Flocare: Empowering Home Health Clinicians

Transforming home healthcare through a clinician-centric app.

Fractional Product Owner & design lead
First hire; worked ground up closely with founders & engineering

Timeline: 2018 – 2019

Inefficiencies in Home Healthcare

Clinicians faced inefficiencies and compliance risks in their daily work.

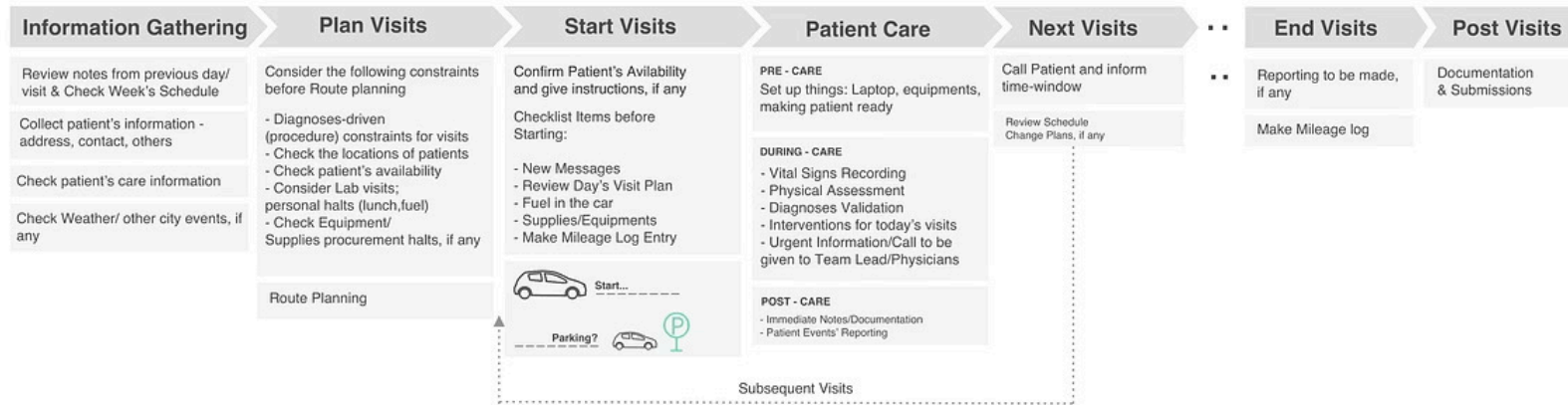📱 Limited access to patient and visit information on the go.

👥 Poor collaboration between care teams and patients.

📷 HIPAA violation risks with paper-based systems and less secure apps & substitutes

A day in the life of home health clinician

Information Gathering	Plan Visits	Start Visits	Patient Care	Next Visits	··	End Visits	Post Visits

Information Gathering
- Review notes from previous day/visit & Check Week's Schedule
- Collect patient's information - address, contact, others
- Check patient's care information
- Check Weather/ other city events, if any

Plan Visits
- Consider the following constraints before Route planning
- Diagnoses-driven (procedure) constraints for visits
- Check the locations of patients
- Check patient's availability
- Consider Lab visits; personal halts (lunch,fuel)
- Check Equipment/ Supplies procurement halts, if any

Route Planning

Start Visits
Confirm Patient's Availability and give instructions, if any

Checklist Items before Starting:
- New Messages
- Review Day's Visit Plan
- Fuel in the car
- Supplies/Equipments
- Make Mileage Log Entry

Start...

Parking?

Patient Care

PRE - CARE
Set up things: Laptop, equipments, making patient ready

DURING - CARE
- Vital Signs Recording
- Physical Assessment
- Diagnoses Validation
- Interventions for today's visits
- Urgent Information/Call to be given to Team Lead/Physicians

