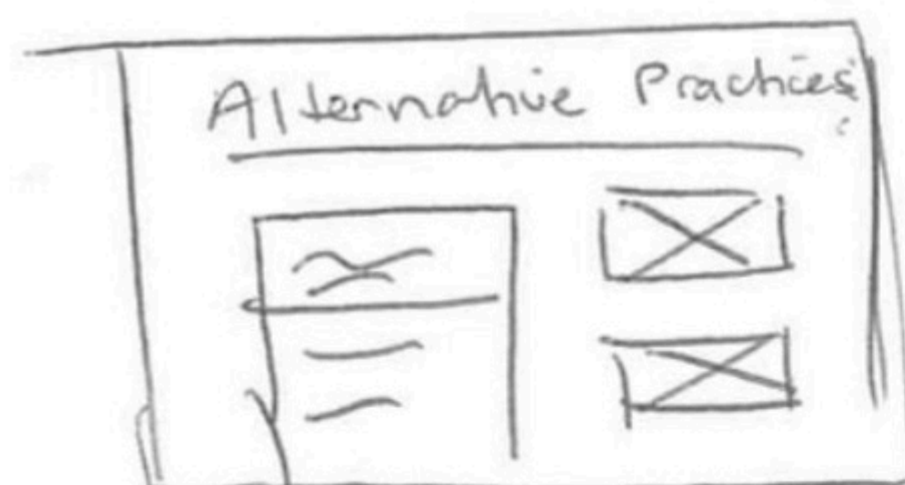


Initial
idea
dump

④ Walk in GP Appointments



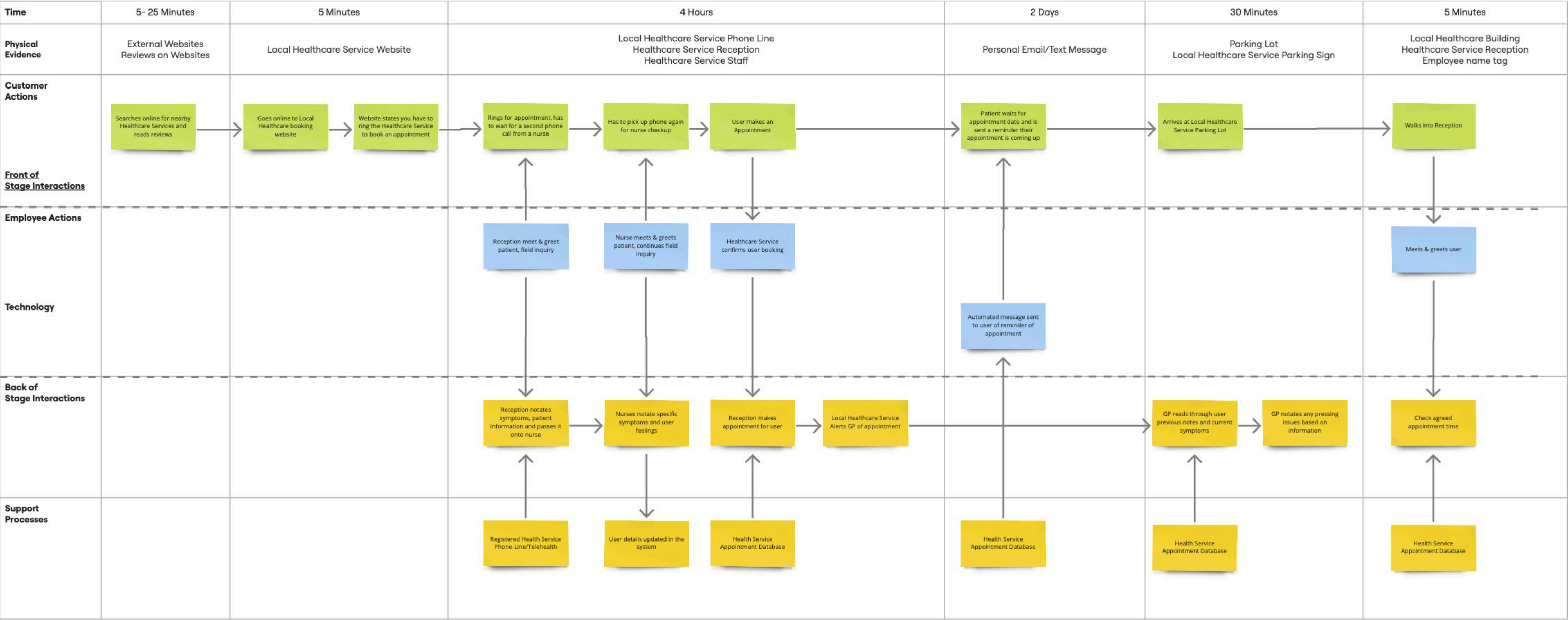
- Discount system for those on benefit or can't pay upfront
- Website signpost of live carparks update + alt. transport options

