

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

The screenshot shows the My Parsley Health dashboard. At the top, there's a navigation bar with links for Home, Visits, Health Plan, Medical Records, and Messages. On the right side of the bar are icons for a profile picture and a search function. Below the navigation, a large "Welcome, Meagan" message is displayed. The main content area is divided into several sections:

- To-do's**: A row of four cards with icons and text:
 - Complete Account Setup: "Corem ipsum dolor sit amet, consectetur adipiscing elit."
 - Schedule Lab Testing: "Corem ipsum dolor sit amet, consectetur adipiscing elit."
 - Book Medical Visit: "Corem ipsum dolor sit amet, consectetur adipiscing elit."
 - Book Health Coach Visit: "Corem ipsum dolor sit amet, consectetur adipiscing elit."
- Visits**:
 - FORMS DUE**: CLINICAL VISIT on Monday, January 10th from 10:00 - 10:30 AM EST. Buttons for "Video Call Visit", "Complete Forms", and "View Visit Details".
 - UPCOMING**: HEALTH COACH VISIT on Monday, February 4th from 10:00 - 10:30 AM EST. Buttons for "Video Call Visit", "Complete Forms", and "View Visit Details".
- Nutrition**:
 - IN PROGRESS**: Daily Goals
 - Add in minerals and electrolytes in the morning
 - Ensure a full breakfast post-workout with 20g+ of protein
 - YOUR HEALTH GOAL**: "I want to get rid of my stomach issues and get more restful sleep."

