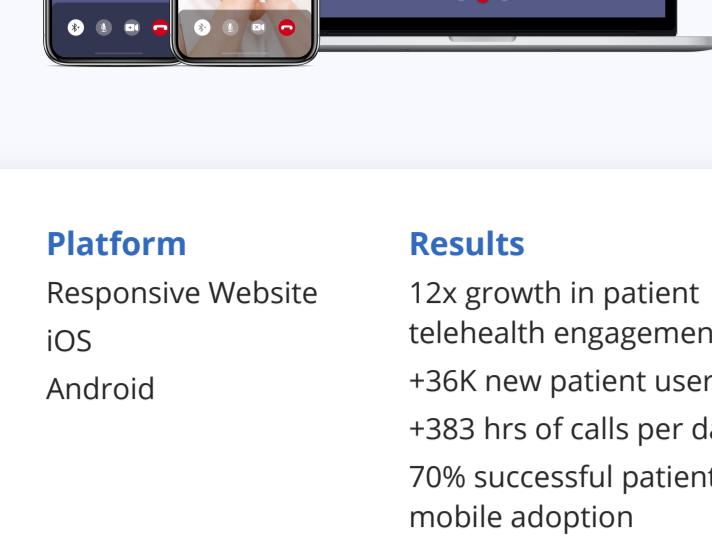


## pMD - Telehealth and Patient Chat

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

### Platform

Responsive Website  
iOS  
Android

### Results

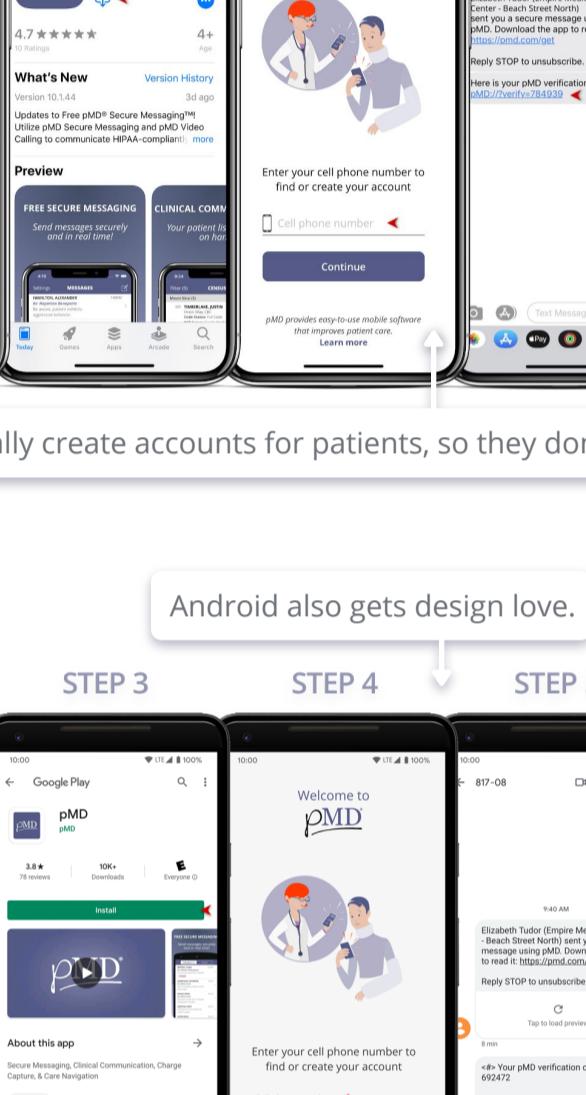
12x growth in patient telehealth engagement  
+36K new patient users  
+383 hrs of calls per day  
70% successful patient mobile adoption

## The question

How do we design 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 census, track services, and message each other in a HIPAA-compliant fashion.