- Aftercare support after GP Appt
- Partnership w Uber for car-drop offs
- Digital Paperwork fill-in on database
- Accessible toggle for administrative papers
- Room separate from waiting room
- Training programme for GPs + healthcare staff around empathy + avoiding burnout
- Direct Messaging comms between GPs + Pharmacy

⑤ Email Correspondence

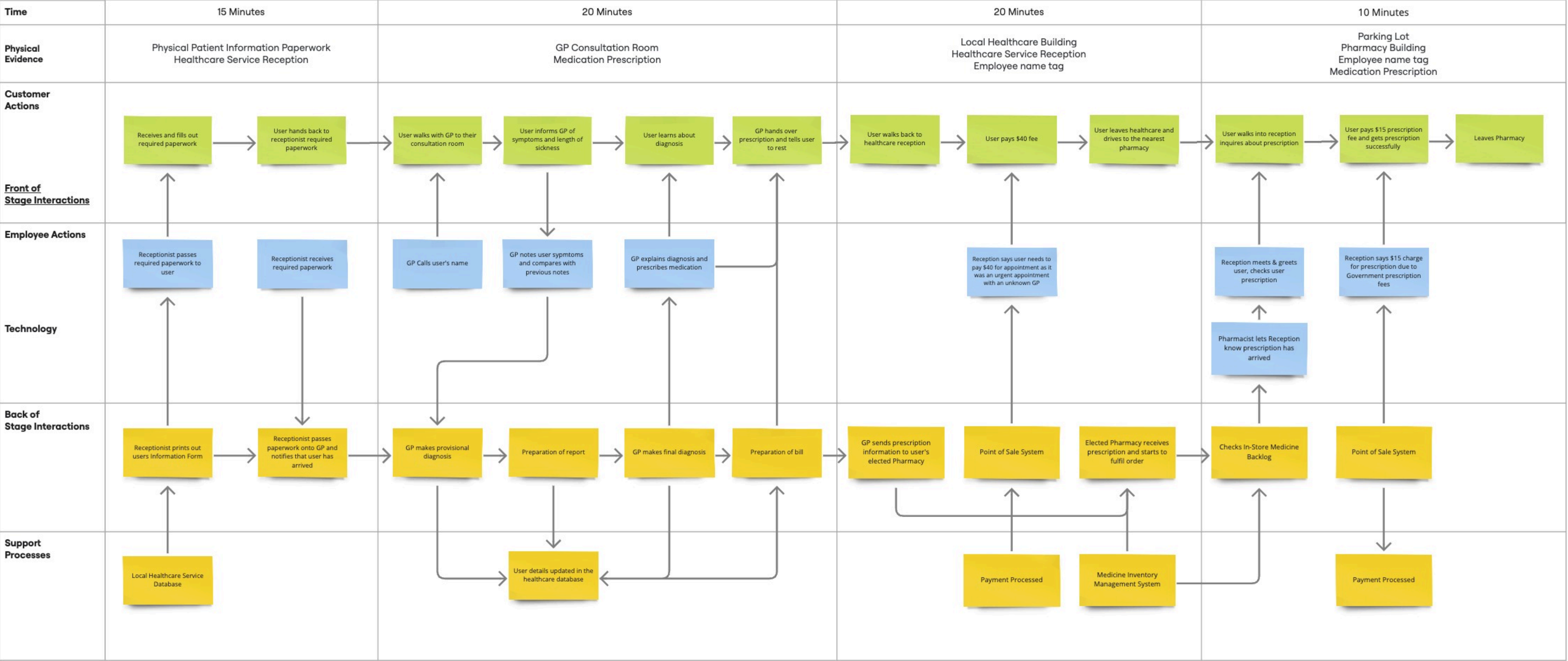
- Diary tracker of symptoms
- Insurance options for healthcare appts.
- Simplified prescription intake labels
- Live chat between GP + patient
- Working w council to add more carparks
- Emergency contact accessibility
- Finance Planner + transparency for healthcare services
 - mobile app/extension
 - educational programme
- Collaboration w WINZ over payment options
 - After pay
- Accessible personal patient data, Simplified

