

Pitch

Team 2

Aayushi



Product
Owner

Ankit



Product
Manager

Lukas



Project
Manager

Punya



Designer

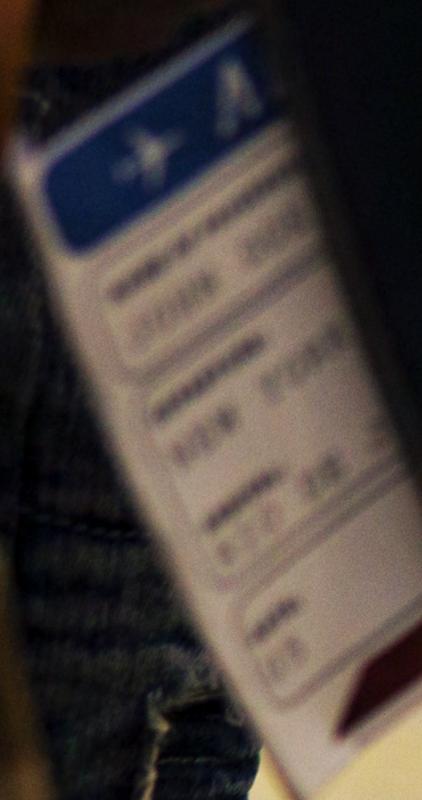
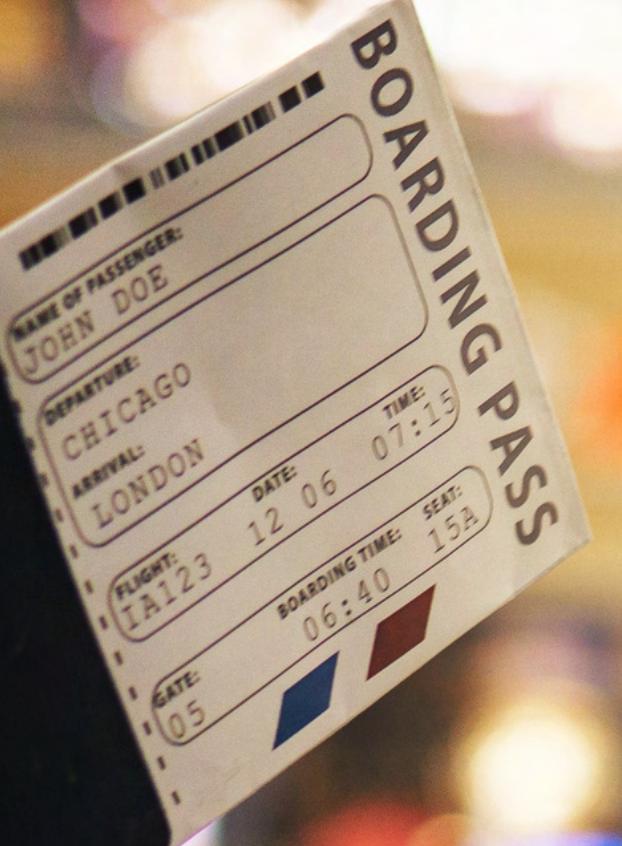
Vinay



Scrum
Master



IMT 587
Principles of Product
& Project Management















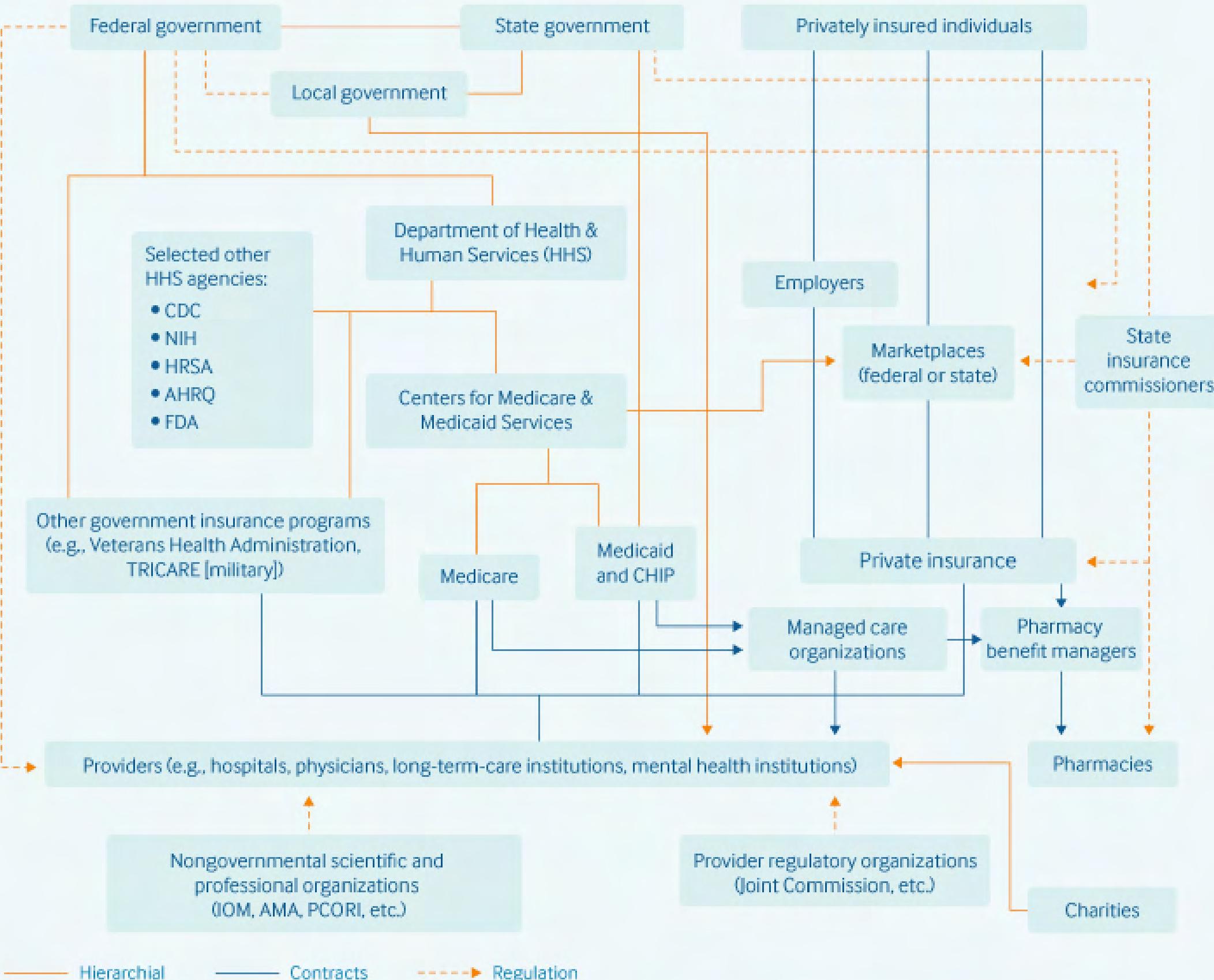
UW Medicine

UNIVERSITY OF WASHINGTON
MEDICAL CENTER



ORGANIZATION OF THE HEALTH SYSTEM IN THE UNITED STATES

Public Financing



Private Financing





Book online

With a MyChart account, book with your current healthcare providers and make primary care, telemedicine, OB/GYN and COVID-19 testing appointments.

