



**HealthEzy**

# Current State

**IMT 587**

Assignment 2A



# Target Customers

## ALL CUSTOMERS & USERS

- Expecting Mothers
- Elderly People
- Teens with Proxies
- Parents with young children
- Chronic Pain Patients
- People not familiar with American Healthcare System
- Anyone who has access to UW Medicine

## TARGET CUSTOMER

Anyone who recently got control of their healthcare; could be students.

Anyone who recently moved to Seattle(in the past two years), new to UW medicine, learning to navigate through the platform themselves.





# User Persona

## ABOUT THE USER

Derek is an international graduate student at UW. He is new to the American healthcare system and trying to understand it. He wishes to explore easier ways to schedule a doc appointment and track his medical records.

## DEMOGRAPHIC INFORMATION

- Age: 26
- Location: Seattle
- Occupation: Grad Student
- Status: Single
- Income range: \$20,000 - \$25,000

## NEEDS

- Easier ways of scheduling doctor appointment, without really going to the hospital.
- Quick access to his test results and medications.
- Paying and keeping track of bills.

## FRUSTATIONS

- Even in emergency, it takes hours to get doctors appointment. Prior scheduling of appointment would be helpful.
- It takes time to receive test results, and its a hassle to collect reports from different labs.
- No Connectivity with the doctors.

**CURRENT FEELING:** Confused, Stressed, Unaware and Lost

**REASONING FOR PERSONA:** Many of our peers can empathize with this persona



# Competition

## DIRECT COMPETITORS

Cerner, Meditech, Allscripts

Direct competitors provide most of the features that can be found in EPIC's MyChart. They are in the same space and have a good chunk of the market share as well.

Cerner does not incorporate CRM and customer service is slower. Patients have to wait longer to get replies to their queries.

**Meditech:** This software does not allow collaborative capabilities and is better suited for smaller teams. It has lesser features for managing projects, workflows, and information.

**Allscripts** has a fully owned subsidiary that harnesses the power of genomics and brings them to clinical flow.



Figure: Offerings and values of Epic’s competing EHR vendors (Pennic, 2020)

Epic, Cerner Dominate The Competition In 2018 US Hospital EHR Market Share

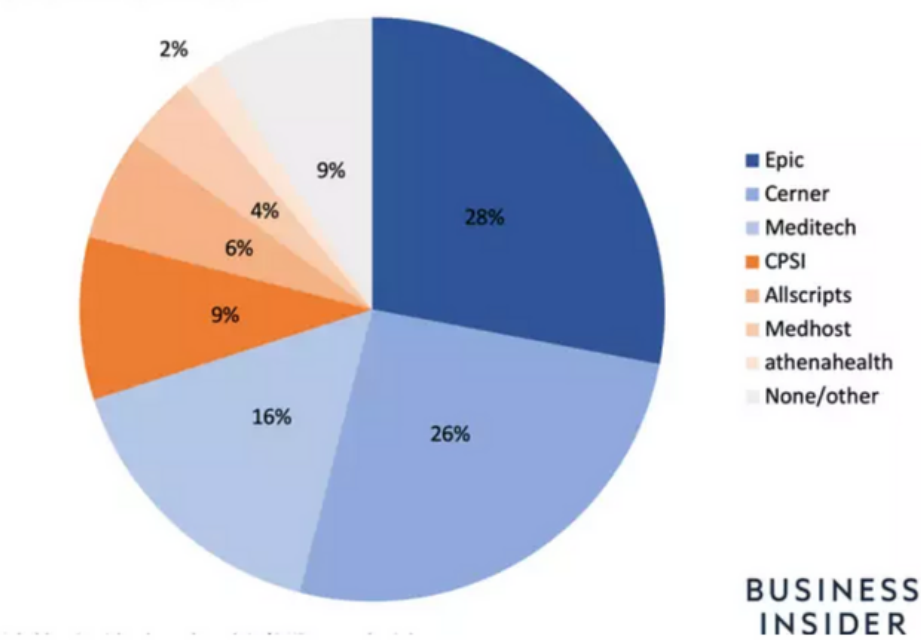


Figure: Epic Market Share in Electronic Health Record in 2018 (About 60 Health Systems Are Siding With Epic Systems Against the HHS’ Proposed Data-sharing Rules, 2020)

