

The Client

A leading hospital chain of Northern India.

Objective

Providing better customer experience to the patients and improving decision making through use of data.

The client had a basic website which was built on an obsolete platform. It was lagging behind in terms of user experience and technical prowess. It had become imperative to revisit the product architecture to cater to the requirements of the new set of users.

The client wanted to build an advanced appointment management system, mobile apps on iOS and Android and replace the older website with a dynamic web portal.

They approached Innovantes to develop a scalable and robust technology platform.

The Challenge

Design of the Appointment Management System was the most challenging task. The client had specific requirements with respect to the Appointment Management system.

The data security was also of prime importance and a challenging task.

The Approach

Detailed discussions were initiated with the client leadership to understand the requirements, finalizing the UI and UX of the website and apps and process flows for the appointment management system.

Various metrics to be captured and included in the reports were studied and selected. The categories of reports were identified to be included in the dashboard- Patient footfall, comparison of future and past appointments, speciality and department-wise utilizations, footfall, average consultation times etc.

We used a combination of Hybrid and Agile methodologies to develop the solution.

A Phase-wise approach was planned to roll out the solution:

Phase 1- Updated website

Phase 2- Integration of the Appointment Management System

Phase 3- Mobile apps on iOS and Android along with an advanced Content Management System.

The Solution – A Comprehensive Digital System comprising of a web portal, mobile apps, Admin backend with an integrated Appointment Management System

Innovantes's team brought in the requisite domain and technical expertise to design an integrated digital system. High end web portal and mobile applications for iOS and Android were built using ASP.NET and Microsoft Xamarin. The entire solution was made SEO and social media friendly so that all relevant information could be shared as widely as possible to help the client maximize visibility.

The following functionalities were a part of the solution delivered:

Website and Mobile Apps:

- Appointment Management- Website, App and through the Admin handles created for the Admin staff across the network.
- User Management
- Schedule Management by Doctors and Admin
- Change Management
- Content Management
- Pathology and Radiology Integration- For patients and referring physicians to access reports
- Real Time Alerts and Reminders
- Log Tracking
- Analytical data for appointments, tasks, patients to give clear visibility about the application usage

Dashboard and Analysis:

- Reporting- An easy customizable dashboard for management was prepared which included facility-wise and specialty wise metrics, built in evaluations and daily updates on the patient footfall and other important metrics.

Access to the app and the dashboard was given on need-to-know basis to take care of data security.

The Impact- Improved Patient Experience

- The system developed by Innovantes ensured complete automation of the entire organization's processes leading to a substantial increase in efficiency, patient experience and credibility.
- Within 2 months of the launch, over 20% of the appointments moved online.

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