As a guest, book primary care, OB/GYN and COVID-19 testing appointments.



Use patient portal

Manage your care through our secure online patient portal known as MyChart.

- Book or cancel your appointment
- Message your doctor
- See appointment details
- Refill your prescription

[Sign in to MyChart](#)

[Create MyChart account](#)



Schedule by phone

Monday-Friday, 7 am to 7 pm.

Callers may experience longer-than-usual wait times. If you have a [MyChart account](#), you may be able to book your appointment online.

206.520.5000

[Book with an interpreter](#)



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206.520.5000

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Make and manage your appointment

Book appointment online



Do you have a MyChart (patient) account that you would like to use to schedule?

Note: In MyChart, you can book with a provider you have seen in the last three years. To book with another provider you have not seen before, book as a guest.

No - Book as guest

Yes - Book in MyChart



Use patient portal

Manage your care through our secure online patient portal known as MyChart.

- Book or cancel your
- See appointment details

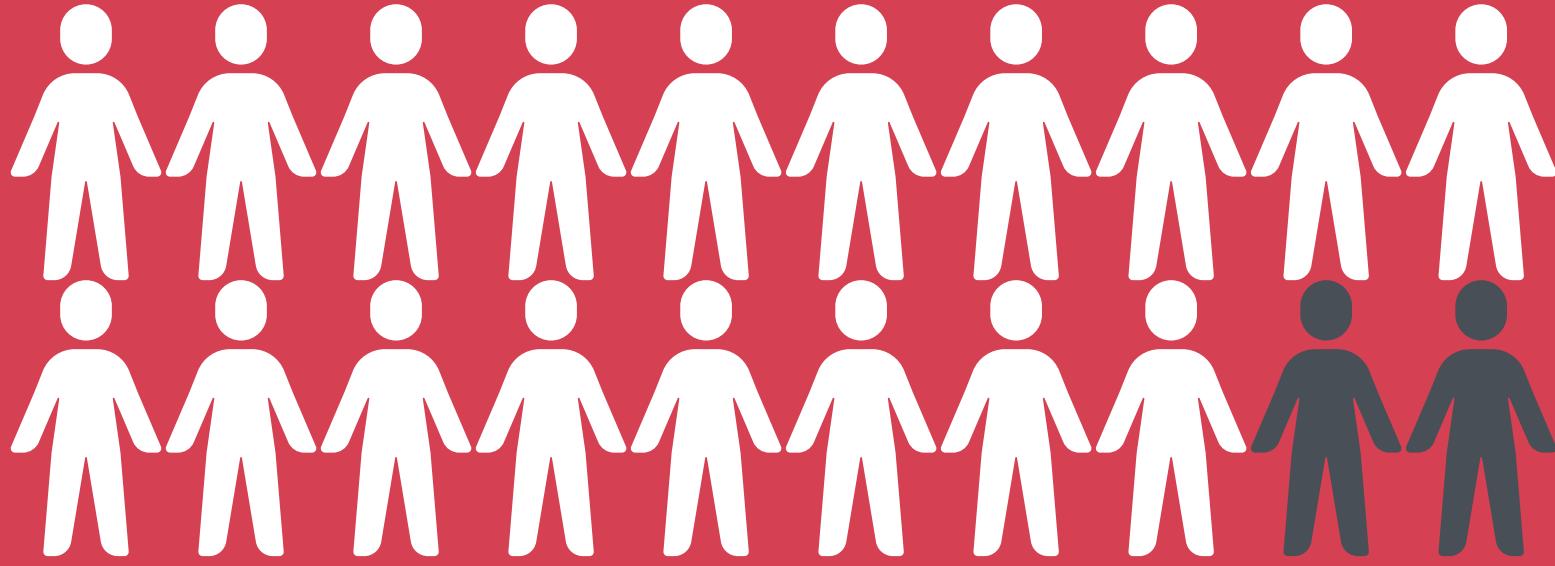


Schedule by phone

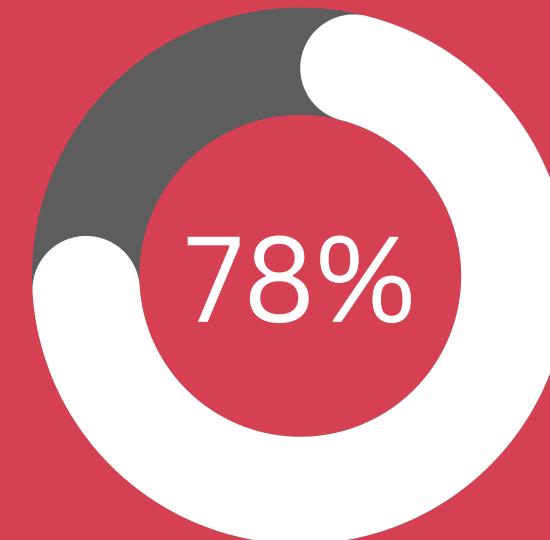
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Callers may experience longer-than-usual wait times. If you have a MyChart account, you may be able to book