According to KLAS Research's "U.S. Hospital EMR Market Share 2021," Epic continues to have the greatest share of the acute care hospital Electronic Health Record(EHR) market, with 32.9% (Adams, 2022)



# Competition

## INDIRECT COMPETITORS

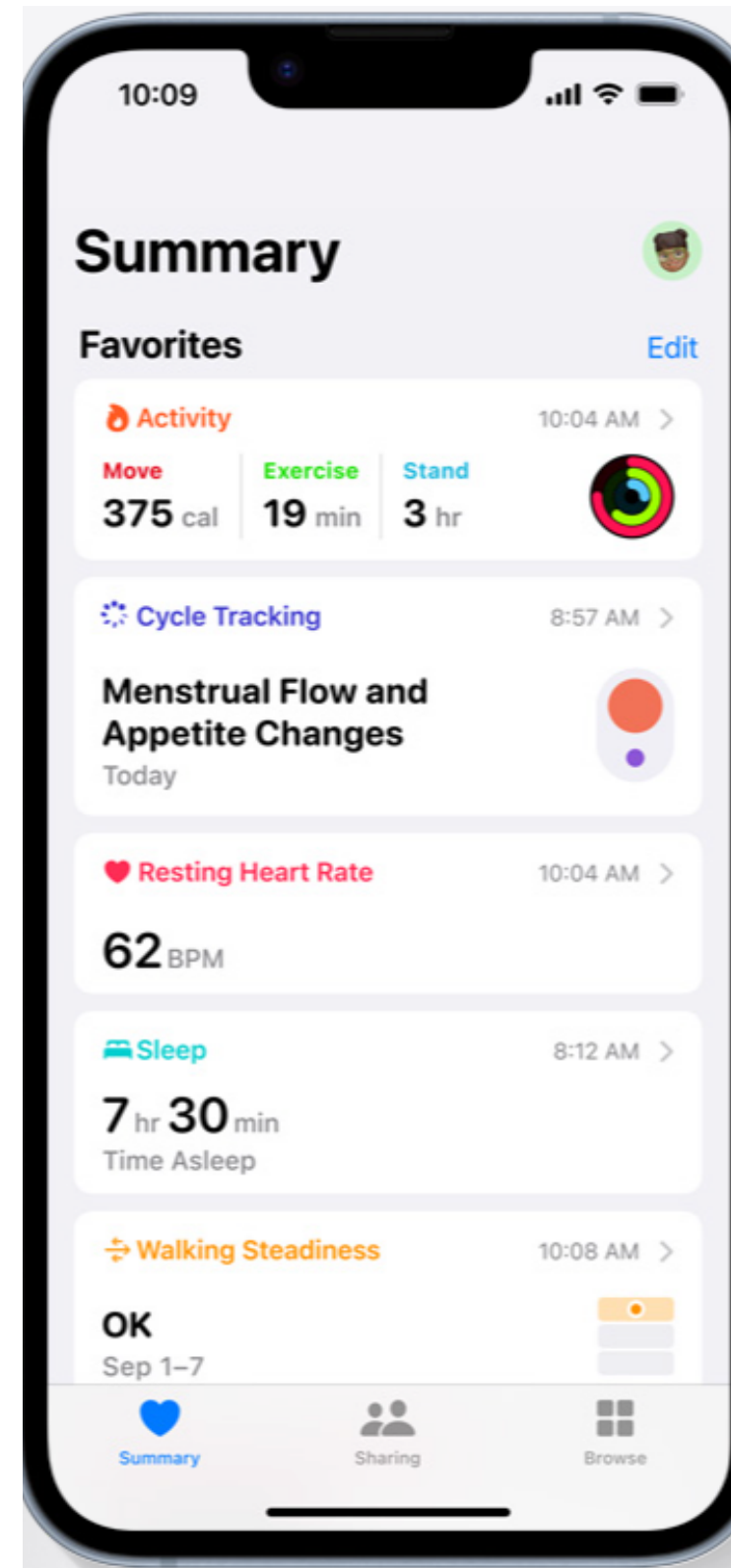
Medisafe, One Medical, Apple Health

Indirect Competitors are in the medical field but are not directly related to the EHR markets. They may provide a few services like Epic's MyChart but not have a unified portal for all the patient's needs.