POST - CARE
- Immediate Notes/Documentation
- Patient Events' Reporting

Next Visits
Call Patient and inform time-window

Review Schedule Change Plans, if any

End Visits
Reporting to be made, if any

Make Mileage log

Post Visits
Documentation & Submissions

Subsequent Visits

Understanding the Clinicians: A Day in Their Shoes

Shadowed clinicians

Uncovered workflow bottlenecks (e.g., clinicians' visit overlap)
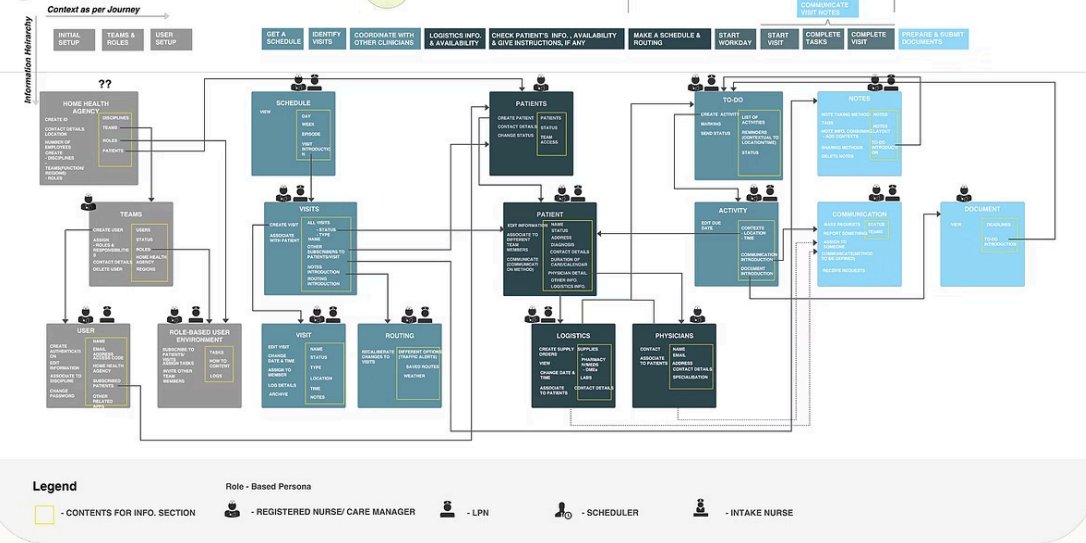
Built goal-directed personas

Focused on jobs-to-be-done and user attitudes & motivations

Mapped the clinician journey

Identified key pain points & opportunities

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Designing for Impact

1 Created a system map and information architecture

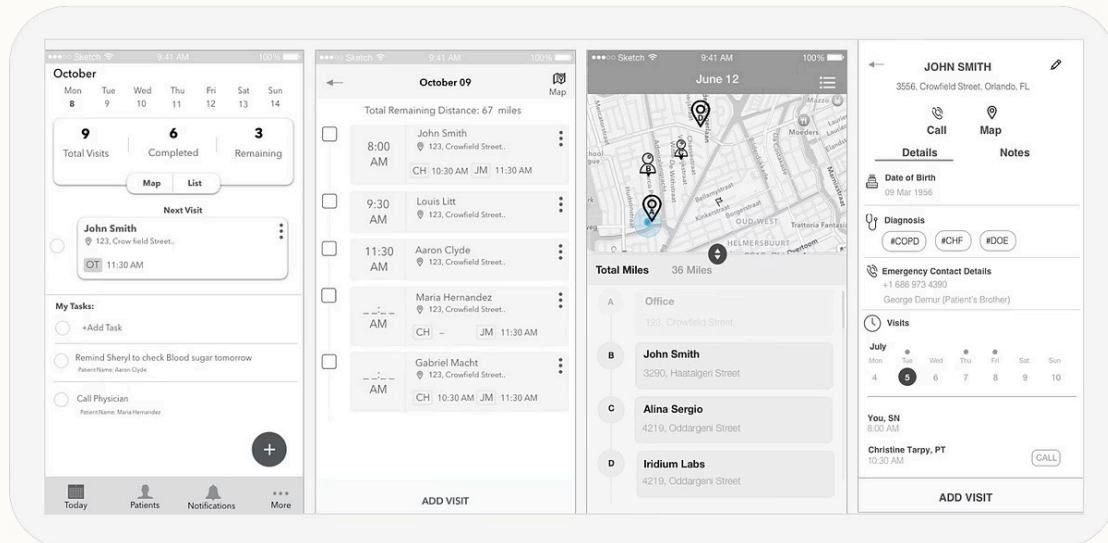To develop information flow for seamless experiences

