



Relationship-based Telemedicine

Docsinsight® is a Mobile World-Class HIPAA Compliant Secure Video Teleconferencing System that places the patient "in sight" of the physician through virtual presence when physical presence is not an option. It was one of the first three-way telemedicine applications.

Duration: 6 Months

My Role: Creative / UX Director

Team:

1 UX researcher	1 Engineer Lead	1 PM
2 UX Designer	1 Content Creator	Video production Team
2 Senior Developers	2 Strategist	

Tools:

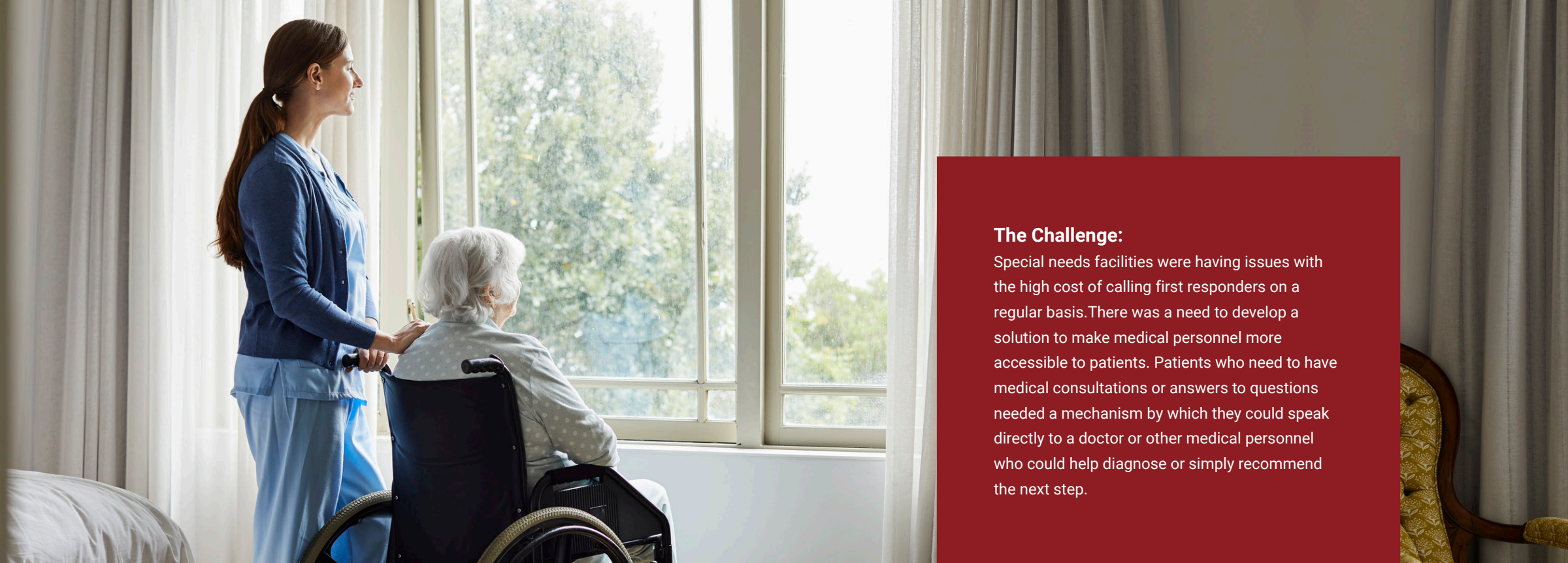
App Accelerator
Flash Builder
PHP
Red 5 Media Server
HIPAA Server



