Technology Transformation Accelerates Growth for a Global Healthcare Leader

At a glance

This global healthcare provider offers services and products to assist people to be healthy at every stage of their lives. This organization wanted to expand into newer markets and increase their footprint. TVS Next partnered with them to create omnichannel presence, and helped them reach a wide population in new regions.

Services

Engineering

Omni Channel Implementation
Virtual Health Provider Implementation
App Modernization
Microservices Implementation
Enterprise Modernization

Industry

Healthcare

Problem

The healthcare provider's brand is well-established, but they lacked a unified channel where their users could utilize their services. Their existing patient access application was slow and unresponsive. Visitors to the application frequently abandoned transactions due to the poor user experience.
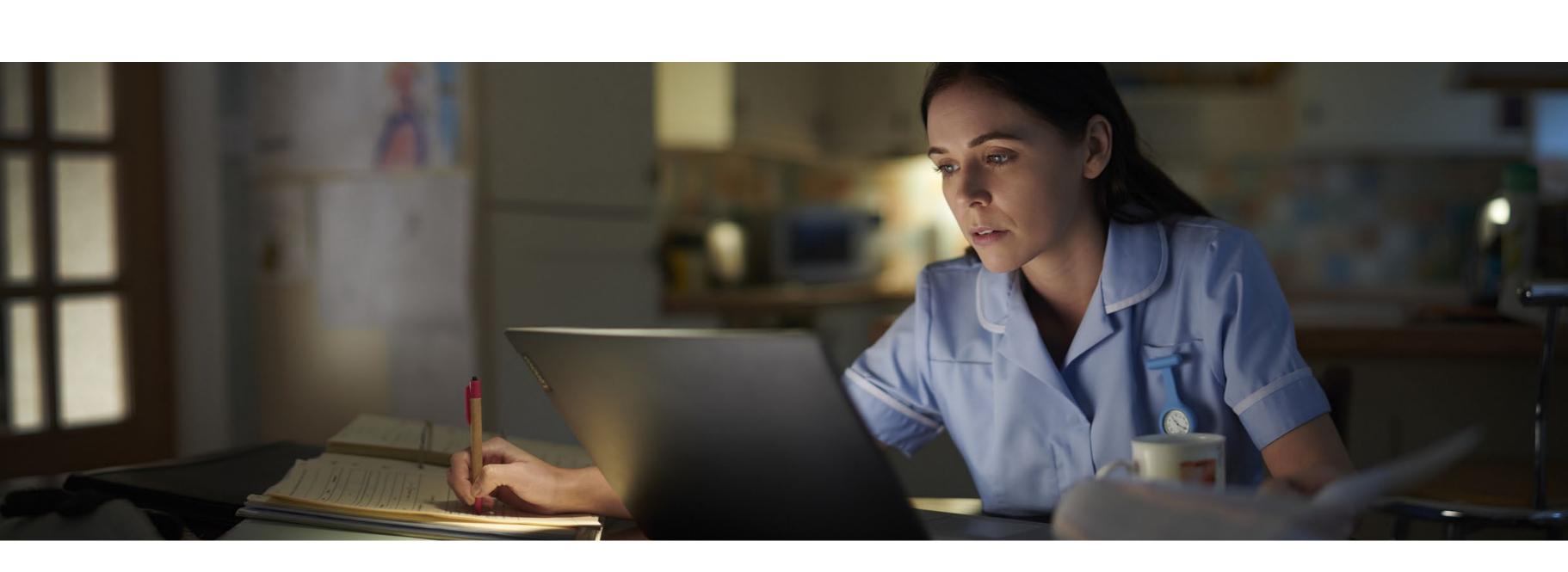
Although their services were world-class, few people adopted their service offerings. This low rate was attributed to lack of innovative features and functionalities in comparison to their competitors. Poor integration within the application meant that knowledge about their products and services were not reaching the right audience.

In all, their application limited their ability to enter new markets or capture their desired market share. The healthcare provider wanted to build an omnichannel based unified aggregator platform and be the first in an untapped market. Due to our proven expertise in accelerating digital transformation in the healthcare industry, they chose TVS Next as their partner.

The Approach

Our team conducted accelerated discovery workshops with the healthcare provider's C-Suite to understand their problem. We first defined the key KPIs to measure success, where we set benchmarks for metrics such as plan adoption, user engagement, trust and experience satisfaction.

Then we defined the customer, partner and payer personas. After extensive research, we determined the factors to create an authentic omnichannel care platform as the organization desired.

Transformation Journey

After setting the product and design goals, our team started building an MVP. We crafted human centered design prototypes and performed A/B testing. Our team built and tested the entire platform service by service using an agile product-building approach.

We performed an Alpha release for tele-consulting and membership plan modules and monitored the performance. We then incorporated the learnings from the Alpha release to optimize the product for the beta launch.

Our team aggregated their commerce, content, and patient management platforms via APIs into the unified omnichannel platform. Once the healthcare provider felt satisfied with the engagement and experience of the Beta version, we proceeded to launch the product to the entire market.

Business Outcomes

The healthcare provider started seeing results immediately after the product was released. They are able to reach their users in their homes, and the users love the seamless experience of anywhere-anytime health consult. Through elevated omnichannel digital experience, the healthcare provider was able to increase product adoption, engagement, trust, and brand value.

16,050+
New users per month

43%
Increase in follow-up appointments

25%
Acquisition of users accepted to maintain digital health

12%
Increase in conversion of users to adopt plan

22%
Increase in digital appointments