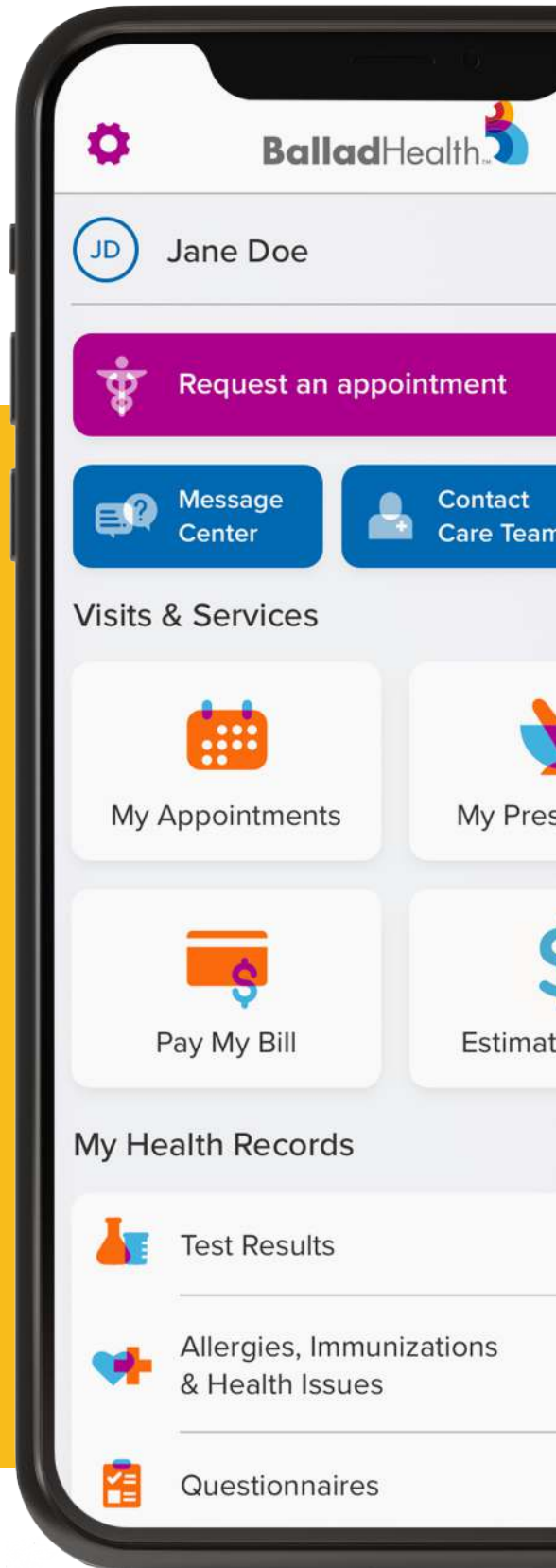


Taking Control of the Mobile Patient Experience

Case Study from Modea and Ballad Health





Apps and Healthcare Systems: The Moment is Now

EVERY DAY, MOMS, DADS AND PATIENTS of all kinds use the MyChart patient portal to refill prescriptions, view test results and review appointments. They've come to rely on it in the same way that they rely on online banking or shopping.

MyChart, a third-party app from EPIC, makes these digital tools available for consumers, so they can access parts of their electronic medical records and complete key healthcare tasks.

But what if your healthcare system could better leverage those digital tools to build a singular mobile app that provides all of the features of MyChart, plus the other digital tools customers need today, like bill pay, video visits and wayfinding information?

What if, instead of playing catch-up when it comes to mobile tools, you launched your system to the forefront and created a streamlined mobile experience that sets you apart?

GIVEN THAT COVID-19 has fundamentally changed how consumers think about healthcare, this is more important than ever. According to a COVID-19-era report from Accenture, **60% of patients now want to use technology more for communicating with healthcare providers and managing their conditions.**

Employers recognize this, too: According to a Business Group on Health Survey, **80% of employers think virtual care will have a big impact on how people get care moving forward** (up from 50% in 2018), with 53% of large employers saying that implementing more virtual care solutions is their top initiative for 2021.

