HEALTHCARE SOLUTIONS
DISCOVER HEALTHCARE IT

Explore and open the door to a new world of information-driven healthcare.

CASE STUDY PRESENTATION

Patrick Nolan

Friday, July 20

30,000’VIEW

DELL PARTNERS

Michael Dell

DELL HEALTHCARE TEAM

Healthcare Owner

PLE Producer

Content Director

Medical Copywriter

DELL PARTNERS

CUSTOMERS

MY ROLES

- Prod Mgr
- Architecture
- Client Service
- UX Designer
- UI Designer
- Visual Design
- Creative Direction
- QA

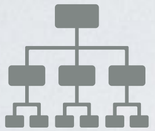
MY VENDORS

- 3D Modeling
- Retouching
- Video
- Talent
- Post Prod
- Compositing
- Development

WHAT WAS MY ROLE?

Visual Designer - Exploration. I was invited to do a conceptual How Might We. It became a full project of over $250k that lasted over a year.

Adobe Creative Cloud



Information Architect - Personas to Ecosystem Metaphor + Product flows

Excel Spreadsheets, Adobe Illustrator Flows, Axure for lo-fi flows

UX Designer - Flows, Wireframes, Design Sessions with experts/stakeholders

Axure, Illustrator, Presentation tools, Photoshop, Collaboration

Creative Direction of the overall vision aesthetic with stakeholders

Adobe Creative Cloud - ie Photoshop proof of concepts especially depicting pathways, product placements

ADDITIONAL ROLES

Project Manager - scoping work, sourced passthrough financial entity, budget creation and contract management. My SOW came in $250,000 under their agency's budget!

Standard Office Apps

Relationship with Production Company for 3D, Talent, Video and Composition and Development Team (2 Flash devs)

Competitive Research & Analysis, Win-win Bargaining, Client Representative to Vendors

Liaison to Analytics Team for code system creation and implementation with Dev team to assign button click responses.

Extensive Excel Worksheets for Products and corresponding codes

TEAM SIZE - DELL CLIENT

Healthcare IT Product Owner

Healthcare IT Public Large Enterprise Website Producer

Large Enterprise Client-side Creative Content Director

Stakeholders - Michael Dell, Client Partners: Rubbermaid, Barco, …

TEAM SIZE - PRODUCTION

Dell certified partner Agency pass-through

Patrick Nolan Creative - Client Relationship and PM

3D Production Facility staff of President, Tech Director, PM, 3D artists, video and sound production team, Talent, Make-up/ Wardrobe, Development staff of two

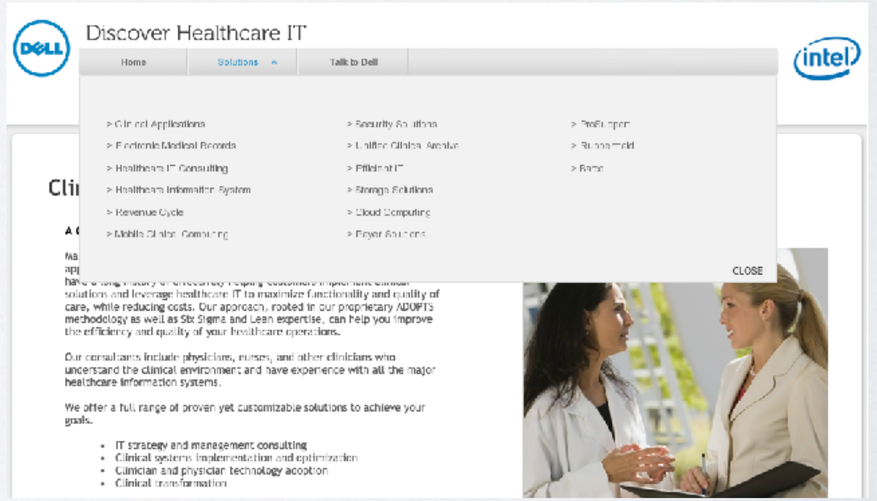
Analytics Partners - Ion Interactive: Two representatives

