Growth Action Plan

UrbanCore Clinics | Web Apps

Lead: Maya Singh | Primary Goal: Build/improve web app

Industry: Multi-site Healthcare
Team Size: 110 employees

Traffic/Users: 260 staff users; 14,000 monthly patient interactions
Expected first measurable gains: 2-6 weeks

1) Executive Summary

- Likely bottleneck: Referral status tracking is manual and often stale.
- Fastest path: Build referral tracking queue with owner and due date
- Expected impact: Improve follow-up completion 20% (High confidence).
- Context: Care coordination and referral tracking rely on manual spreadsheets, creating follow-up gaps.
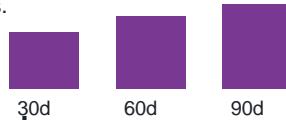
2) Opportunity Diagnosis

- Primary: Referral status tracking is manual and often stale.
- Secondary: Care teams lack a shared task queue with ownership.
- Assumption: Assumes non-clinical workflow module can launch independently.

3) 30-60-90 Plan (Outcome-Based)

Window	Focus	Action	Impact	Confidence
0-30 days	MVP	Build referral tracking queue with owner and due date	Improve follow-up completion 20%	High confidence
31-60 days	Coordination	Add role-based dashboards by clinic	Improve throughput visibility	Medium confidence
61-90 days	Scale	Expand to all sites + quality monitoring	Sustain system-wide adoption	Medium confidence

4) Top 5 Priority Actions

1. Define referral lifecycle stages and SLA targets.
2. Create shared queue with escalation triggers.

Projected KPI Direction (30/60/90)

3. Automate reminders for overdue follow-up tasks.
4. Instrument clinic-level throughput and closure metrics.
5. Run adoption training with site coordinators.

30d   60d   90d

5) Offer Recommendation + KPI Scorecard

Recommended: Web Apps (Primary), AI Automation (Secondary). Track weekly: Referral cycle time, task closure rate, active users.

6) Risks & Mitigation

- Risk: Workflow variance by clinic. Mitigation: core standard + local extensions.
- Risk: Security concerns. Mitigation: strict role permissions and audits.
- Risk: Change fatigue. Mitigation: phased deployment calendar.

7) Immediate Next Step

Map referral handoff workflow in one clinic and deliver a clickable prototype for queue management this week.

"If useful, I can turn this into a hands-on execution sprint with milestones, owners, and delivery dates."

Book a strategy call: https://nexgen.studio/#contact
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