2 Held co-creation sessions

Ideated & validated concepts with clinicians at each product iteration

3 Built an MVP with essential features

Patient lists, visit planning, secure access of information at finger tips on field

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# Empowering Agency Administrators

Dedicated Admin Dashboard

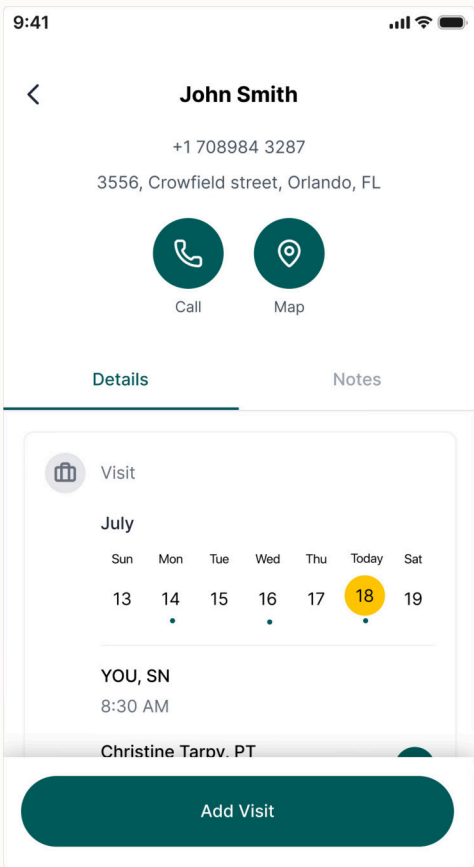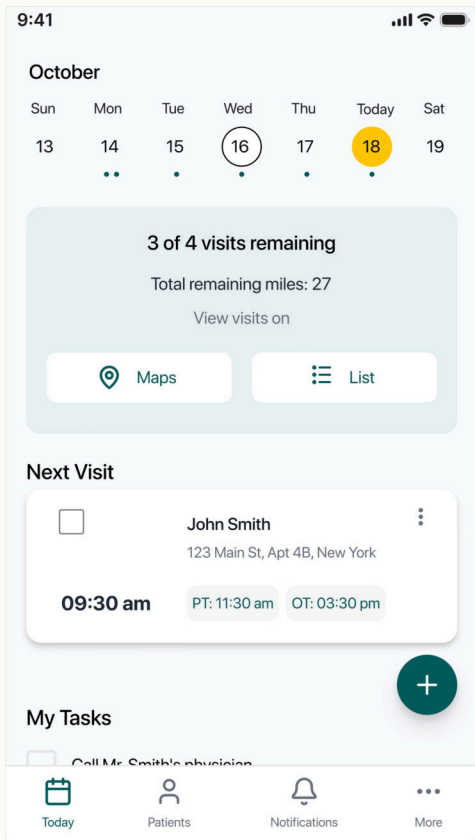Offering agency administrators centralized data and a comprehensive overview of daily operations.

Efficient Urgent Visit Management

Managing urgent visit requests through ad-hoc scheduling.