**Medisafe:** This application provides personalized reminders and alerts caregivers on missed medication alerts.

**One Medical** provides virtual care to patients along with messaging services.

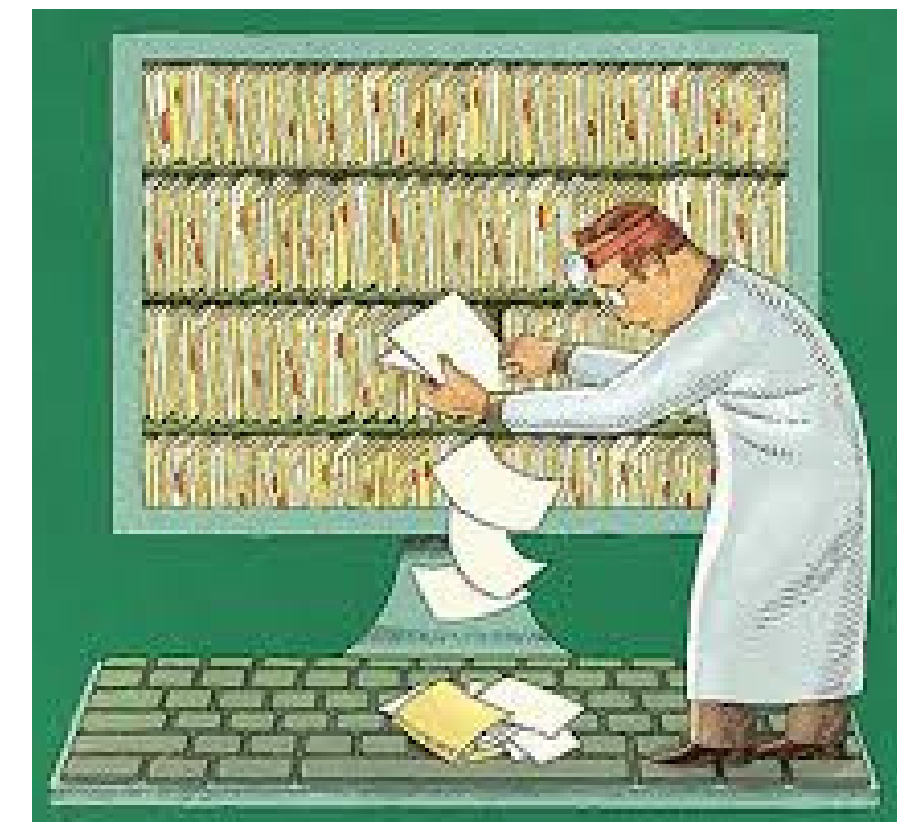
**Apple Health:** Helps keep track of workouts, manage, understand and track your medications and sleep.



## STATUS QUO COMPETITORS

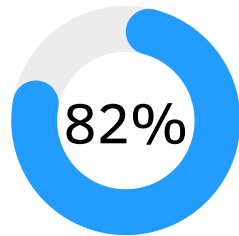
Smaller Rural Hospitals and Community Health Centres

More than 5,400 healthcare facilities in the U.S. are not using EHRs meaningfully, despite the fact that they can receive incentives for doing so.



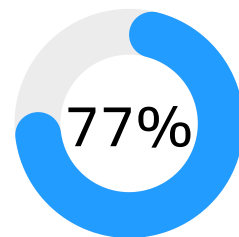
# Key Performance Indicators/Metrics

## Business Metrics



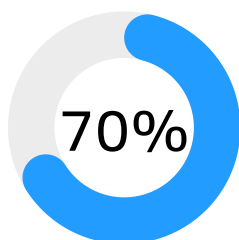
### AQUISITION

Acquisition rate = Percentage of Number of users acquired/specified time period



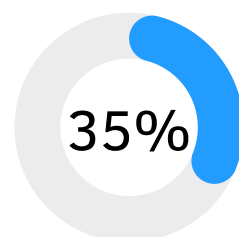
### ACTIVATION

Activation rate = Percentage of Number of activated users/ Total number of users



### RETENTION RATE

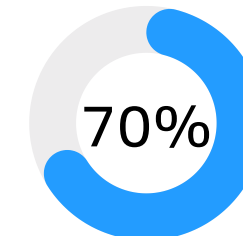
Retention rate = Percentage of Number of continuing users / Number of customers you started with