Epic is a Trusted Brand



300 Million Patient Records



Patients Have A
Record In Epic

12 Years Best In KLAS
Software Suite

Your Health Information At Your Fingertips



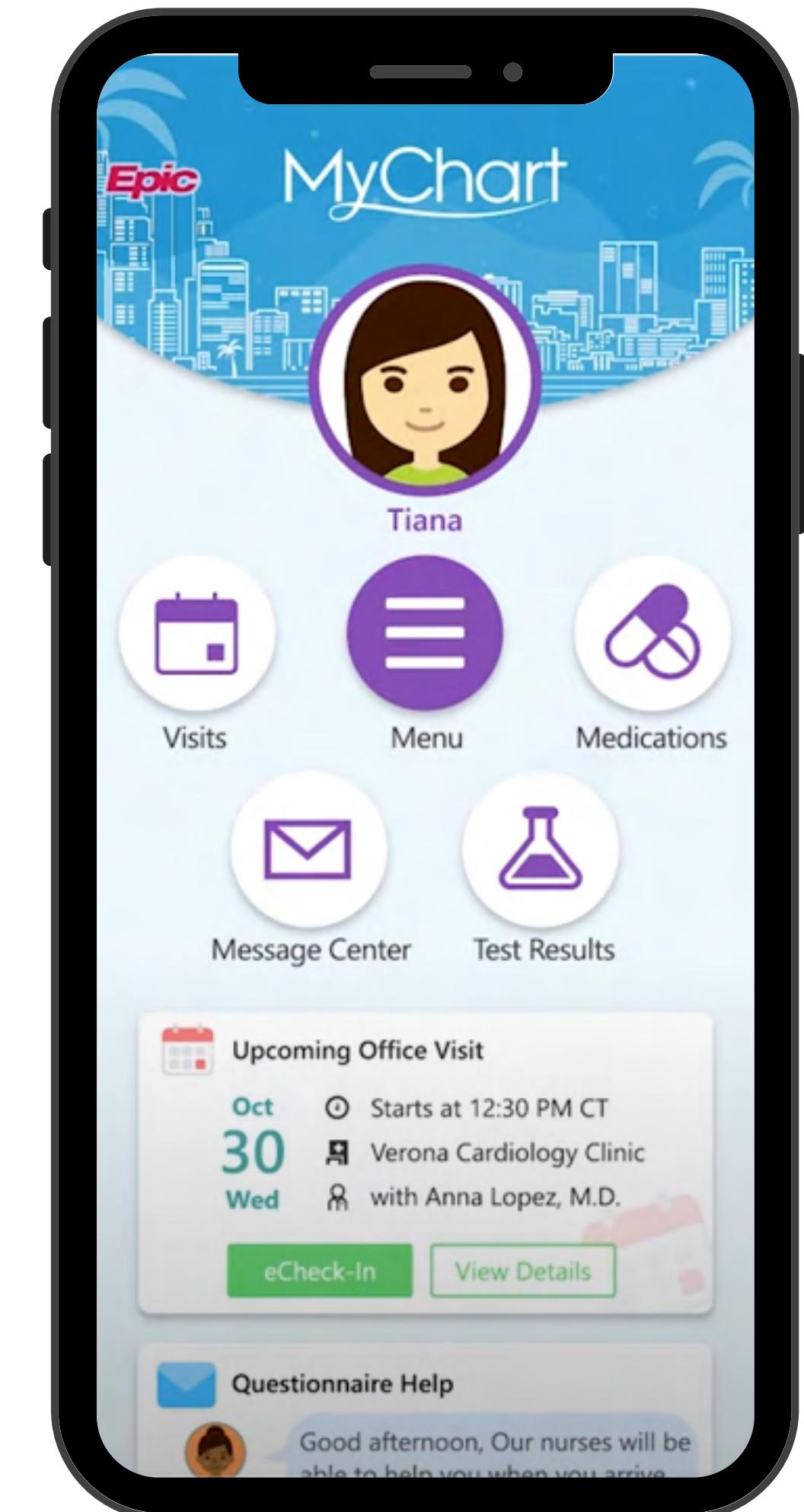
150 Million Users



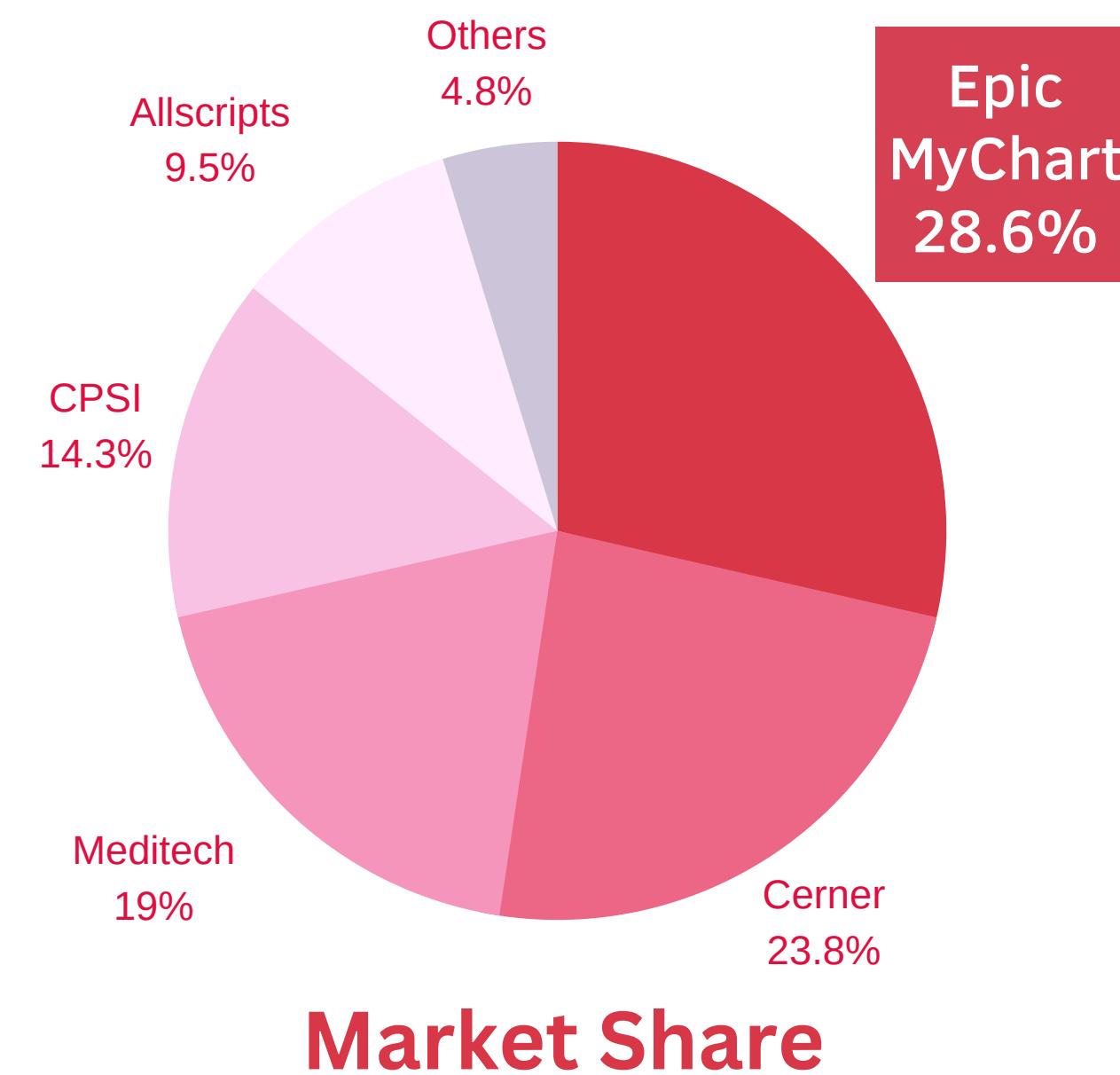
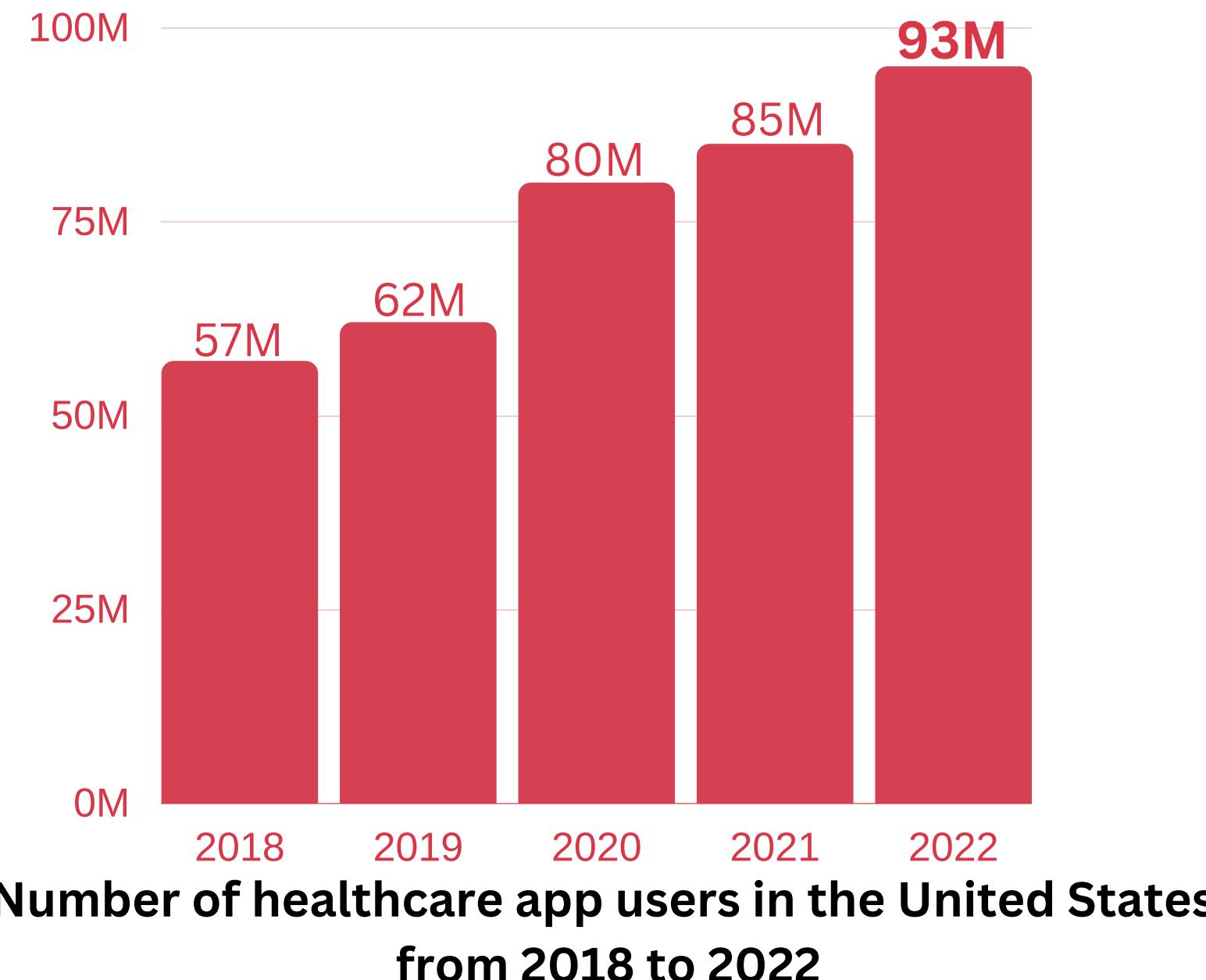
Patients Access Their Health Information via a Patient Portal