Optimal Operational Control

Swift ad-hoc data exchanges for optimal operational control and timely care delivery.
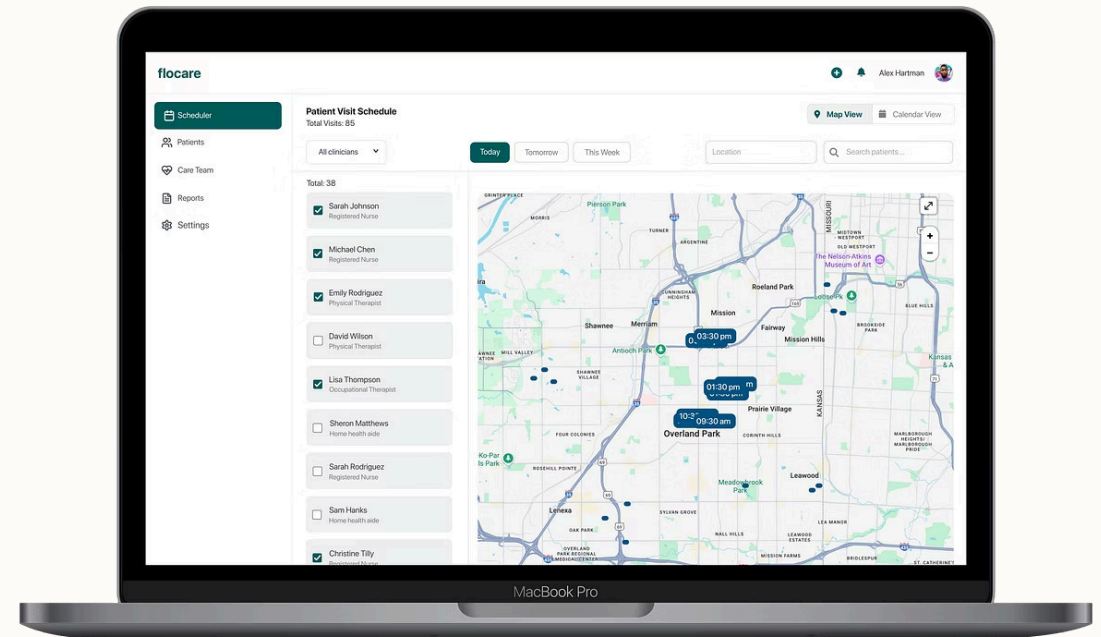
A Clinician's Field Assistant
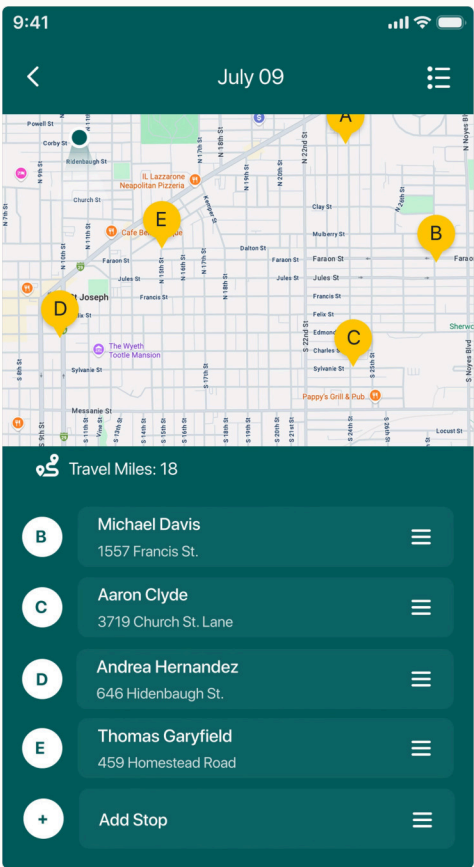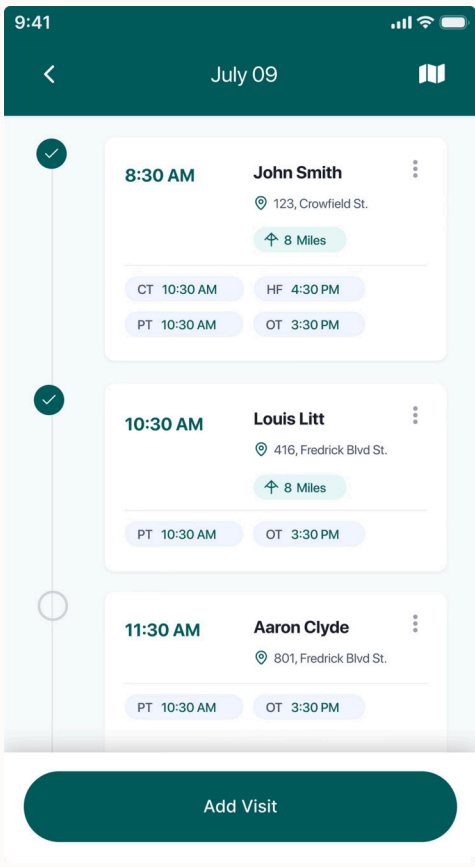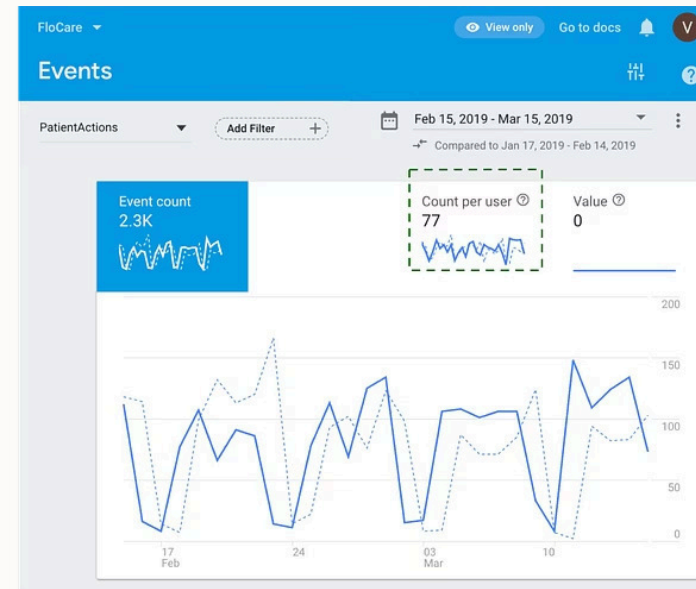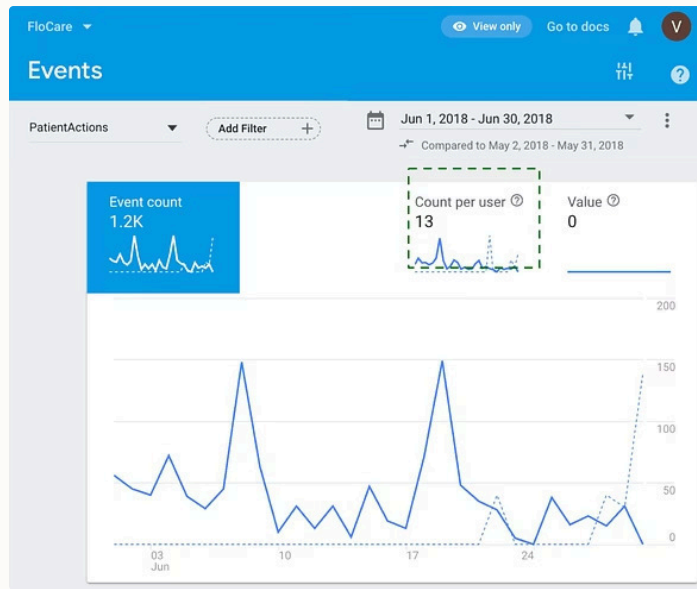