- Logo - Branding - Application Development - Website - Collateral

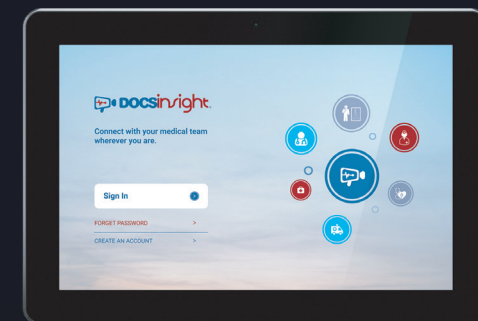


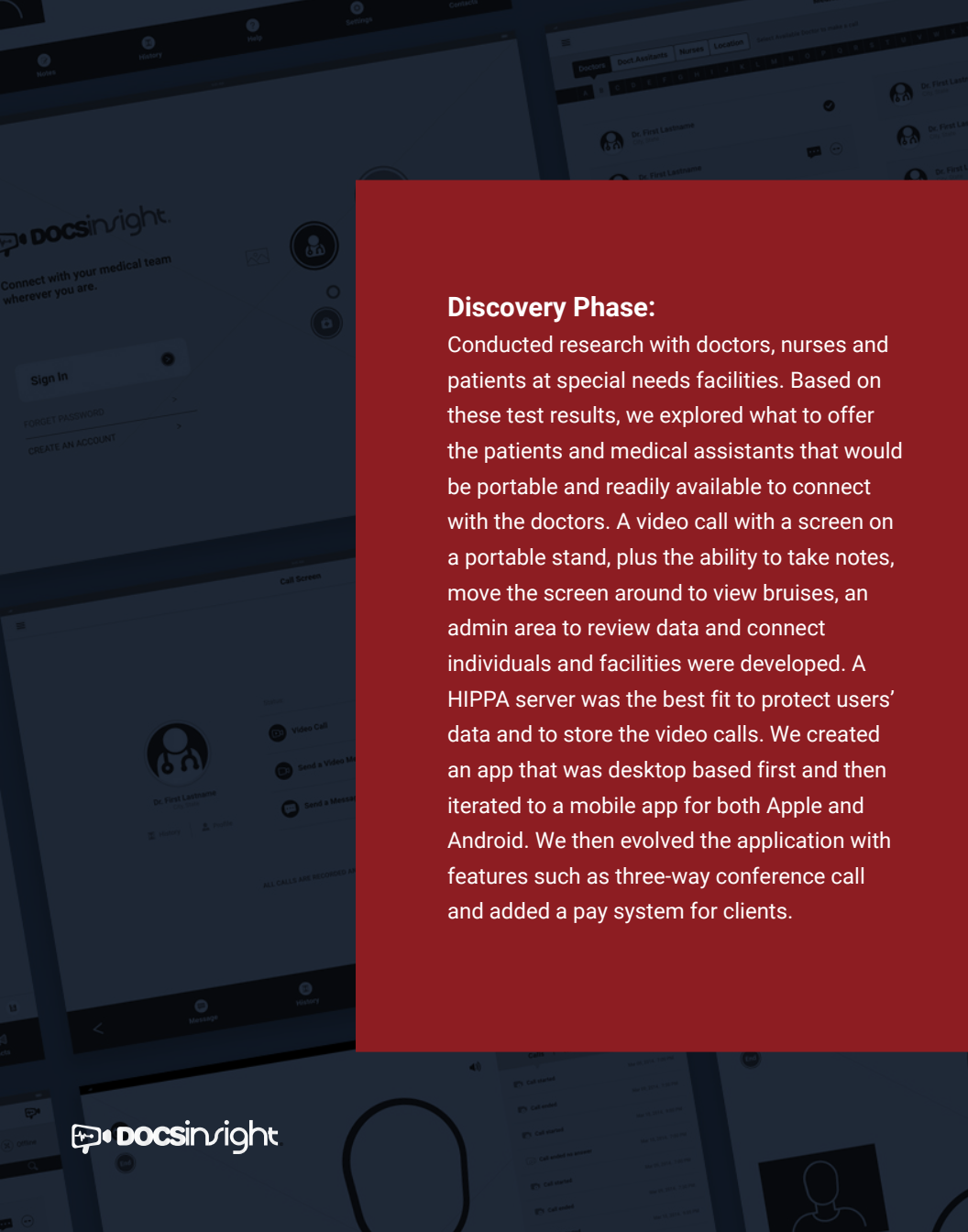
PORTFOLIO



The Challenge:

Special needs facilities were having issues with the high cost of calling first responders on a regular basis. There was a need to develop a solution to make medical personnel more accessible to patients. Patients who need to have medical consultations or answers to questions needed a mechanism by which they could speak directly to a doctor or other medical personnel who could help diagnose or simply recommend the next step.