Patient Portal User Have Better Health Outcomes

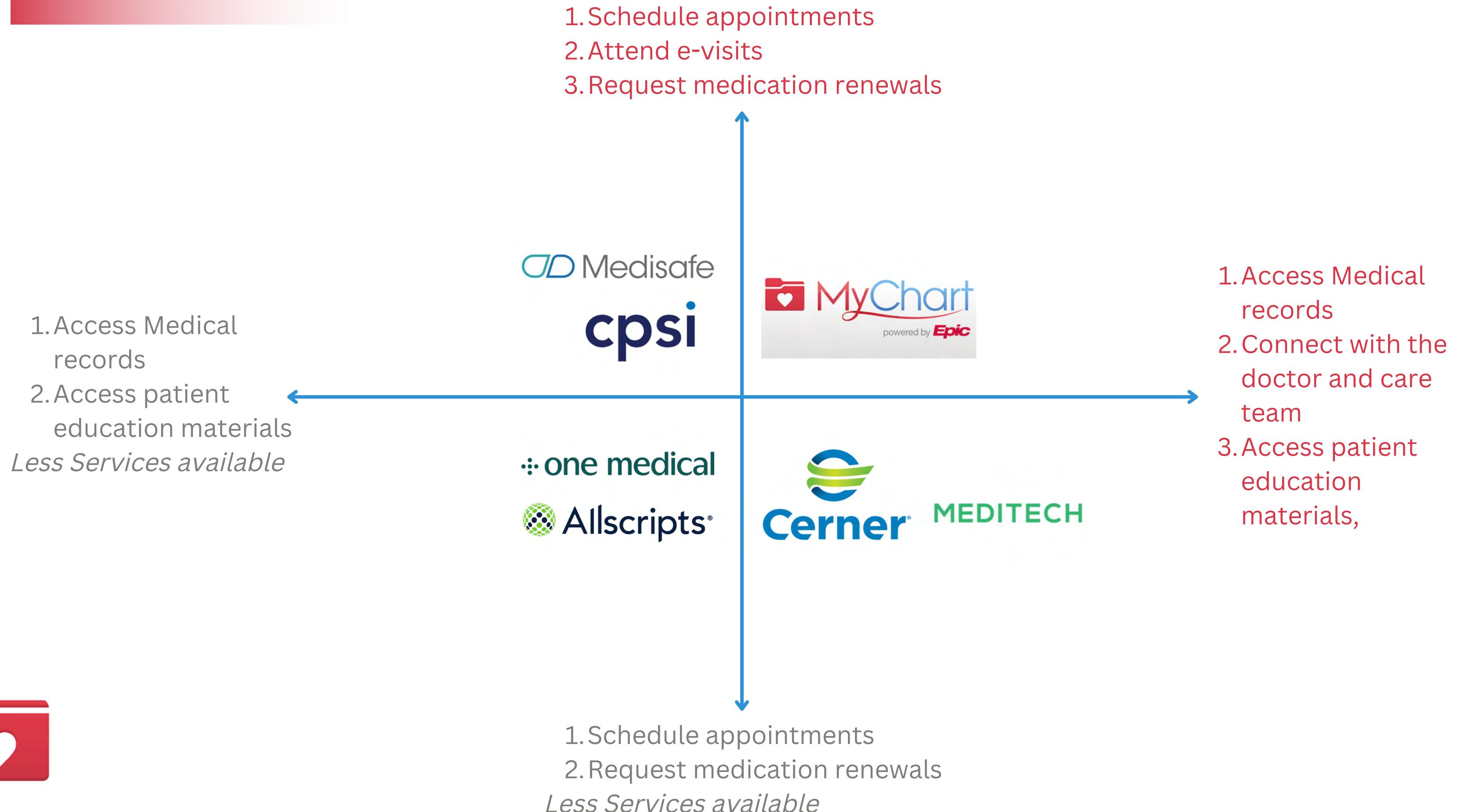


Current Metrics



Market Share

Competitors





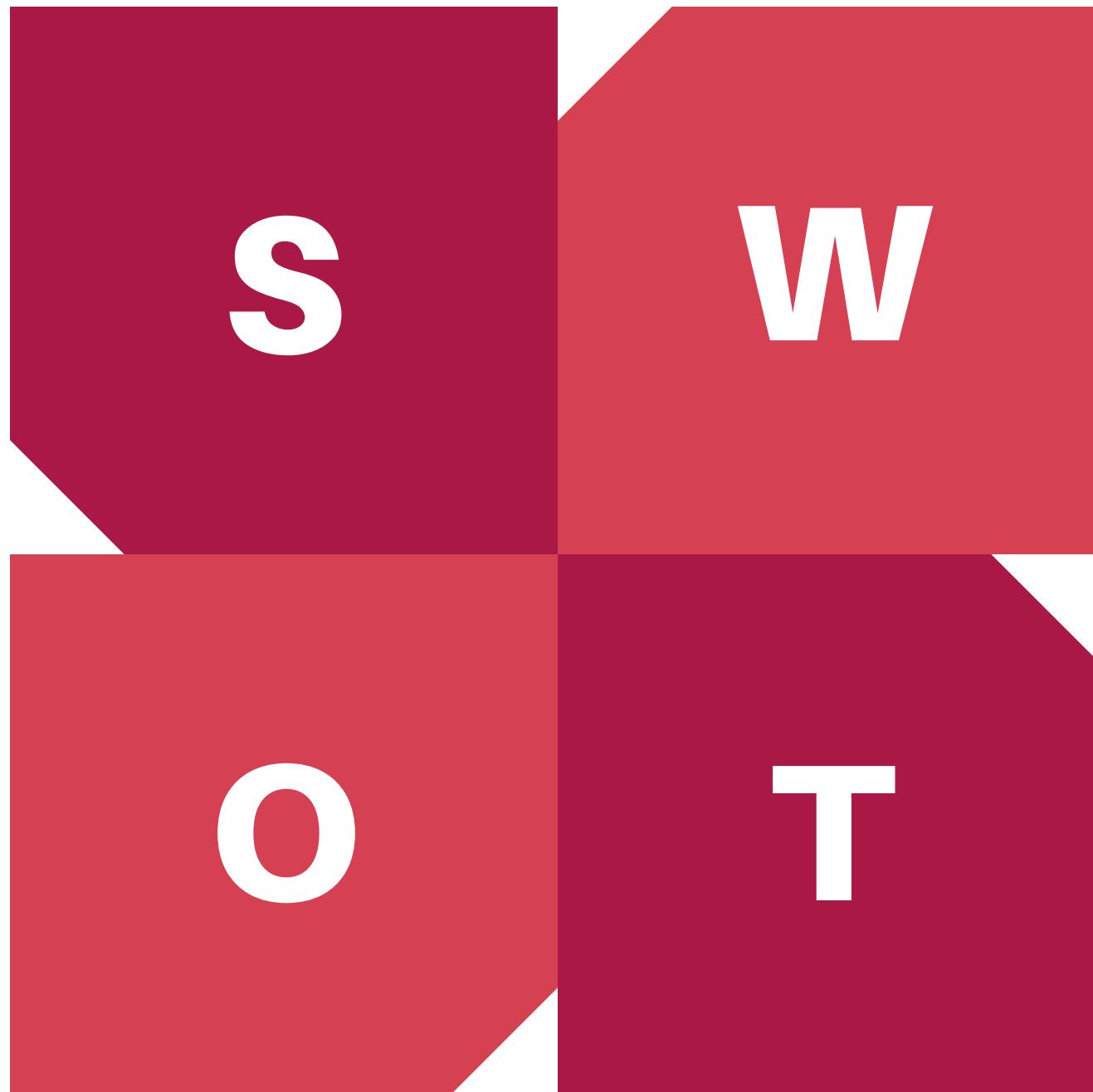
Your secure online health connection

STRENGTHS

- MyChart has large number of users.

OPPORTUNITIES

- Increase scheduling functionality.
- Better user flow.



WEAKNESSES

- Limited scheduling functionality.
- Bad user flow.

THREATS

- Third party patient portal applications.



Target Market

Who is it for?

■ Users

Existing / New MyChart Consumers

■ Customers

Healthcare Organizations with High Appointment
Volumes with Epic EHR

Problems

Problems that users have been facing



Problem 1

Difficulty in booking appointments at hospitals in a closer vicinity



Problem 2

Scheduling appointments online is tedious, time-consuming, and confusing.



Problem 3

UI for booking appointments is not user-friendly



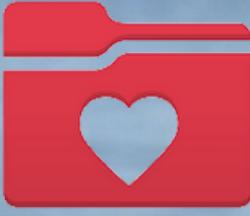
A woman with long dark hair, wearing a white blouse with black polka dots, is looking down at her smartphone with a confused or annoyed expression. She is standing outdoors with a body of water and a bridge in the background.

"MyChart appointment scheduling is horrible, I don't know which doctor or what kind of appointment to schedule"

"When I call the clinic, I always get a sooner appointment"

"I found that calling the clinic is better because they can help me figure out what kind of appointment I need"

"Navigation to book appointments can be made better like the other websites"



Problems

Problems that users have been facing



Problem 1

Difficulty in booking appointments at hospitals in a closer vicinity



Problem 2

Scheduling appointments online is tedious, time-consuming, and confusing.



