

Patient Experience, Reimagined

A large hospital network is out to reinvent the way patients interact with, well...everything. The hospital system engaged Launch to create and propose a vision for the future Patient and Visitor experience, identify key opportunities for further development, and help the client roll out a pilot program. They're leading the charge toward truly connected care.



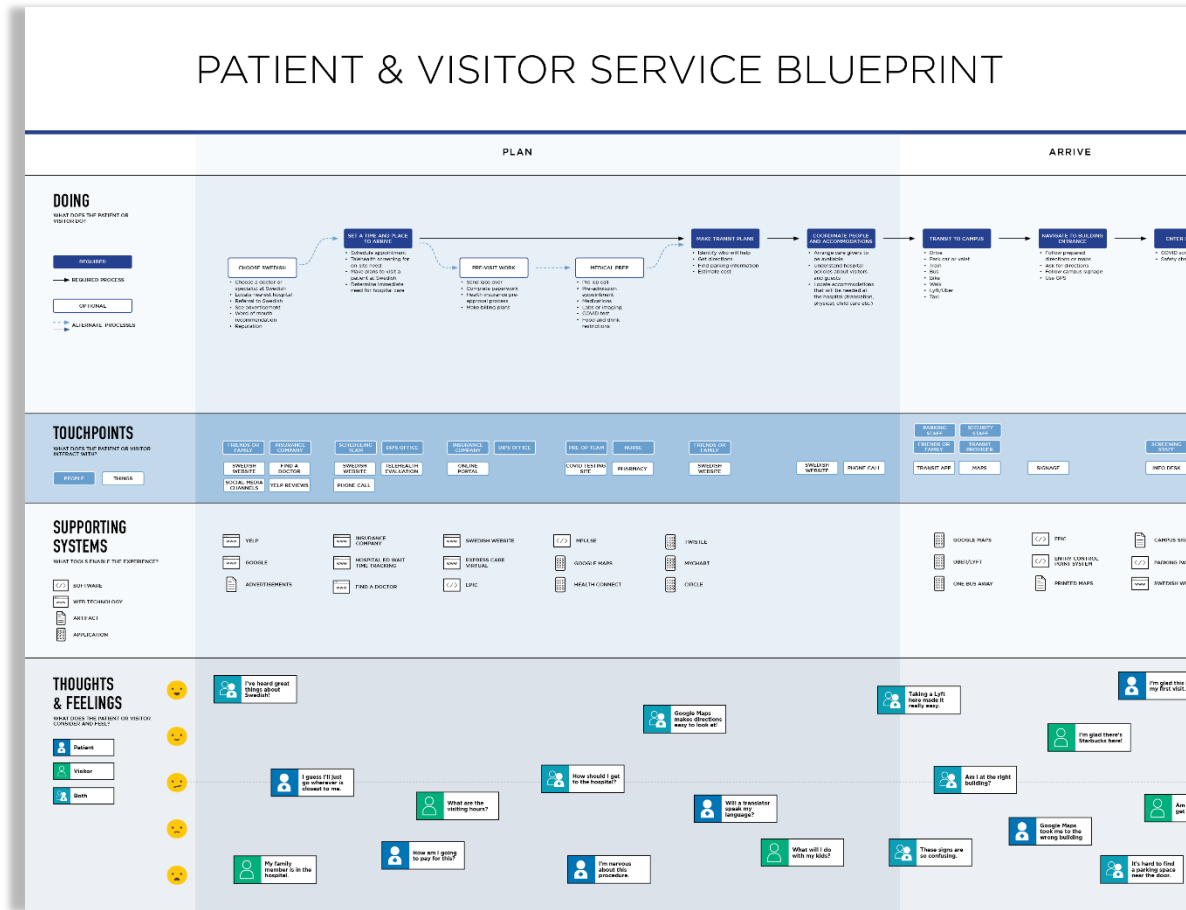
CASE STUDY: DIGITAL PATIENT EXPERIENCE MANAGEMENT

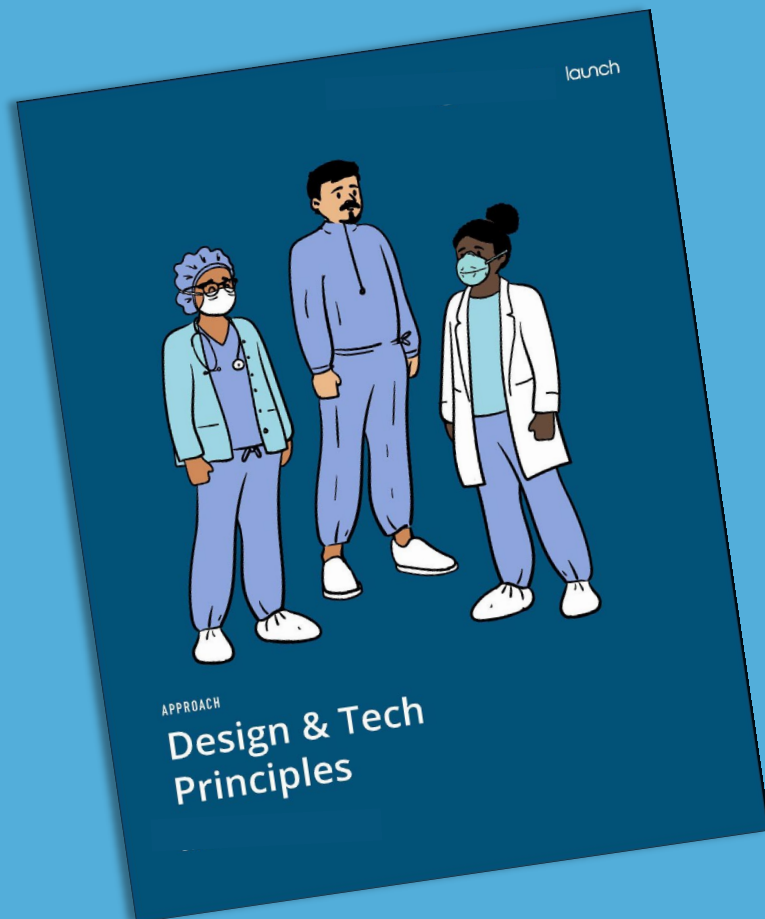
First, we ran a design workshop with stakeholders across the organization to better understand the patient and visitor experience.

This resulted in a visual mapping of the entire hospital system's ecosystem. It breaks down what people are doing, touchpoints in the journey, supporting systems, and the interactions between parts of the system.

It uses Launch's journey mapping framework (PAER):

- Plan
- Arrive
- Experience
- Remember





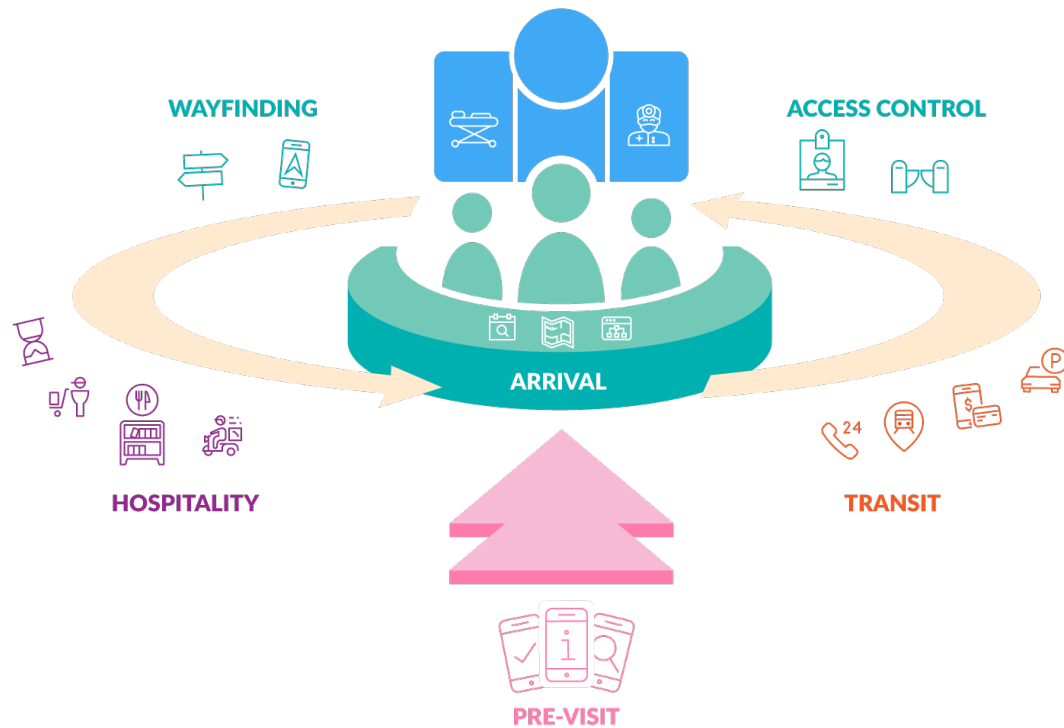
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A key tenet of our work was our consulting relationship with the client – our focus on empowering and supporting their teams in their work.

In addition to key opportunities, we presented a custom set of **design and technology principles** to help strengthen innovation culture within the organization and provide practical steps in taking on new projects. Each principle is accompanied by questions to ask during consideration.



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The Results

Launch identified and presented four target experience areas with 11 specific opportunities for further development. The experience areas are pre-visit, transit, arrival, and hospitality.

We focused on areas that would provide the best patient experience while also increasing the hospitals' access control and security.

Together with the client, we assembled specs for a pilot of the digital patient experience management program, zeroing in on Arrival. That proof of concept is currently in progress – and it's a strong start toward the future of healthcare.