PROJECT SCHEDULE

V1.0 JUNE 2010 to JANUARY 2012 with 3 updates

DEFINING THE UX OPPORTUNITIES

- MICHAEL DELL IDENTIFIED NEED TO HELP SALES EXPLAIN HEALTHCARE SOLUTIONS
- AUDIENCE - HEALTHCARE IT STAFF, DOCTORS, PAYERS, DATACENTERS, DELL SALES TEAMS
- DEFINING THE FLOW OF THOSE USERS THROUGH THE SITE
- DISTILLING THE JOURNEYS



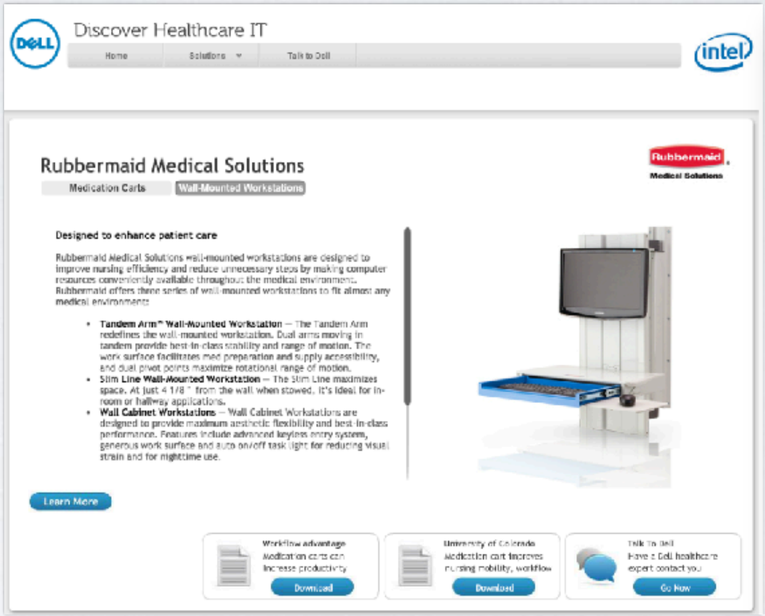
DEFINING THE USER EXPERIENCE

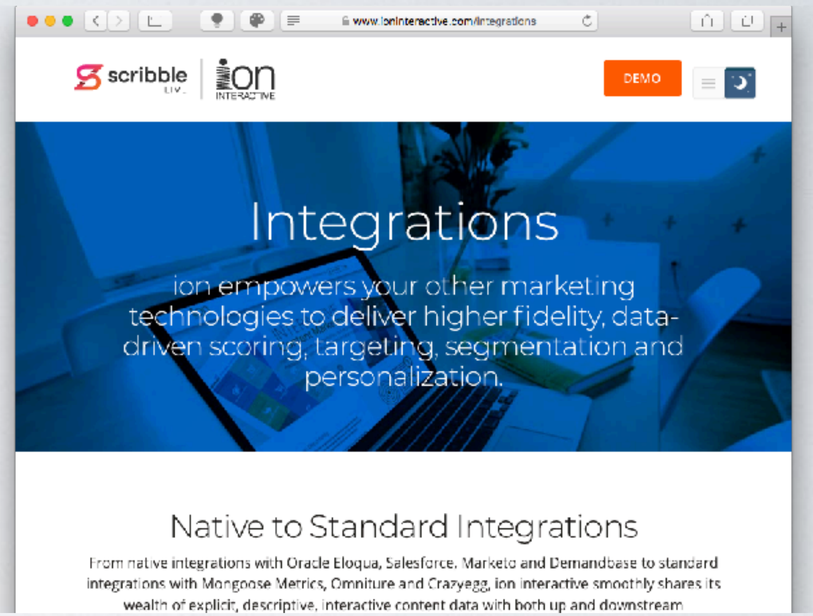
	Discovery	Learning	Using	Goal
	DELL Sales	Sales Tool	Prospect Tour	Sales Lead
	Sales Lead	Discovery	Teaching	Calls, orders, Asks questions
	Doctors	Metaphor Product Direct	Small offices	Calls, orders, Asks questions recommends
	IT	Metaphor Product Direct	Data Centers	Site visits Calls

