SCHEDULE APPOINTMENT CHAT BOX

PROJECT SUMMARY

Currently UW Medicine customers can either schedule an appointment by calling or through a multi-step workflow in MyChart. Many users do not use the MyChart appointment scheduling feature due to its lack of usability, accuracy in availability, and lack of decision support about which type of appointment and with which provider type. Phone calls to schedule appointments also have their drawbacks.

PROJECT GOAL

The goal of this development is to make MyChart appointment scheduling more seamless and accessible by adding a human touch. This will boost patient confidence and ensure that appointments are scheduled with the right provider at the right time.

PROJECT TEAM

ROLE	NAME
Product Manager	Aayushi
Product Owner	Vinay
Project Manager	Punya
Scrum Master	Lukas
Designer	Ankit

VALUE PROPOSITION

By enabling a direct messaging line through MyChart to schedulers, we save UW Medicine resources by reducing scheduling call volume while increasing user satisfaction in scheduling appointments via MyChart.

ASSUMPTIONS

- User(patients) prefer to schedule via chat rather than call
- User(patients) can articulate their symptoms efficiently via chat
- English Translation services are not needed
- Chat scheduling takes less time than phone scheduling

RISKS

- Users do not want to schedule via chat, call instead
- Abandoned chats
  - Patients starting chats and not finishing appointment scheduling
  - Technical disconnections
- Delayed responses from the scheduler
- Chat to schedule takes more FTE than calling
- Failed initial customer experience is threat to customer retention

KEY METRICS

Retention:
- Users who have booked appointments through the feature more than once in a year (%)
- Appointments booked through feature that were rescheduled or canceled via phone call (%)

Activation:
- Number of appointments scheduled through MyChart (%)

Revenue:
- FTE required to monitor scheduling phone calls ($)

User Satisfaction:
- Avg time to book appt. (Minutes)

BUDGET DETAILS and ESTIMATION

BUDGET DETAILS	ESTIMATION
Direct Cost:	**$12800**
Development Cost	$10,000
Service Charges	$1,000
On-Site Visits	$1,000
Other	$800
Indirect Cost:	**$7000**
Training Costs	$2000
Knowledge Transfer	$2000
License Costs	$1000
Other	$2000
Ad-hoc costs:	**$3000**
Total Project Budget	**$22800**

IN SCOPE

- Chat box frontend development
  - Patient (Mobile / Web)
  - Scheduler
- Chat box backend development (Connecting user with scheduler)
- QA Testing
- Conducting user interviews for gathering requirements
- UX Design
- Interviews to gain feedback to make improvements/ enhancements
- Maintenance of software
- Technical Support

OUT OF SCOPE and CONSTRAINING FACTORS

- No AI/ML Model for Triage
- No scheduling automation
- Full Scale Rollout
- Marketing / End User Awareness
- Operational Changes - Handled by health systems
  - Translation- only English available
  - Scheduler schedules / staffing
  - Training
- Legal
- MyChart Server Capacity
- Limited budget

PROJECT START DATE

JANUARY 5th, 2023

ESTIMATED PROJECT END DATE

DECEMBER 1st, 2023

PROJECT MILESTONES

DESCRIPTION	Milestone 1: Backend Development Complete	Milestone 2: Frontend Development Complete	Milestone 3: QA/User Testing Complete	Milestone 4: QA/Customer Feedback Implementation	Milestone 5: Release
TIME REQUIRED	2 Months	2 Months	2 Months	3 Months	2 Months