Parsley Health
UX Case Study

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Staff Software Engineer, Parsley Health (2021 - Present)

Parsley Health

Project Overview

Parsley Health is a medical clinic based in New York, NY, with a focus on root-cause medicine and value based care.

In 2021, the company expanded into telehealth, requiring the development of web and mobile applications along with a new brand language and design system.

The Problem

Historically, Parsley Health only offered in-person care at their New York or Los Angeles based clinics. The decision to expand to telehealth required developing a new sign-up flow, web and mobile experiences, and an administrative portal for doctors in under 12 months.

The Goal

Achieving success in the telehealth market required a frictionless registration process and scalable software systems to help streamline scheduling and doctor-patient communication.

Parsley Health needed to increase the annual subscriber count from 7,000 patients to 10,000+ within a 12 month period to hit growth targets.

My Role

Staff Software Engineer

My Responsibilities

Collaborate with product designers, project managers, software engineers to develop scalable design system and accessible web experiences.

My Tools

HTML
CSS
React.js
Figma

Outcomes & Results

After expanding to telehealth in 2021, Parsley Health grew its member base from 7,000 to 12,000 annual subscribers, leading to subsequent funding rounds.

Expanding to a national audience lead to additional customer acquisition channels in the B2B marketplace. In 2022, Parsley Health secured telehealth contracts with large national employers such as CVS Health, Hilton, Xcel Energy and Southwest Airlines.

