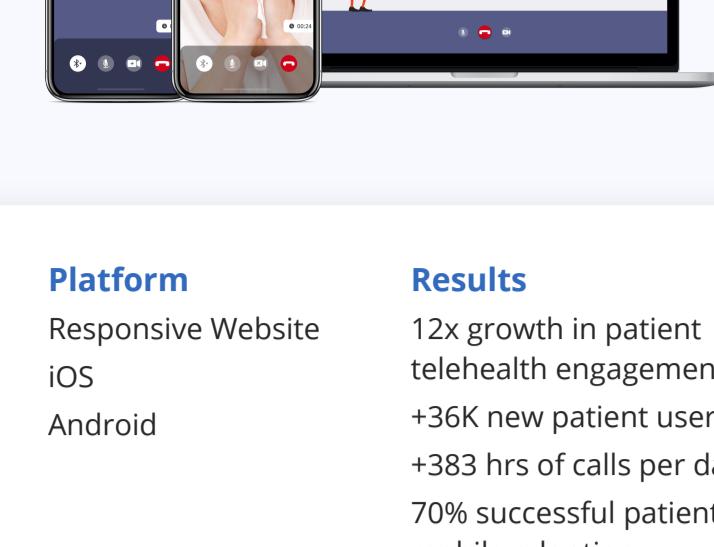


## pMD - Mobile Telehealth Case Study

Journey from a concept to a complete patient experience.



### Services

User Research  
UX and UI Design  
UX Writing

### Team

VP of Engineering  
pMD Dev Team  
pMD Operations Team  
UX Design (me)

### Platform

Responsive Website  
iOS  
Android

### Results

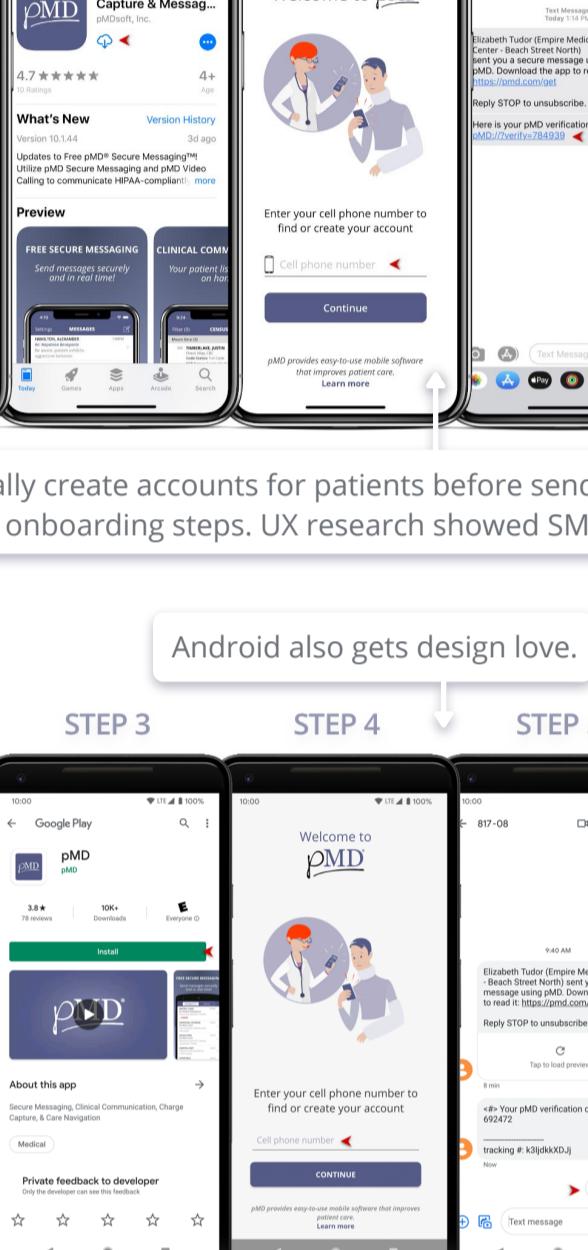
12x growth in patient telehealth engagement  
+36K new patient users  
+383 hrs of calls per day  
70% successful patient mobile adoption

## The question

How do we create a patient telehealth experience from scratch?

pMD is a leading provider of charge capture and clinical communication services to healthcare providers and their staff. Thousands of doctors use pMD everyday to manage their patient lists, track services, and message each other in a HIPAA-compliant fashion.