Dashboard

Developed dashboard for doctors, patients, and health coaches

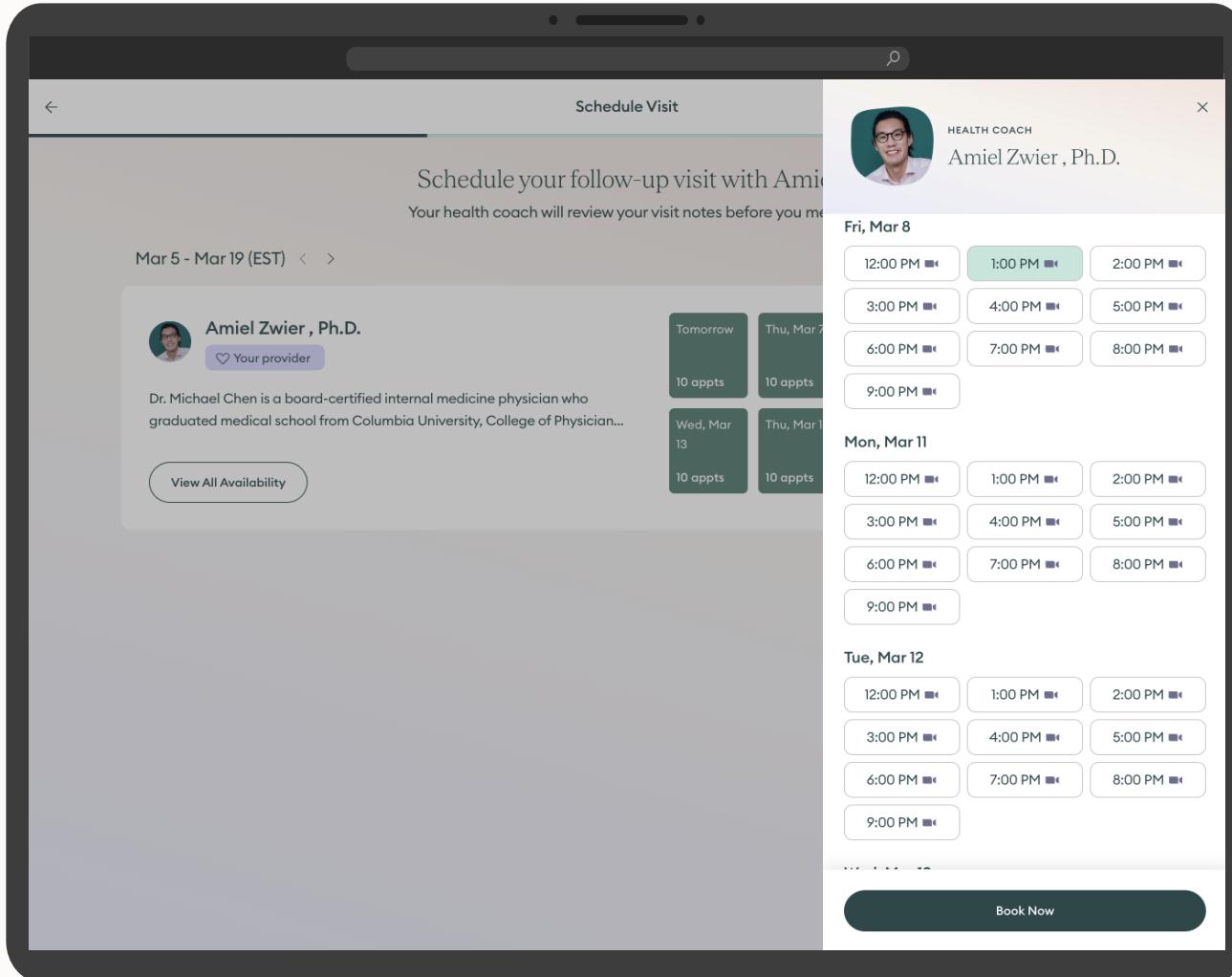
✓ Todo Lists

📅 Appointments

🧪 Lab Results

📱 Mobile First Design

My Work



Scheduling

Developed appointment scheduling interface for desktop and mobile

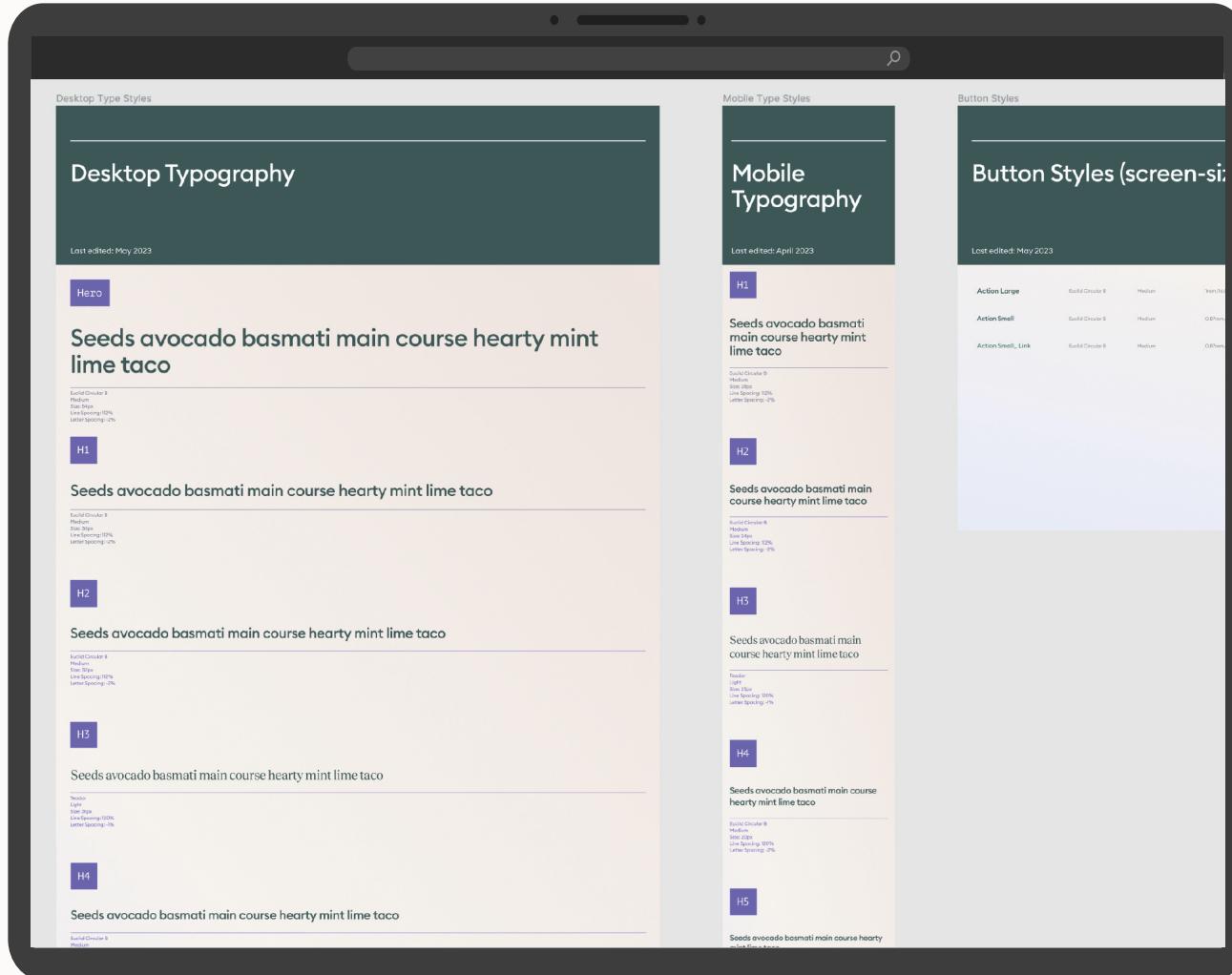
Slot Management

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