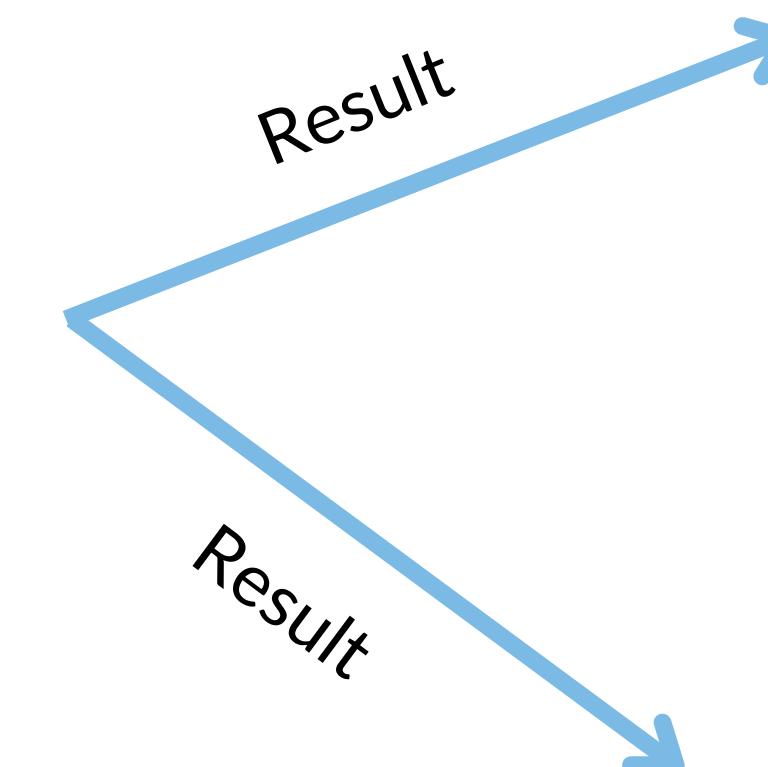
Problem 3

UI for booking appointments is not user-friendly





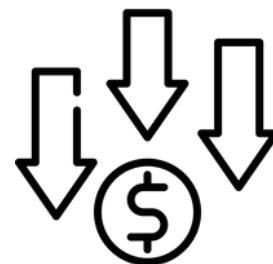
The goal is to make
MyChart appointment
scheduling more
seamless and
accessible
by adding a
human touch



Customer

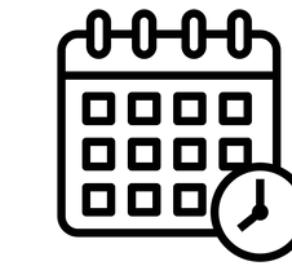


Appointments
scheduled per hour



Cost per appts
scheduled

User



Avg time to
schedule appts



User
Satisfaction

HOW TO IMPROVE APPOINTMENT SCHEDULING?

Comparison of Ideas



Current Tech

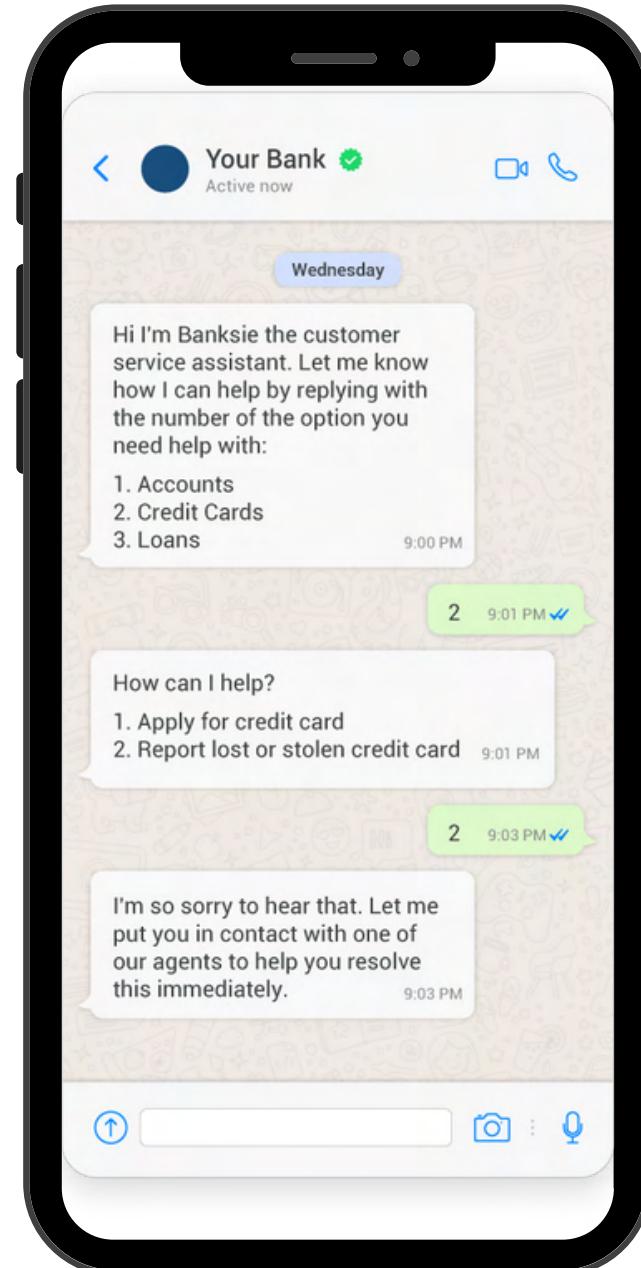
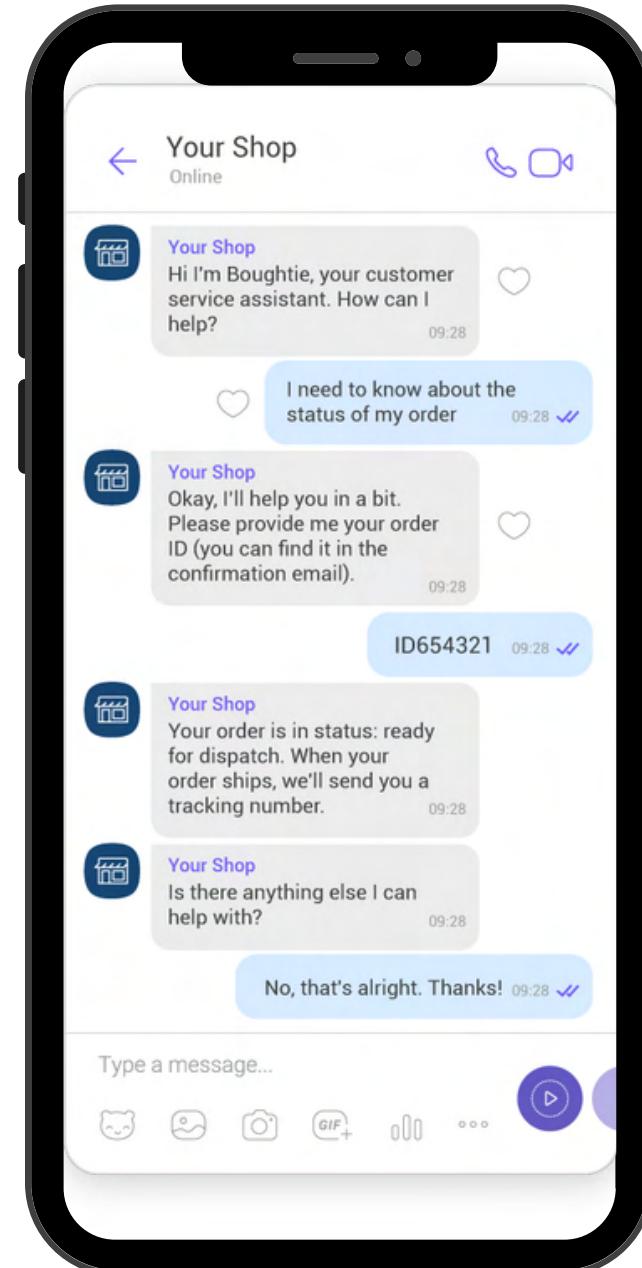
Chatbot Preference