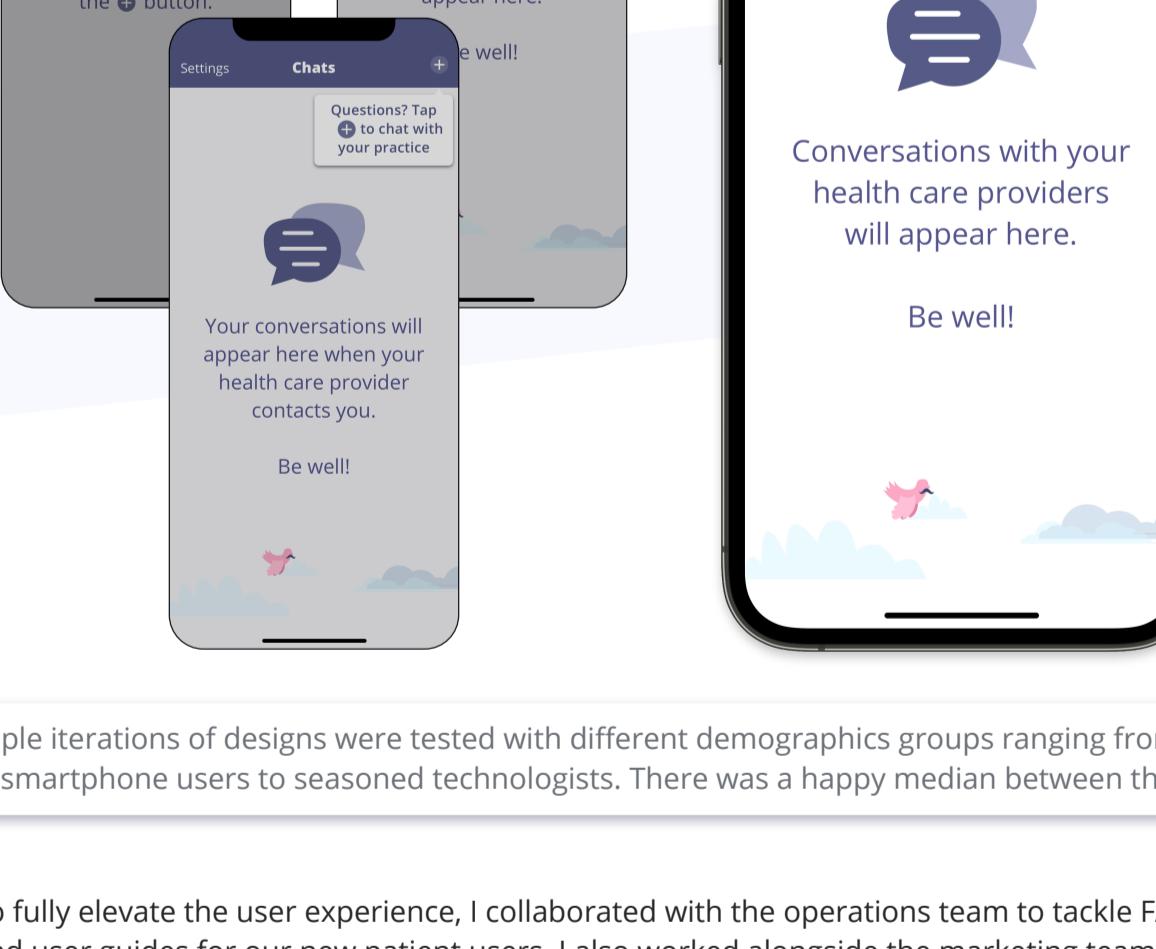
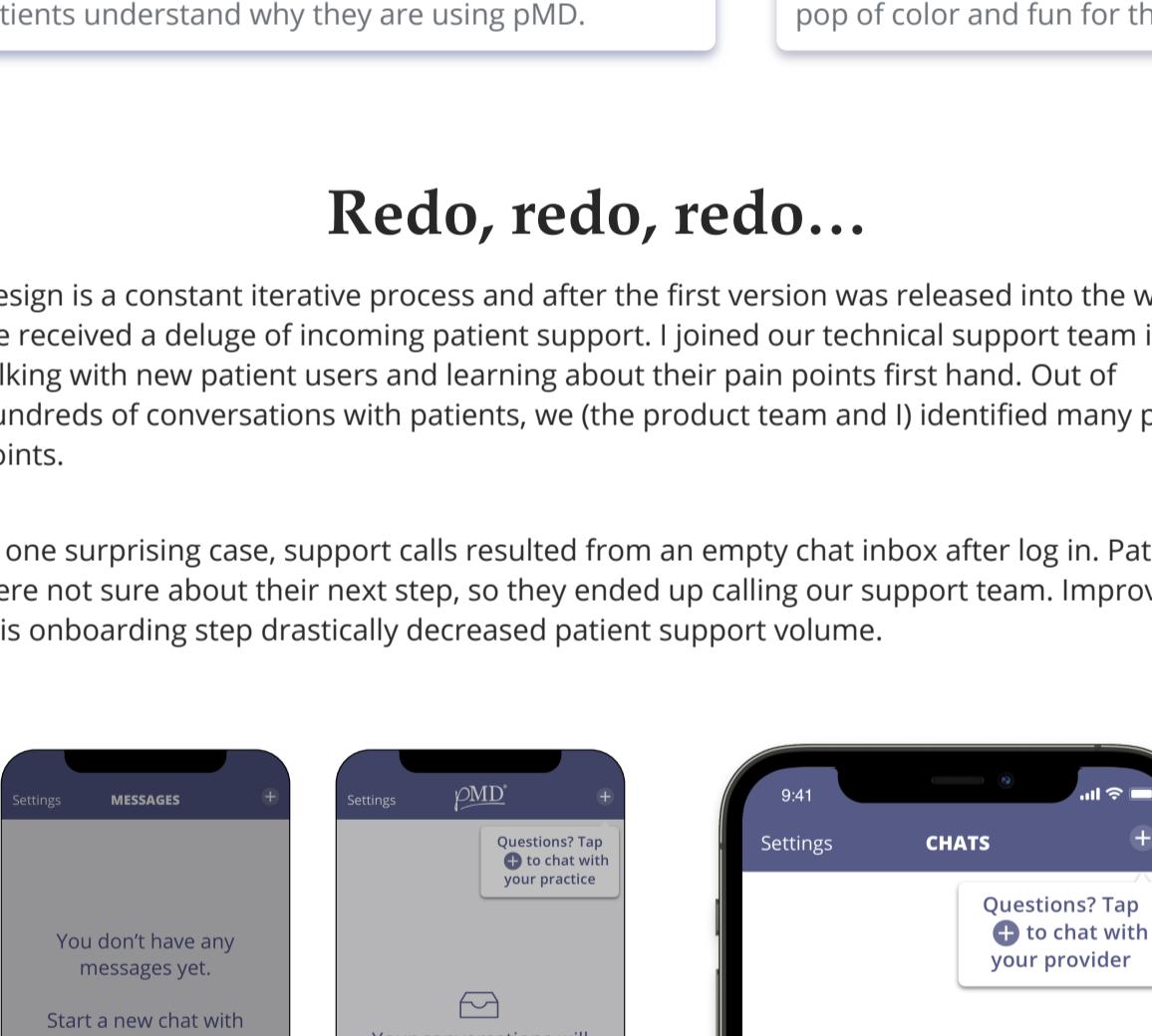
After spending decades tailoring the product to a busy healthcare provider's workflow, pMD wanted to bring the same level of attention to the patient telehealth experience.