REFINING THE USER EXPERIENCE

	Discovery	Learning	Using	Goal
PATH 1	Tour	→ Inspire	→ Understanding Dell's Ecosystem	→ Sales Lead
PATH 2	Product Choice	→ Sales Tool Documentation	→ Menu Search Products White Papers	→ Sales Lead

BUILT-IN TESTING INTEGRATIONS



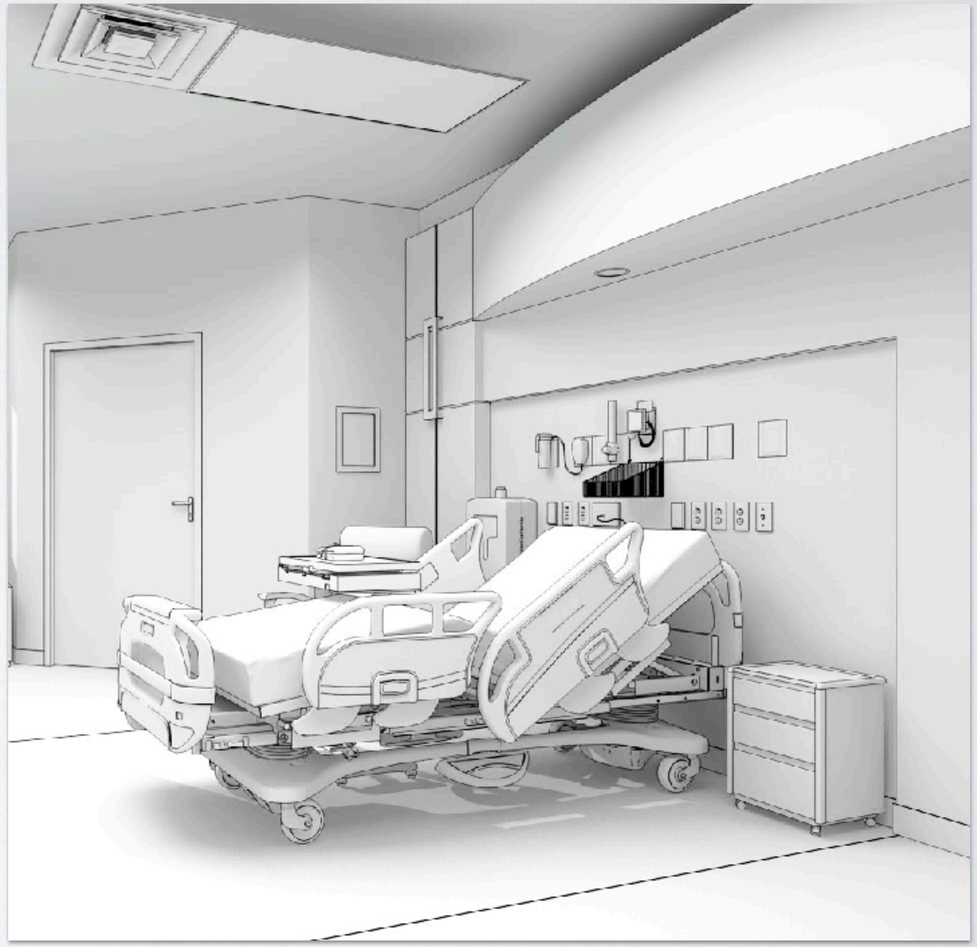


	Clickable Action	Room_Hotspot	Solution Link						
VH	VIRTUAL HOSPITAL IDENTIFIER	X	X		ViewSoluti	HEADERS BY MARY HECKMANN			
VHC	CAMPUS=Location-based entry	VHC	X		VHC				
	Hospital Hot Spot	VHC_H	HOSPITAL		VHC_H		Placement	Hot Spot Hover Text	Character Count
	Admissions	VHC_HA	ADMISSIONS		VHCHA	HOSPITAL - ADMISSIONS	On building in Hospital view		23
hotspots	1	VHC_HA1	hspt1_patientaccess_	_VS	VHC_HA1_VS	Admissions - Hspt1 Patient Access	computer monitor on left	Elo B-Series All-In-One	23
	2	VHC_HA2	hspt2_revenuecycle_	_VS	VHC_HA2_VS	Admissions - Hspt2 Revenue Cycle	on clerk	Process redesign	16
	3	VHC_HA3	hspt3_patientaccess_	_VS	VHC_HA3_VS	Admissions - Hspt3 Patient Access	patient	Patient satisfaction	20
	4	VHC_HA4	htspt4_workstation_	_VS	VHC_HA4_VS	Admissions - Htspt4 Revenue Cycle	computer monitor behind partition on left, 2nd from left	Revenue cycle solutions	13
	5	VHC_HA5	htspt5_printer_	_VS	VHC_HA5_VS	Admissions - Htspt5 Printer	hotspot right of clerk/left of patient	Cost-saving printers	20
	6	VHC_HA6	htspt6_monitor_	_VS	VHC_HA6_VS	Admissions - Htspt6 Monitor	third monitor from left	Dell monitors	13
	7	VHC_HA7	htspt7_optiplex_	_VS	VHC_HA7_VS	Admissions - Htspt7 OptiPlex	far right by nurse	OptiPlex workstation	20
	Nurses Station	VHC_HN	NURSES STATION		VHC_HN	HOSPITAL - NURSES STATION	On building in Hospital view		0
hotspots	1	VHC_HN1	htspt1_emrsolutions_	_VS	VHC_HN1_VS	Nurses Station - Htspt1 EMR Solutions	physician	EMR implementation	18