My Work
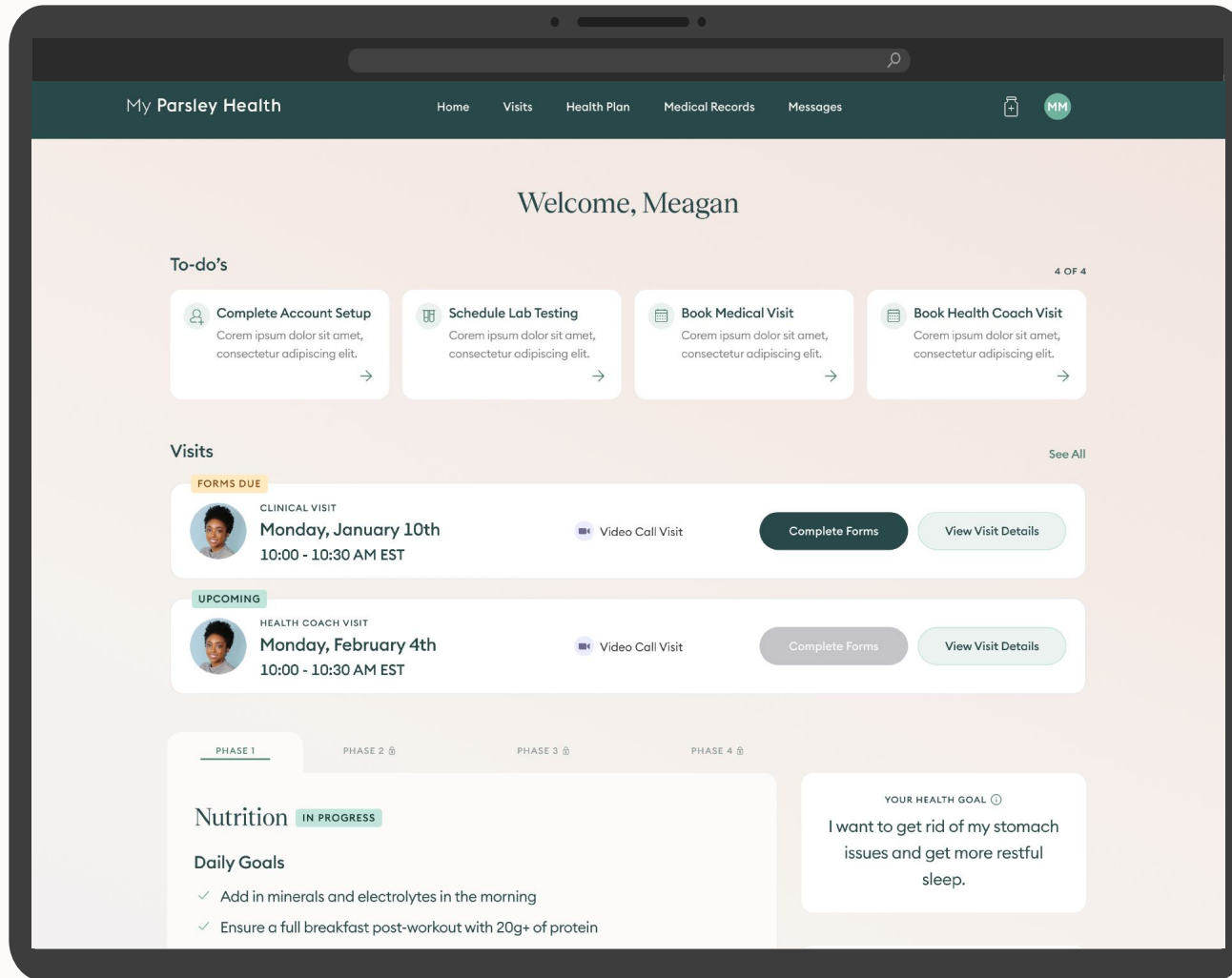
Dashboard

Developed dashboard for doctors, patients, and health coaches

- ✓ Todo Lists
- 📅 Appointments
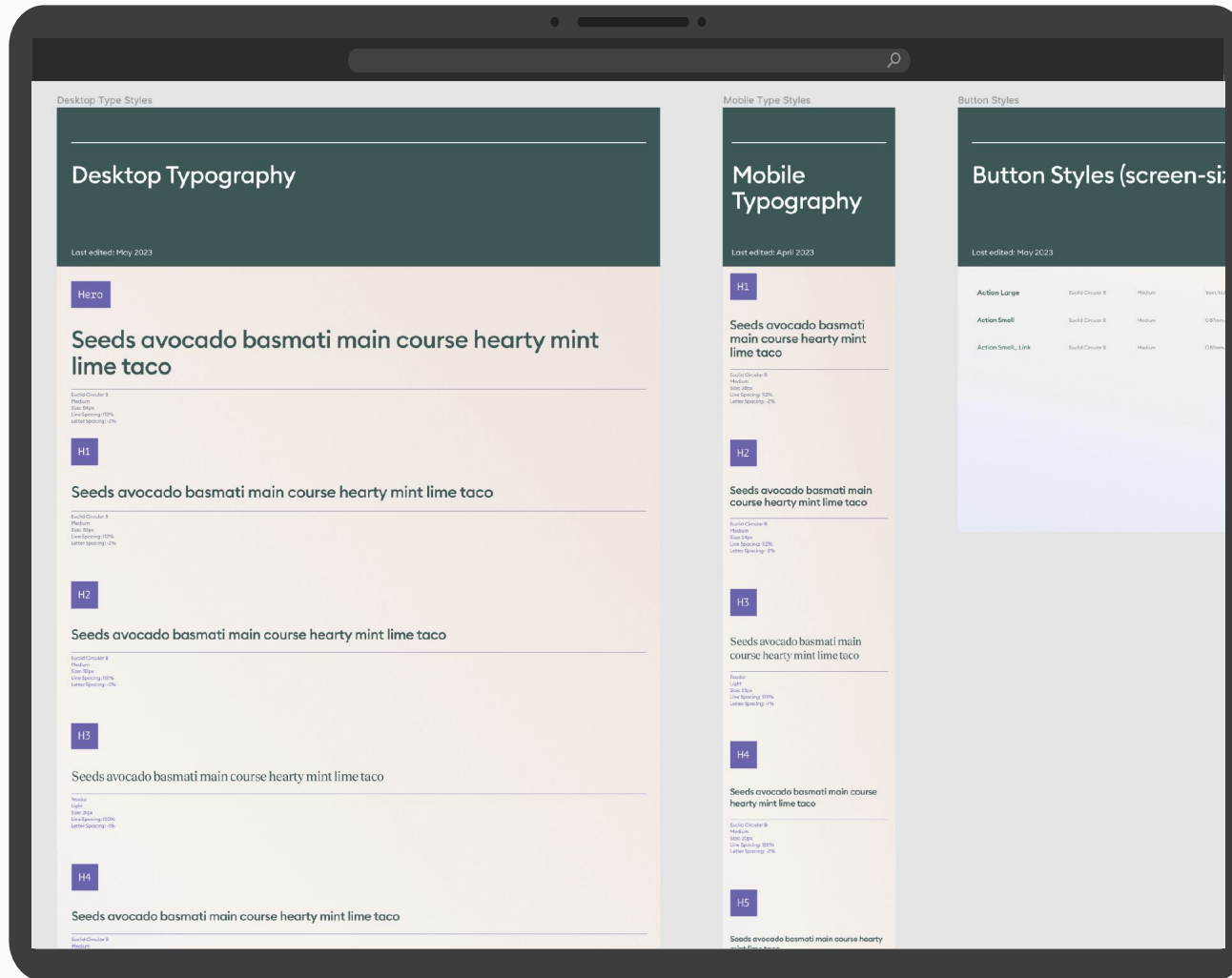- ⚗ Lab Results
- 📱 Mobile First Design
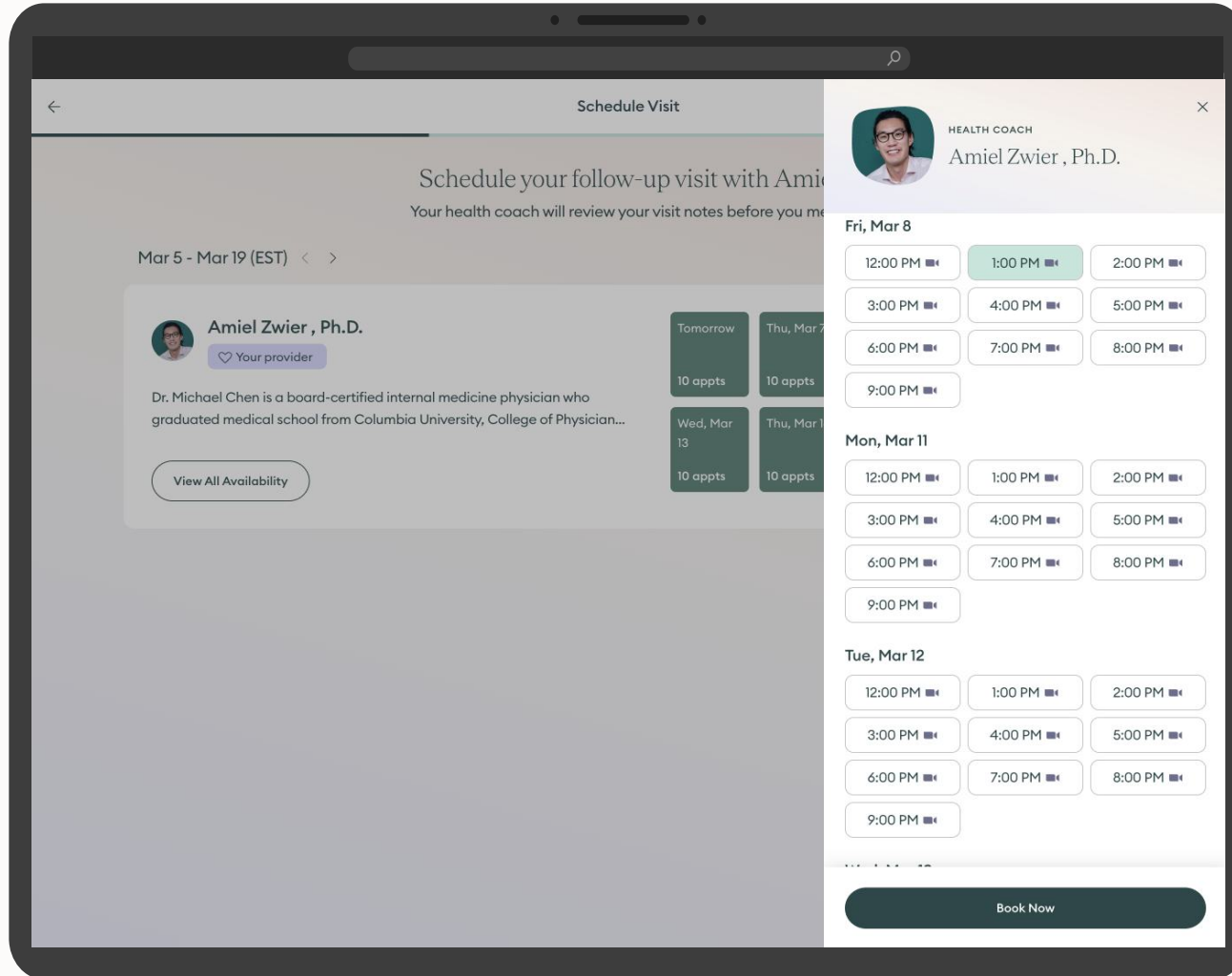
My Work

Scheduling

Developed appointment scheduling interface for desktop and mobile

- Slot Management
- Virtual Appointments
- In-Person Appointments
- Mobile First Design

My Work

Design System

Developed component system to help manage design at scale

⟳ Reusable components

⚙ Developed with React

🖌 Styled with Tailwind

🌐 WCAG 2.0 Compliant

My Work

Registration Flow

Developed registration flow to onboard users into Parsley ecosystem

- Direct-to-consumer
- Business-to-business
- A/B Testing
- WCAG 2.0 Compliant