



Design a digital product to make primary care more accessible.

1 Why? Understand your goal.

Allowing primary care professionals to spend more time with more patients allows them to:

 **Save lives**
and improve people's quality of life

 **Save money**
for the healthcare system and to the public

2 Who? Define the audience.

Audiences:

- Patients.
- General practitioners.
- Nurses.
- Clinic receptionists.

Patients

Main audience we want to serve better.

GPs

The most "expensive" of all clinic personnel. Optimising their time = increasing access to general care.

3 When & Where? Understand customer's context and needs.

Show the experience from the patients' perspective. **Context:**

Time — interaction starts with the patient not feeling well, any time of the day or week.

Location — schedule an appointment from home, work or on the go. Physically going to the clinic, checking-in at reception/kiosk, waiting room, doctor's office.

Feelings — anxiety, uncertainty.

Need: Get the best treatment from a professional that is: familiar, affordable, nearby, has a short wait-time and a convenient appointment time.

Most popular reasons for patients to go to a clinic: prescription renewal, general checkup, blood pressure disorder, sick note for employer, back-pain, mental health, diabetes, vaccination

***preventable**

4 What? List ideas (A, B, C...)

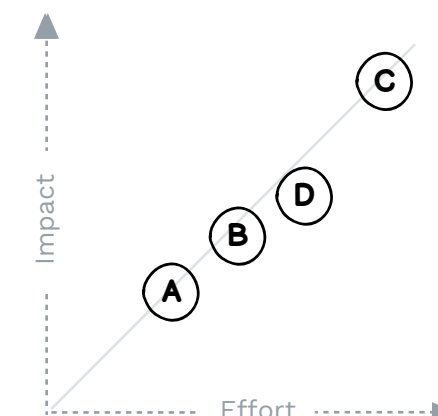
A. Family doctors' marketplace — a website and mobile app for finding a GP nearby with reviews, ratings and price.

B. Doctor's advice on-demand platform — text or video chat with a doctor on-demand from computer or mobile, anytime, anywhere. Independent product / whitelabel for clinics.

C. Shared appointments via video — mobile app connecting GPs and groups of patients who have common preventable conditions.

D. Improved appointment scheduling system for clinics. Allow the patient to list their reasons for setting an appointment in advance.

5 Prioritize, choose idea



A and B solutions already exist to some extent, easy to build, have low impact together with D. C — biggest impact, creates new market.

Go with the biggest potential (C).

6 Solve

User-tasks:

- Open the app.
 - Log in with your clinic credentials.
 - Choose an appointment type.
 - See time slots available.
 - Choose the convenient slot.
 - Pay.
 - Get a notification about the appointment starting soon.
 - Open the app.
 - Join the appointment.
 - (optional) Request to ask a question.
- If the doctor approves the request, join the call to ask a question.

1. Login

- Log in with clinic credentials or sign up.
- Communicate service's value props.

2. Home

Appointment recommendations:

- Advice from your GP.
- Existing conditions according to medical history.
- You're in risk group.

3. Item

Appointment details:

- Duration.
- Condition (recently diagnosed/ongoing treatment/prophylactic).
- Price.

4. Pay

5. Join

6. Participating in an appointment

7 How? Measure success.

To measure how successful our app is in enabling customers to participate in group appointments:

- Appointment sign-ups conversion.
- Discussion call-in requests rate.
- Appointment attendance rate.

Business metrics to validate how successful is the concept of group appointments is:

- Increase in patients who saw a doctor this month.
- Patients who participated in an appointment are less likely to have the disease in the future.
- Patients spend less \$ on health care, retaining a similar or higher level of health.
- Clinic spends less \$ per patient, without decreasing the quality of service.