Before Appointment:



I wanted to map out a Service Blueprint with the Current Primary Healthcare System (with none of my concept interventions). This was to find pain-points on the service as a holistic whole and work out where connection points were lacking within the back of stage interactions.

During and After Appointment:



GP Options

Show waiting lists for different practices

Map with filtering options like accepting new clients, different discounts etc.

Walk in GP Appointments

Create verified reviews of different healthcare practices.

Mobile GP's driving out to communities (like rural doctors)

Booking Process

AI Chatbot

Messaging communications between healthcare and pharmacy

Self-enrolment system

Urgency of care phonenumber

Live chat between GP and patient

Mobile Application Booking system

Transportation

Website signpost of live carparks update and alternative transport options

Partnership with Uber for car drop-offs

Working w council to add more carparks

Information

Email notifications to enrolled patients for when booking process changes occur

Diary Tracker of Symptoms

Simplified prescription intake

Aftercare support info pack

Various ways to fill-in paperwork

Accessible patient data

Accessible options of administrative papers

Home remedies before prescription arrives

Financial Help

Discount system for those who are on a benefit or can't pay upfront

Insurance options for Healthcare appointments

Financial planner and transparency for Healthcare Services

Collaboration with WINZ over payment options

I felt it was good to categorise the ideas to see what opportunities I could expand on

Each labeled category is related to needs and pain-points the user experiences within my customer journey map

Training programme for GP's about empathy and avoiding burnout

Room separate from waiting room to fill in paperwork

Use inviting decor and colours inside and outside the healthcare building

Have an effective map finder for patients to easily find the healthcare facility

Concept 1: GP Finder App

Concept 1's aim is to make Healthcare Service Information more accessible for users. The app would have information about users' Local Healthcare Services nearby, based on geographical location. The app would tailor suggestions based on user input of wants and needs and database information online. It would include relevant, up-to-date information about Healthcare Services and reviews about different services so users have a more holistic view of what they should expect.

Show waiting
lists for
different
practices

Map with filtering
options - like
accepting new
clients, different
discounts etc.

Create verified
reviews of
different
healthcare
practices.

Email notifications
to enrolled
patients for when
booking process
changes occur

Mobile
Application
Booking
system

Discount system
for those who
are on a benefit
or can't pay
upfront

Concept 2: 24/7 Online Booking System

Concept 2 is a 24/7 online booking system for Primary Care Service appointments (this could be GP's, community nurses or doctors). The goal of this concept would be to improve the overall patient experience and put less of an administrative burden onto healthcare staff to answer patients booking requests for online or in-person appointments. For off-hours or peak times, A.I chatbots could handle low alert patient requests.