	2	VHC_HN2	htspt2_mcc_	_VS	VHC_HN2_VS	Nurses Station - Htspt2 Mobile Clinical Computing	nurse	Single sign-on	14
	3	VHC_HN3	htspt3_optiplex_	_VS	VHC_HN3_VS	Nurses Station - Htspt3 Optiplex	optiplex	OptiPlex workstation	20
	4	VHC_HN4	htspt4_latitudext	_VS	VHC_HN4_VS	Nurses Station - Htspt4 Latitude XT	NOT BEING USED	Latitude XT laptops	19

HYPOTHESIS

- Users from distinct audiences will auto-align with a metaphorical tour of the healthcare ecosystem AND busy professionals and return customers will tend to use the menu system.

- We put the two pathways in front of our experts, partners and in front of sales and users found their own preference. The bias is that a user will already have a tendency toward an interaction style that meets their purpose. We didn't have complaints about having a choice.



CLIENT PRESENTATIONS

- These screens we're seeing are a good representation of how creative presentations were delivered or demonstrated. Live demo's were available once our sandbox was ready.
- Financial presentations were received as Document files written by me and placed into the Pass Through agency boilerplate and forwarded to the Contracts Department.
- Throughout the concept and modeling process, Creative toolkits were used that contained rough wire models before processing full 3D. All final acting talent was screened by the client prior to casting. During final stages, I walked the Client through the functionality then allowed them to "break it". We received change orders and sent them to a backlog for the developer.

COLLABORATION

The types of collaboration track closely with the Schedule Page. I routinely returned to the Large Public Enterprise producer, content creator, and medical copywriter to ensure accuracy.