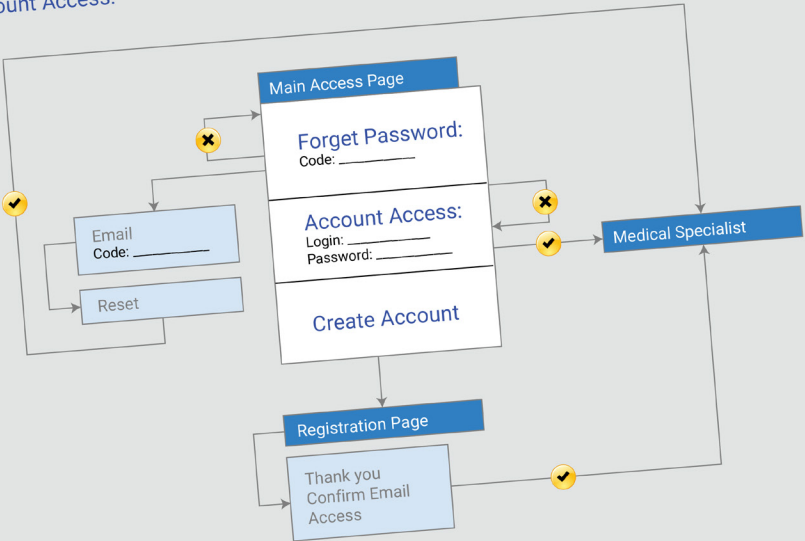


Discovery Phase:

Conducted research with doctors, nurses and patients at special needs facilities. Based on these test results, we explored what to offer the patients and medical assistants that would be portable and readily available to connect with the doctors. A video call with a screen on a portable stand, plus the ability to take notes, move the screen around to view bruises, an admin area to review data and connect individuals and facilities were developed. A HIPPA server was the best fit to protect users' data and to store the video calls. We created an app that was desktop based first and then iterated to a mobile app for both Apple and Android. We then evolved the application with features such as three-way conference call and added a pay system for clients.

USER FLOW

Account Access:



USER FLOW

Registration

Nurse or Patient will create the account but a Medical ac

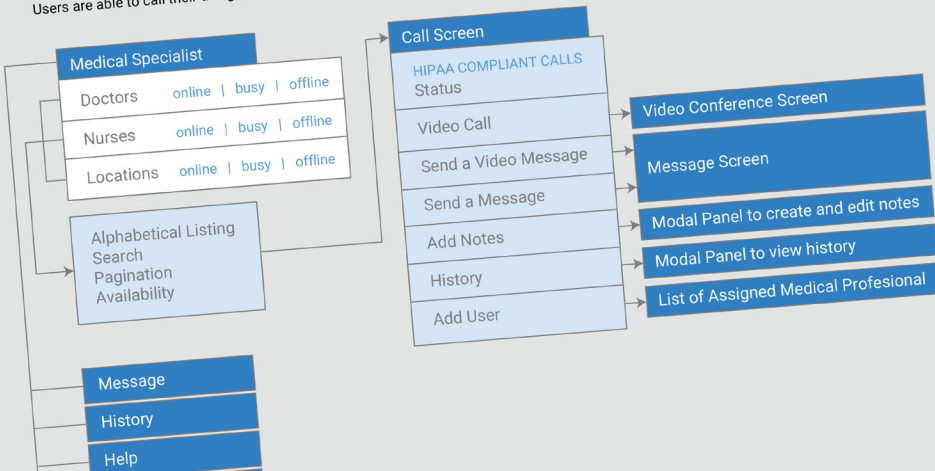
Create Account

- Add a profile picture
- Full Name
- Username
- Password
- Phone
- Email
- Female
- Male
- Medical Professional Only
- Hospital or Practice
- Code
- Time Zone
- Providence / City
- Country
- Create Account

USER FLOW

Medical Specialist

Users are able to call their assigned or currently available specialist.



