

THEME:

Health

A3:

TEAM:

Group 1

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PROBLEM STATEMENT What problem do we need to solve for customers and users (either internal or external)?

The request of a medical referral takes too long, which prevents patients to receive medical attention from specialist, sub-specialists, and other services, in a short period of time.

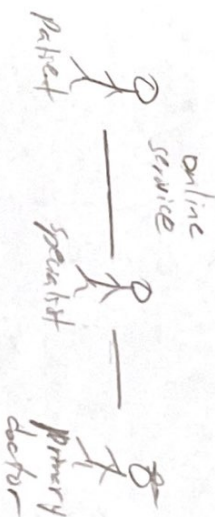
CONSTRAINTS What existing user workflows and technical constraints should we consider to design a solution?

1 Patient requests referral
 2 Primary doctor provides referral
 3 Patient gives referral to specialist
 4 Specialist gives answers referral
 5 Patient gives referral to primary doctor for documentation.

TARGET USERS Which personas (and editions) are feeling pain now? What job are they hiring us to do?

Patients in the Medicaid Program (Government Health Plan).

NEW USER EXPERIENCE How will the interface (web, mobile, API) and user workflow change?



COST OF DELAY What is the opportunity cost if we don't solve this problem? How can we measure success?

Decreasing the number of patients that visit their primary doctors to request referrals

VALIDATION & MEASUREMENT PLAN How do we make sure that we solved the problem?

Patients and specialist offices are happy.