Consolidated patient info

Quick, on-the-go access to critical information.

Map and list views

Efficient visit planning and navigation.

HIPAA-compliant design

Secure data and communication protocols.

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Measuring Success: Productivity Unlocked

80%	50%	5x
Adoption Rate	Planning Time Reduction	Growth
Among clinicians in 2 rural agencies	From ~70 to ~34 minutes daily	In daily patient actions

Flocare's impact reached beyond the MVP, influencing healthcare

Acquisition Success

Acqui-hired by Walmart in 2019 for engineering and customer experience excellence. Recognized by VCCircle as a promising startup for "ageing at home" solution space.

Excerpt from VCCircle
 "FloCare was founded by former Google employees and funded by Accel Partners. According to LinkedIn, the FloCare platform enables healthcare services to come together and make 'ageing at home' more affordable and scalable. Karthik, Madan and Patil have been brought in to Walmart Labs exclusively for their engineering and customer experience capabilities."

Customer Testimonials

"...I love how you can pull up the app to call or add visit or get directions too - all in one tap..." - Stephanie, PTA

"I really like that I can call the patient's physician & give the birthdate right from the Flocare app. I just had to use it & it is great!" - Sharon, LPN

"Flocare has transformed the way our clinicians organize and carry out their hectic schedules" - Joseph F. Homehealth Agency Owner

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