USER FLOW

Conference Call

Video Conference Screen

- Flip screen
- Add User
- Audio control
- Flip camera

Notes

History

Help

Settings

Contacts



The Design Process:

My role was to meet with stakeholders to drive design direction based on the focus group research, competitive analysis and user testing with the UX team. I also directed brand and marketing strategy.

This was a collaborative approach. Once the design direction was reached, each team member focused on different areas of the application.

User research was conducted to ensure that the application design and its components meet the needs of users. The usability process consisted of personas, journey maps, and wireframes, followed by front-end and back-end design. Then the project entered into the testing and implementation phase, which allowed us to fail fast and adapt as well change direction at times.

Screen view: Medical Specialist View - Find available specialist

Phone view :

Contact the doctor screen -

- call the doctor
- view history of calls
- add notes

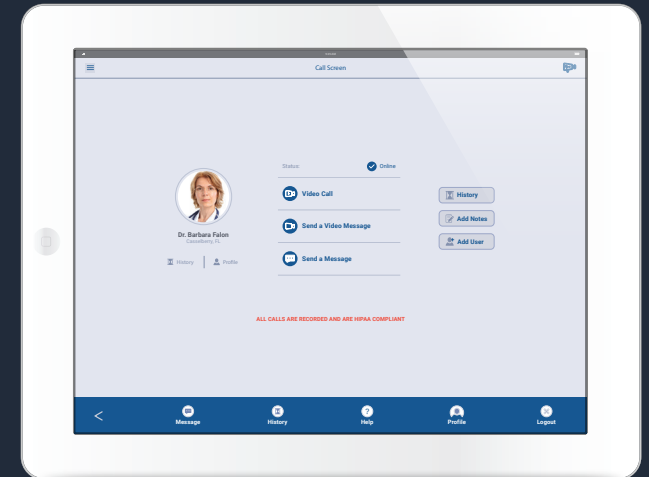
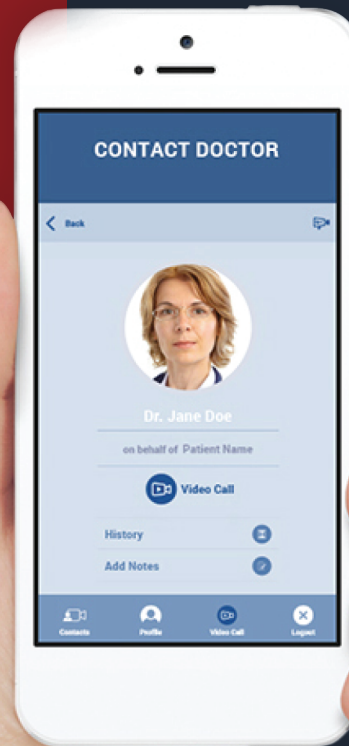
Tablet view :

3-way-call screens -

- add users to the call
- view history of calls
- add notes
- send a message

The Development Process:

- We built media transcoder using Vitek and Flash builder app
- PHP backend for user and account management, and stream view
- RED5 server open source Linux based streaming server
- Flash builder 1 one publisher and viewer apps for IOS and Android app stores





The Results:

Three special-needs facilities underwent a trial period during which product improvements were made. Changes to the model resulted in targeting individual doctors in addition to the special needs facilities. The company built an in-house team to service clients, and we acted as consultants until the product was purchased by a Fortune 500 company. Final metrics were not available.

<http://www.yardmedia.com/docsInsight/>

Scaled Experimentation Efforts

Beyond the platform architecture and implementation efforts, we advised on organizational adoption of new marketing tools and processes to scale the use of A/B testing and experimentation.