For the production stage, the Client content team remained in contact almost daily and were briefed or received demos as available.

The coordination of their voice with my Production Studio came through my constant contact. The 3D modelers had done some live action previously but our Ask included analytic stacks that they were unfamiliar with. Additionally passing code through the Flash layers and firewalls was a strange new experience.

COLLABORATION FORUMS

- In Person Client on-sites for heavy duty discussion sessions 2-3 hours
- For the flows, pathways and creative presentations, I definitely went in.
- Initial and latter stakeholder presentations were held in Dell Conference rooms where the Client team and myself presented.
- Final work was presented to Michael Dell by Healthcare Teams at Dell.

WOW. IF I HAD IT TO DO OVER?

- Clearly the technology stack. Flash, Liveball, Ion Integration was a specific requirement to dovetail into Dell's CMS/Ad Testing programs that affected many other systems and internal sales users.
- I would like to have been more exposed to the early user journey data but also the results data. That was not clear though I'm seeking more information from Dell sources.
- Doing it over depends a lot on how their Analytics have evolved. Obviously, I don't have a live demo anymore because HTML5 has taken over. Tragic for a project this detailed.
- Doing a mobile version. We found performance tradeoffs for Flash videos on the desktop for the cool transitions and were proposing a mobile versions that didn't materialize.

DO OVER CONTINUED.

- Perhaps doing a pure Menu Driven version with some visual representations of the medical ecosystem. Hot spotting the images did provide a lot of clickable options however. Videos improved the attention viewing time.
- Two more developers to remove bottlenecks around new technology.
- Better actors. We had limited screening time and accent issues.

dell healthcare IT - Google Sea | Explore Dell Solutions with Dis

Secure | https://blog.dell.com/en-us/explore-dell-solutions-with-discover-healthcare-it/

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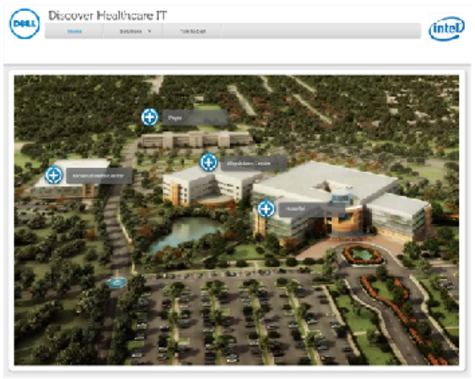
Explore Dell Solutions with Discover Healthcare IT

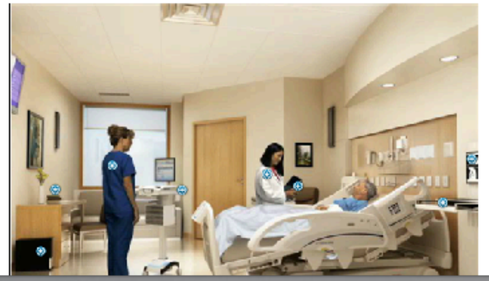
Dr. Jamie Coffin · November 21, 2011

SHARE

Last week Dell launched Discover Healthcare IT, a virtualized website that allows users to identify their biggest pain points and explore potential solutions – all from their own point of view. Whether you represent a hospital, payer organization or physician practice, you'll find something you can identify with when you take a tour using this interactive tool.



You'll see clinicians and administrators using Dell solutions to improve patient care and safety, enhance clinical collaboration, enhance the patient experience and make the reimbursement system more efficient and effective. You'll see IT professionals using Dell innovations to give caregivers the power to do more – whether through mobile solutions, cloud computing, consulting or other services. The tool lets you choose what to explore, and opens the door to a new world of information-driven healthcare.



Healthcare is an area where we are investing heavily in our intellectual property and talent and it's paying off.

– Michael Dell

According to global analyst firm Gartner, Inc.,
Dell is now the No. 1 healthcare IT services provider in the world.

https://dell.to/2Nr99yF

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