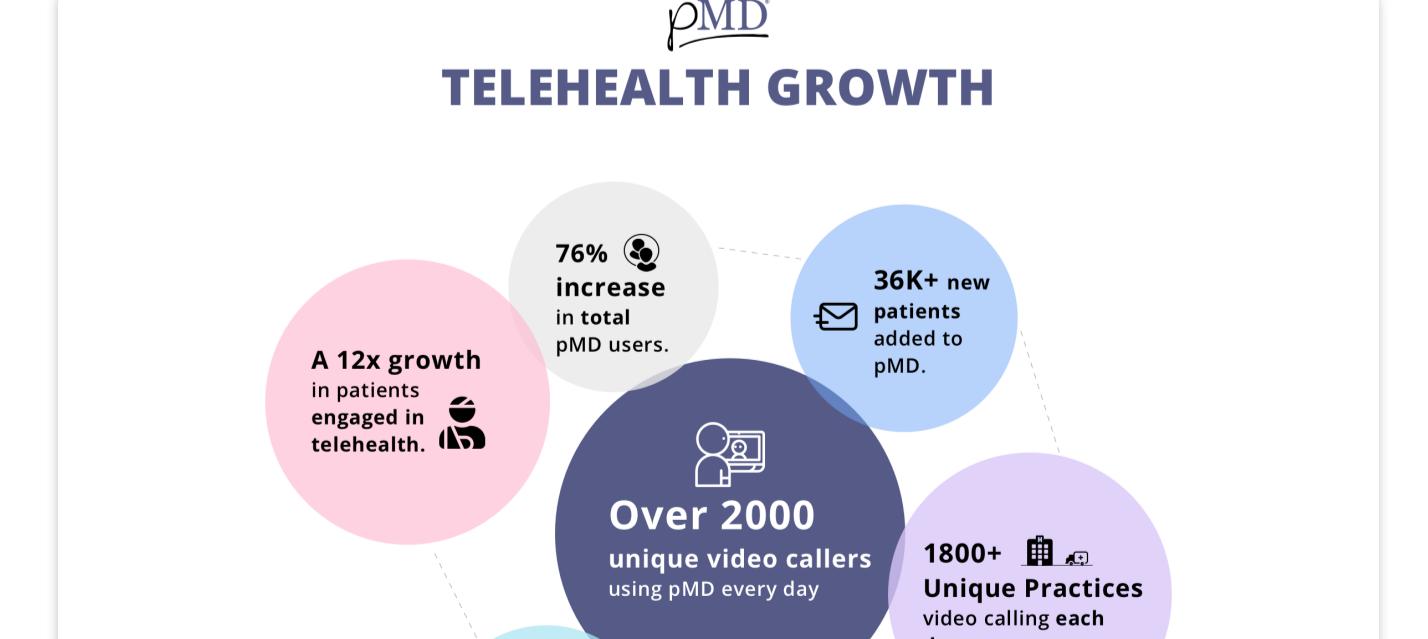
## Patients come in all shapes and sizes