Mobile
Application
Booking
system

Diary Tracker
of Symptoms

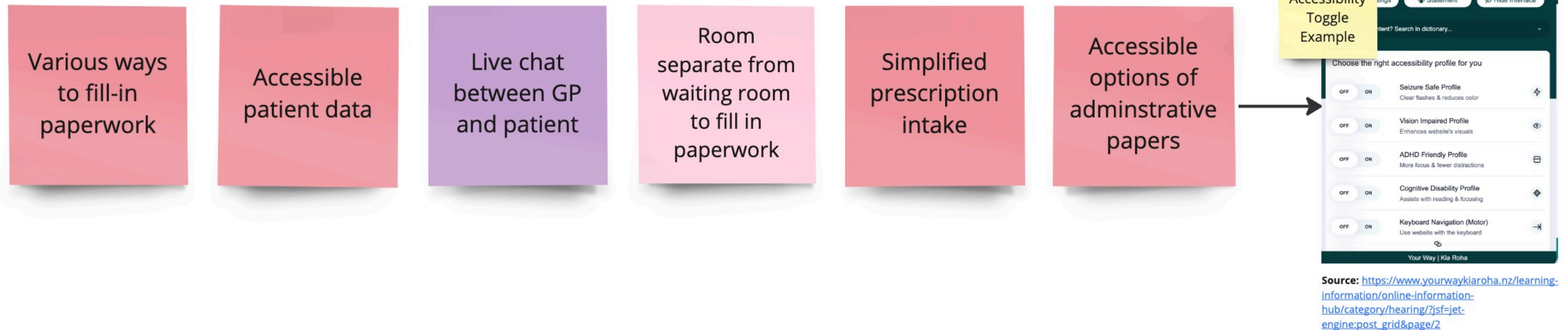
AI Chatbot

Urgency of
care
phoneline

Email notifications
to enrolled
patients for when
booking process
changes occur

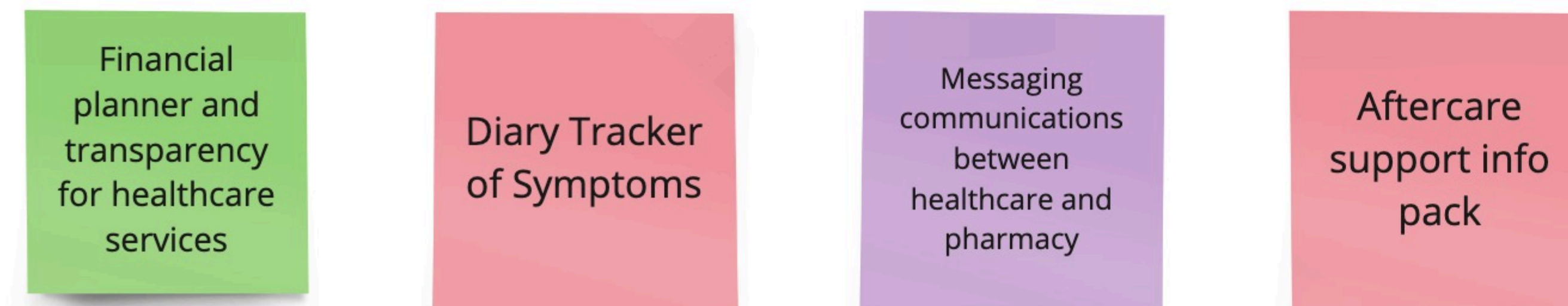
Concept 3: Accessible Information Paperwork

Concept 3 is revamping administrative processes to do with patient documentation and information sheets to make it more accessible for users interacting with Primary Healthcare Services. Users would have access online and be able to fill out informational paperwork before their appointment day. There would be a range of display options (with accessibility toggles) which are simplified so users have autonomy over when they want choose to fill in the paperwork (to fit around their schedules). This also shortens visits to the Healthcare Services for users, making it less time consuming for all parties involved.



Concept 4: Streamlined Interactions (Before and After the Appt.)

Concept 4 is updating interactions between healthcare staff and users. Users could keep track of symptoms if they are feeling unwell and can directly contact their provider with information. After users have interacted with the Healthcare Service and if they are still feeling unwell and symptoms have not improved, providers could connect them with relevant services to help users feel better.



Concept 5: Welcoming Physical Spaces

Concept 5 is to create a welcoming and inviting Healthcare environment for users. This would include comfortably spaced-out chairs, ambient noise, plants, and different spaces for different users within the waiting room on the seating and the walls. This would help users feel welcome and maybe ease their anxiety before and during their appointment.

Way finding
and inviting
decor to
healthcare
building

Room
separate from
waiting room
to fill in
paperwork

Decor within
the GP's office
reflective of
GP's
personality

Use inviting decor
and colours inside
and outside the
healthcare
building

Have an effective
map finder for
patients to easily
find the
healthcare facility

Concept 6: Healthcare Financial Planner

Concept 6 is helping users prepare for appointment payments by being able to interact with any Primary Healthcare Service. A Healthcare Financial Planner would outline costs of appointments, follow ups appointments, hidden costs, transportation (based on user data) and prescription medications. It would also outline for users the different options of how they can pay before appointment day.

Collaboration
with WINZ
over payment
options

Financial
planner and
transparency
for Healthcare
Services

Afterpay

Based on all my concepts and research from Assignment 1, I am going to merge all concepts into a bigger, more evolved overall service for my service blueprint.