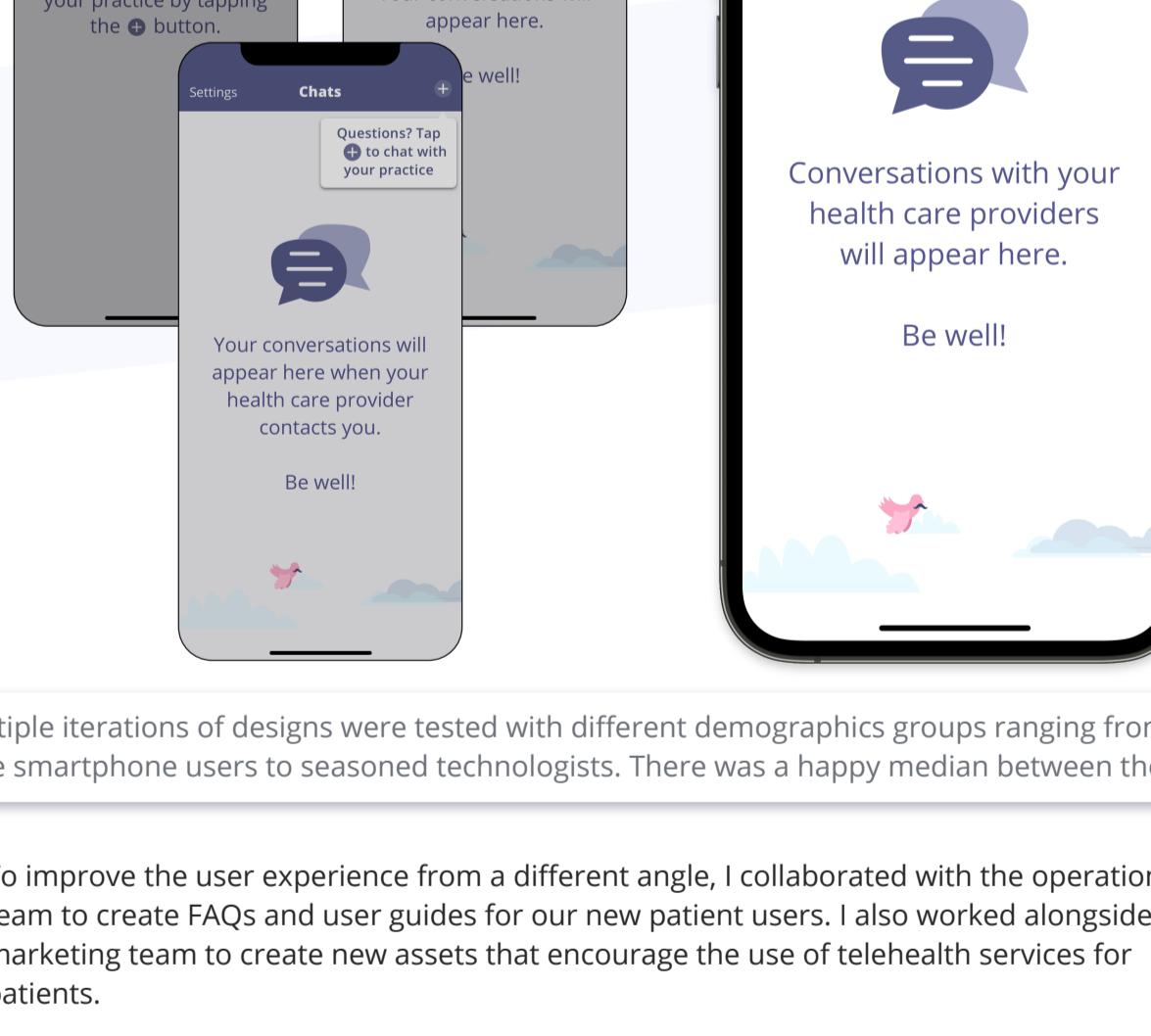
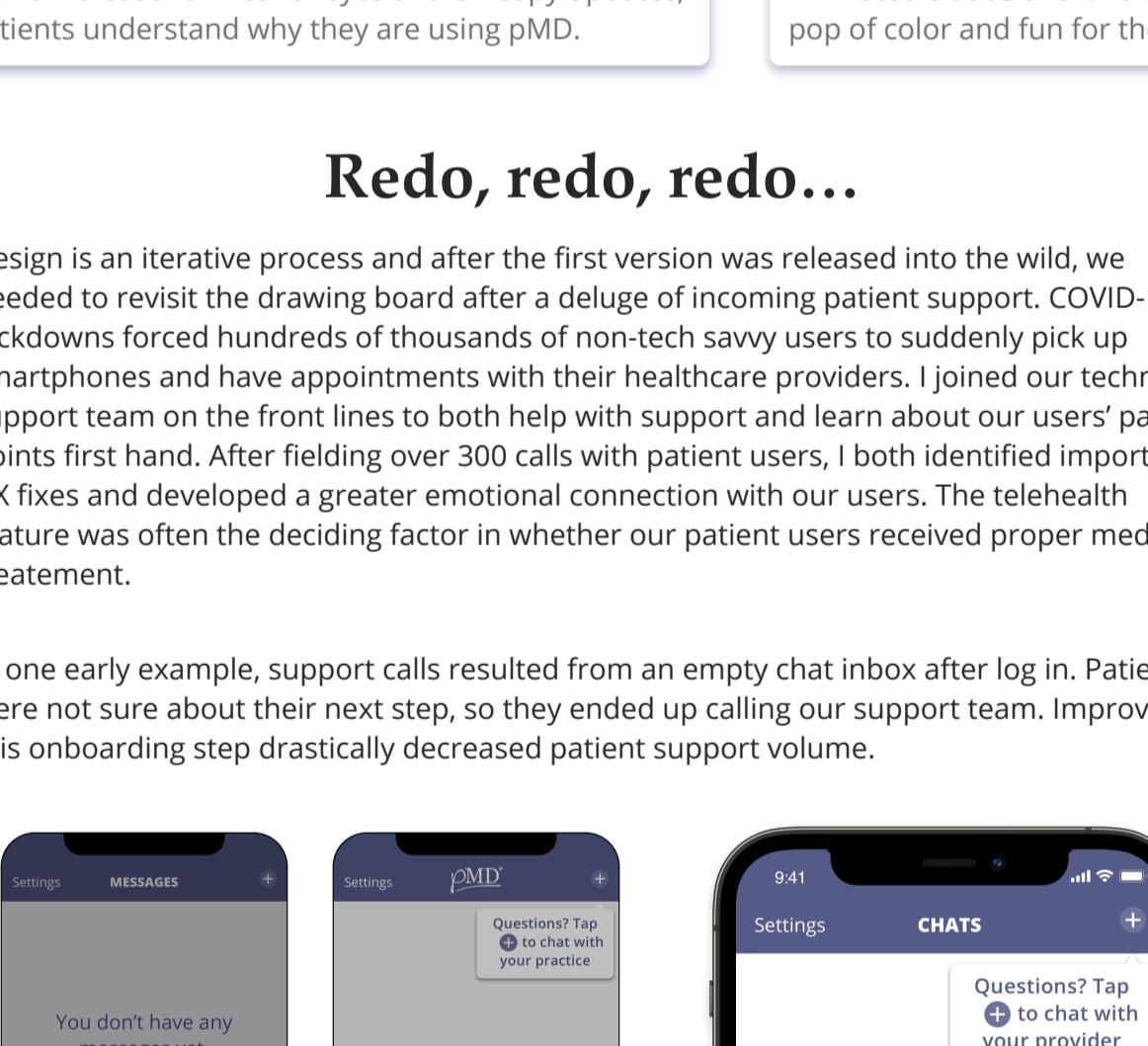
After spending decades tailoring the product to a busy healthcare provider's workflow, we wanted to bring the same level of attention to the patient telehealth experience.