### REFERRAL RATE

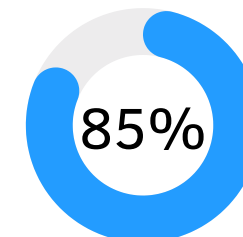
Percentage of Number of referred purchases / Number of total purchases

## Customer Metrics



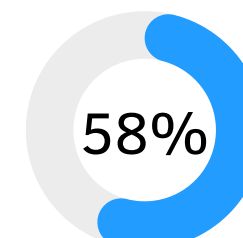
### CUSTOMER SATISFACTION

Does the customer satisfy with the overall experience of the platform?. We will calculate this metric based on the reviews and surveys



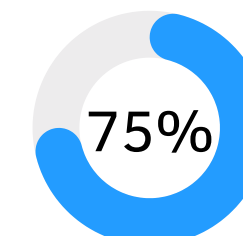
### PATIENT SAFETY

It is how securely we are storing patient health records such as lab reports, prescriptions, personal details, and others.



### CUSTOMER LIFETIME VALUE (CLV)

Customer Lifetime Value = (Customer Value \* Average Customer Lifespan)



### FREQUENCY OF USAGE

Number of times the patient portal has been accessed or used by a patient in a quater for booking the appointment

# Emerging Technologies


## Artificial Intelligence

- Automated Bots
- Telemedicine
- Automated Lab Test suggestion

## Blockchain Technology

- Securing Patient Data
- Managing Electronic Medical Records [ EMR ] Data
- Drug Supply Chain Tracking

# SWOT Analysis

 Denotes Opportunity Our Team Will Solve For

## Strengths

### Customers

- Review of Healthcare Information.
- Messaging with Providers.
- Free to users.

### Business


- Included with enterprise software, no extra licensing fees.
- Patients can pay easily, no FTE needed to process payments.
- Less FTE for call centers.

### Technology

- Integrates seamlessly with EHR
- Mobile/Web Applications.
- High information privacy standards.

## Opportunities

### Customers

- Improve UX/UI.
-  Improve Appt. Scheduling. What type of provider to see.
-  Improve insurance coverage explanations.

### Business

- Move away from enterprise software model.
- Develop integrated health portal - Non-medical health.

### Technology

- Integration with non-Epic EHRs.
- SaaS delivery model could add more flexibility to fixes and upgrades.
- Port to React for consistency.

## Weaknesses

### Customers

- UX/UI is poor.
- Scheduling appointment feature is inaccurate compared to calling.
- Billing is confusing.

### Business

- Quality depends on quality of installation and maintenance.
- FTE Required to maintain.
- Updates/upgrades tied with EHR updates which are quarterly.

### Technology

- Mobile has different sign-in pages for different health systems. Web app has different domain names
- Runs on hospital servers. Requires server maintenance.

## Threats

### Customers

- Healthcare is very human-centric, lack of personalized medicine.
- Providers who oppose new technology.

### Business

- Regulations (21st Century Cures - Final Rule).
- Bad installs of Epic and therefore MyChart.
- Alternative patient portals.

### Technology

- Cybersecurity risks.
- Outdated backend Epic technology.
- On-premise servers pose reliability threats.



# References

Adams, K. (2022, April 28). EHR vendors ranked by percentage of hospital market share. Retrieved October 6, 2022, from <https://www.beckershospitalreview.com/ehrs/ehr-vendors-ranked-by-percentage-of-hospital-market-share.html>

About 60 health systems are siding with Epic Systems against the HHS' proposed data-sharing rules. (2020, February 7). Business Insider. Retrieved October 6, 2022, from <https://www.businessinsider.com/60-health-systems-epic-systems-hhs-2020-2?international=true&r=US&IR=T>

Pennic, F. (2020, November 14). KLAS: Epic, NextGen, Cerner Best at Making Outside Patient Data Usable. HIT Consultant Media. Retrieved October 6, 2022 <https://hitconsultant.net/2020/11/13/klas-report-interoperability-acute-ambulatory-report/>

Retrieved October 10, 2022, from <https://www.fiercehealthcare.com/health-tech/galileo-taps-elation-health-roll-out-ehr-across-50-state-primary-care-practice>

Retrieved oct 11 2022, from <https://insightsoftware.com/blog/25-best-healthcare-kpis-and-metric-examples-for-2021-reporting/>