74%

Survey conducted by LivePerson

Personalized Experience

40%



Chatbot used
for Ecommerce

Chatbot used
for Finance

Chatbot vs Chatbox



Chatbox

A human touch added to the traditional chat system.

Hybrid

Hybrid system with human touch and chatbot AI assistance.

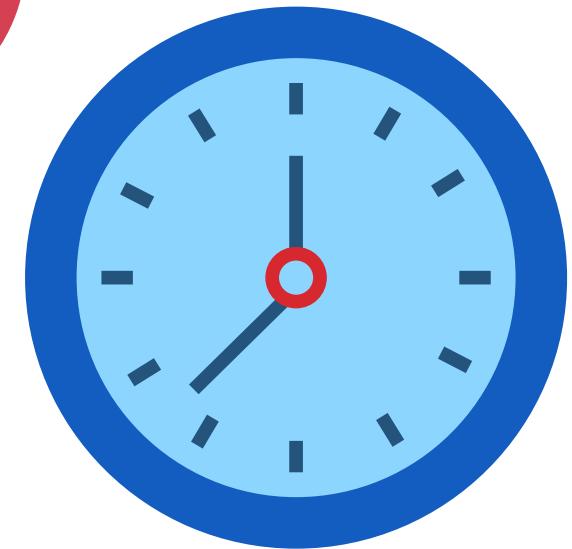
Chatbot AI

Traditional chatbot system with AI for assistance.



ASSUMPTIONS

Chat scheduling is less time-consuming than phone scheduling.



Patients can articulate their symptoms clearly.



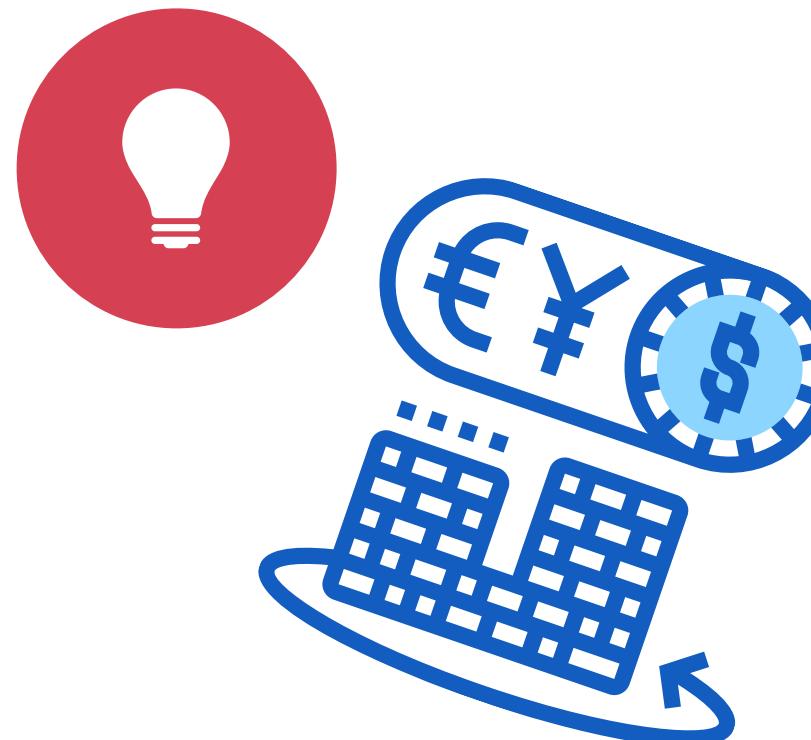
Users prefer to chat instead of calling.