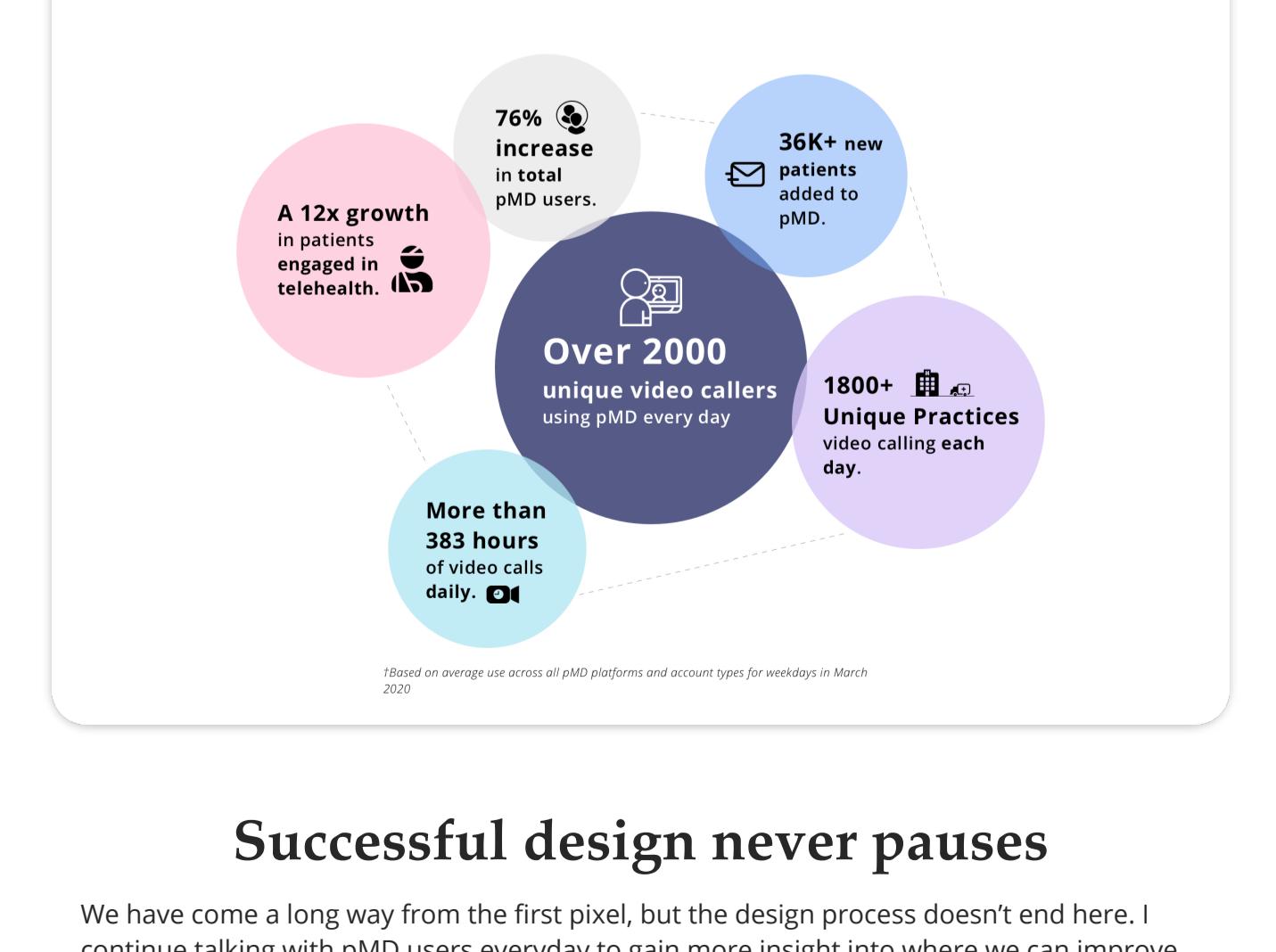
## Patients come in all shapes and sizes

When you're a busy healthcare provider, you don't have much time to be tech support to patients. This means trusting the software you use is intuitive, easy to setup, and won't leave you or your patient hanging.

Patients span multiple generations, so one of the biggest challenges was designing a setup process that worked for patients who were less familiar with using smartphones without bogging down the tech savvy.



Prompt each permission automatically. Reduce # of taps for a user and ensure all essential permissions for video chat are enabled. This decreased customer support.



Based on average use across all pMD platforms and account types for weekdays in March 2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020

2020