, added 20 October 20XX". The "Latex" section lists "Skin Symptoms: Itching, redness, rash, added 20 October 20XX". A "Add More" button is at the bottom. The footer icons are identical to the first screen.

04 Working prototype of key screens (Contd.)

8 Notifications, Chat

The image displays two screenshots of a mobile application's notification and messaging features.

Left Screenshot: Notification Screen

- Header:** 16:04, Notification
- Buttons:** Today, Search..., Mark all
- Notifications:**
 - Scheduled Appointment (2 M)
 - Scheduled Change (2 H)
 - Medical Notes (3 H)
- Yesterday:**
 - Scheduled Appointment (1 D)
- 15 April:**
 - Medical History Update (5 D)

Right Screenshot: Chat with Dr. Emma Hall, M.D.

- Header:** 16:04, Dr. Emma Hall, M.D.
- Messages:**
 - 09:00: lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
 - 09:30: lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
 - 09:43: lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
 - 09:50: Dr. Emma is typing... (video call icon)
 - 09:55: lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Bottom Bar:** Write Here..., Microphone, Send



05 Marketing Campaign/Strategy

Targeted Audience Engagement

Identifying the segment key stakeholders, including clinicians, administrators, and patients. Utilize multiple channels such as social media, email, and professional networks to reach diverse audiences

Value Proposition Emphasis

By showcasing how the system enhances efficiency and reduces administrative burden. Emphasize cost-effectiveness and potential for long-term savings

Educational Content Marketing

By developing informative blog posts, whitepapers, and case studies demonstrating EHR benefits. Creating video content explaining features and showcasing user testimonials

Mobile Optimization

By designing a mobile-friendly website and marketing materials. Create mobile apps or features that complement the EHR system

Data-Driven Personalization

Using analytics to understand user behavior and preferences. Implement personalized email campaigns based on user interactions

06 Business Plan or Startup Pitch My Solution

The EHR platform offers comprehensive healthcare services for patients, doctors, and staff. It features user-friendly interfaces for appointment scheduling, medical history tracking, and report generation.

🔥 Target Market

Hospitals and healthcare systems. Private clinics and medical practices

🔥 Funding Request

We are seeking \$3M in Series A funding to accelerate product development, expand our marketing efforts, and scale our operations to meet growing demand.

🔥 Revenue Model

Subscription-based pricing for healthcare providers. Tiered pricing based on practice size and feature set

🔥 Financial Projections

Year 1 \$2M revenue, focus on product refinement and initial market penetration
Year 3 \$10M revenue, expansion to multiple healthcare systems
Year 5 \$30M revenue, international market entry

🔥 Team Experts

Our team comprises experienced healthcare IT professionals, UX designers, and medical consultants, ensuring a product that meets the real-world needs of the healthcare industry.

Conclusion

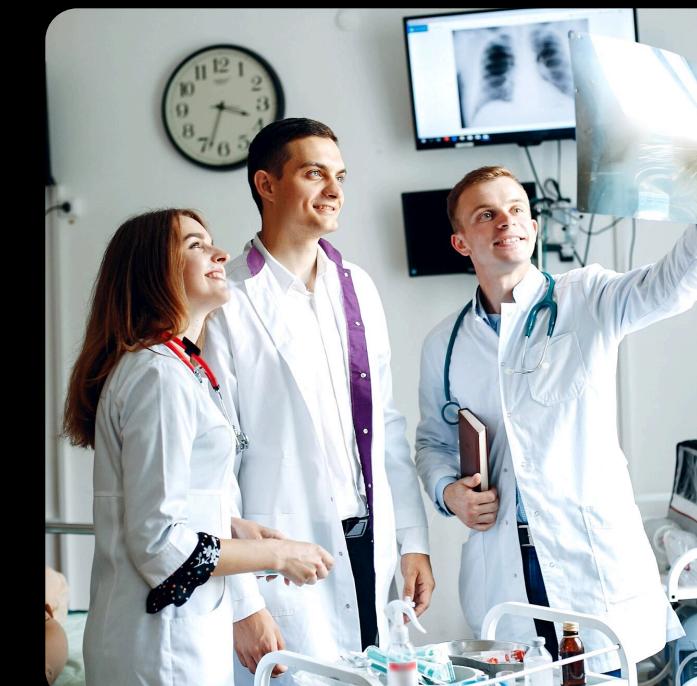
User-Centric Design and Experience

Intuitive interface for easy access to medical records, appointments, and reports.



Comprehensive Data Management

Centralized patient information for quick access and improved clinical decision-making.



Enhanced Communication and Collaboration

Seamless sharing of patient data among healthcare teams for coordinated care.



Security and Compliance

Robust security measures protecting sensitive patient information and ensuring regulatory compliance.

Thank you!



Raji Sindhu