RISKS

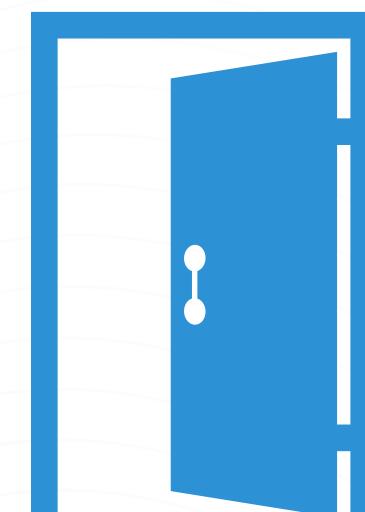
**Security of
Healthcare Data.**



**Delayed responses
from scheduler.**



**Abandoned chats &
failed initial
customer
experience.**





Proposed MVP

Concierge

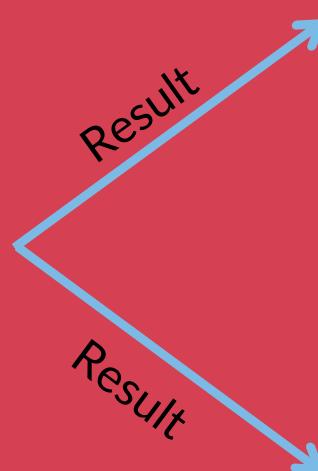


Chatbox



Medical Assistant

Direct messaging with
schedulers



Decrease volume
of calls

Increase user
satisfaction



Project Scope

In scope

Frontend, Backend,
Maintenance and Technical
Support

UI/UX Design, Customer
Interviews for Gathering
Requirements

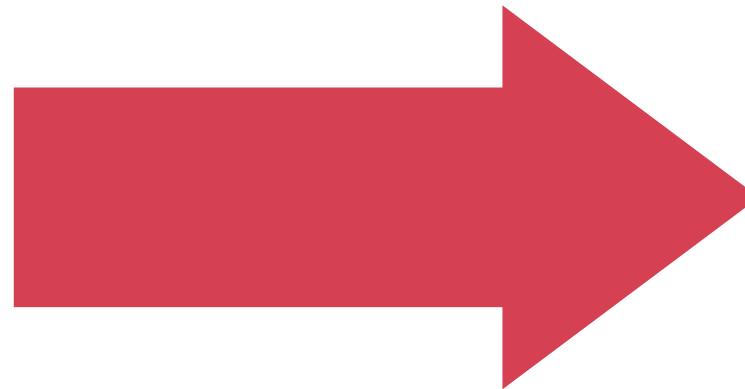
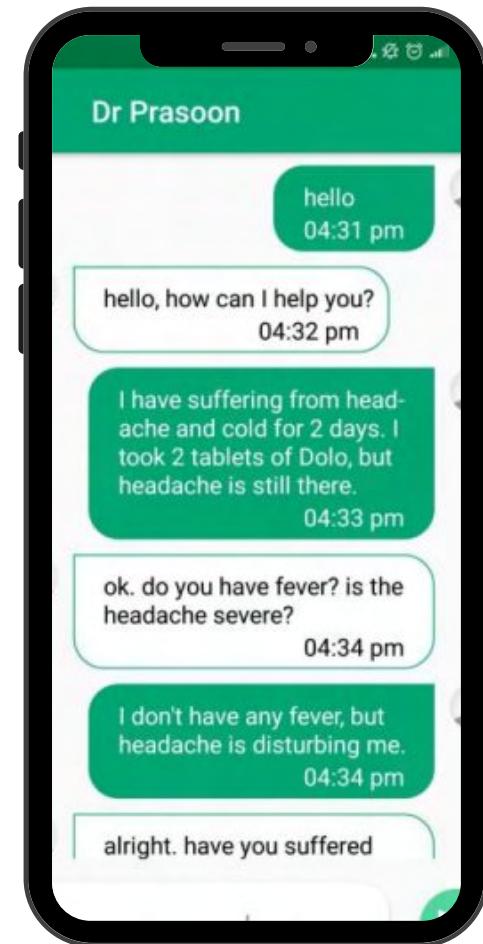
Out Of Scope

No AI / ML functionality in
the chatbox

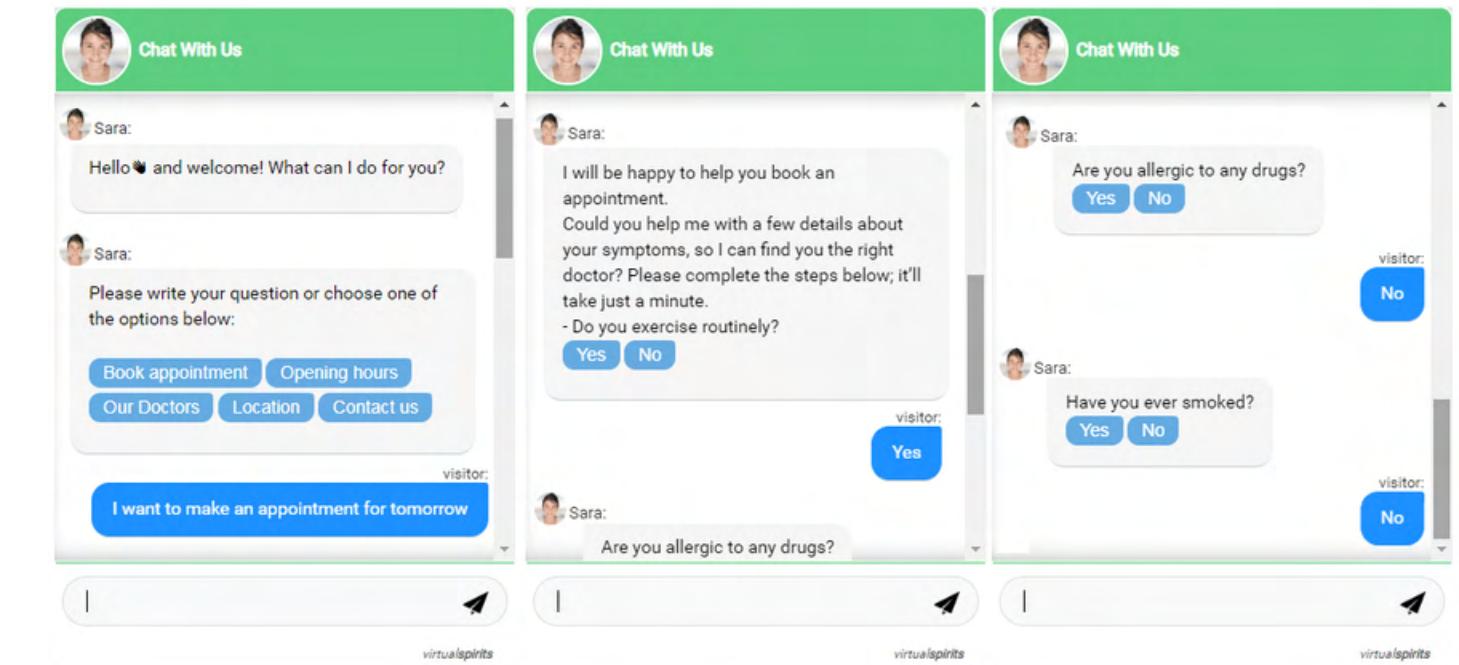
English Support Only

Product Roadmap

MVP(Current state)



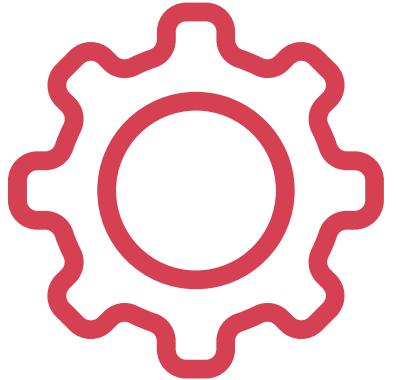
Hybrid Chatbot(Future)



Normal Chatbox

AI-Assisted Chat

Project Estimation

Phases	Timeline	Resources	Cost
 Development	4 months	4 SDE(120K) 1 Project Mgr(35 K)	155K
 Maintenance/ Feedback	2 months	1 QA(20K) 1 PM(20K)	40K
Total			195K