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 our biggest challenges was designing a setup process for older patients with decreased familiarity with smartphones and weaker eyesights.



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

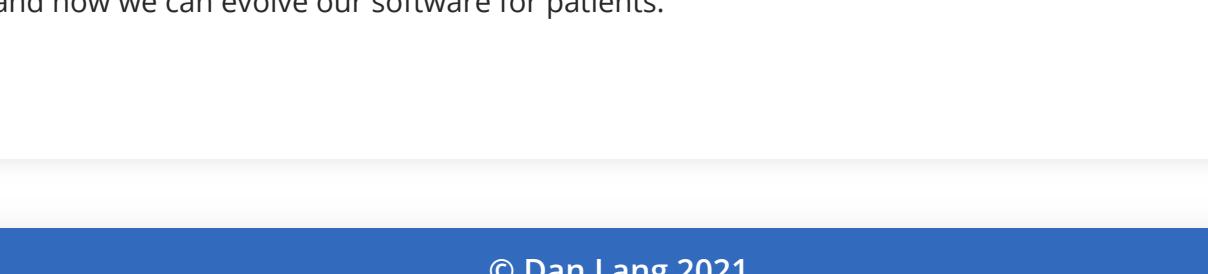


Animate clouds and bird to add a pop of color and fun for the user.

## Redo, redo, redo...

Design is a constant iterative process and after the first version was released into the wild, we received a deluge of incoming patient support. I joined our technical support team in talking with new patient users and learning about their pain points first hand. Out of hundreds of conversations with patients, we (the product team and I) identified many pain points.

In one surprising case, support calls resulted from an empty chat inbox after log in. Patients were not sure about their next step, so they ended up calling our support team. Improving this onboarding step drastically decreased patient support volume.



## Results in engagement

To fully elevate the user experience, I collaborated with the operations team to tackle FAQs and user guides for our new patient users. I also worked alongside the marketing team to create new assets that encourage the use of telehealth services for patients.

## Successful design never pauses

We have come a long way from the first pixel, but the design process doesn't end here. I continue talking with pMD users everyday to gain more insight into where we can improve and how we can evolve our software for patients.

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