Patients are also using new devices and apps to help manage conditions remotely. Having a strong mobile strategy right now will help hospitals:

01

Increase patient engagement

02

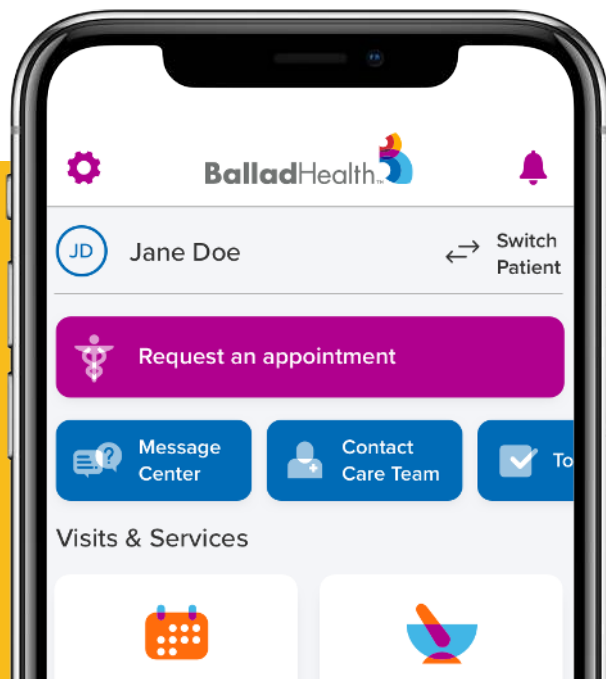
Attract new patients

03

Improve patient satisfaction

04

Be ready for the future



YOU'RE ALREADY SPENDING MILLIONS on integrating your EMR. Building a branded mobile app that fully leverages EPIC—while being seamless, nimble, functional, elegant and built for the future of healthcare—is the logical next step.

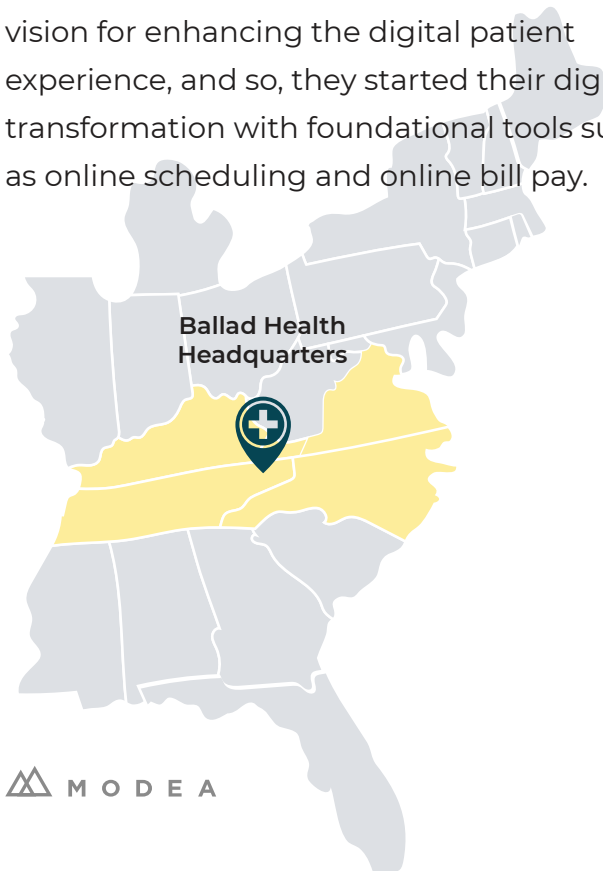
It's entirely possible. Here's how Ballad Health did it with Modea's help.

The Challenge

Build a Patient App That Serves the Needs of the Community

FORMED BY A MERGER of two regional systems in 2018, Ballad Health is a multi-state health system that serves Northeast Tennessee, Southwest Virginia, Northwest North Carolina and Southeast Kentucky. Operating a family of 21 hospitals and numerous other facilities, Ballad Health has close ties to the communities it serves.

Ballad Health had a vision to better meet the needs of patients across the system. Patients weren't able to do basic tasks, such as schedule appointments or pay bills as a "guest." Not having this mobile functionality was hurting Ballad Health and impacting their revenue cycle. Ballad Health had a vision for enhancing the digital patient experience, and so, they started their digital transformation with foundational tools such as online scheduling and online bill pay.



Ballad Health envisioned a branded mobile app that:

- Included all the tools of MyChart (such as refilling prescriptions and viewing test results)
- Made it easier for patients to pay bills
- Integrated features like telehealth, find a provider, and patient scheduling
- Provided Ballad Health the flexibility to add features as needed
- Offered a great customer experience
- Enhanced the mission of the organization by providing the best possible care

The Solution

Bring the Best of the Mobile Landscape to Ballad Health

MODEA DID EXTENSIVE DISCOVERY work and a thorough competitive analysis to look at the mobile app landscape and discern the best practices.

The project team reviewed the features of MyChart, as well as the features of apps from out-of-industry places such as CitiBank and American Express.

We knew Ballad Health needed an app that blended the best of what MyChart offered with the ease and consumer-friendliness of business and retail apps.

Our goal was to build an app that made it easier for patients to **do things** and **find things**.

Healthcare apps should have:

1 Streamlined, branded appearance:

It's easy to use and feels like part of the Ballad Health brand.

2 Easily understood calls-to-action:

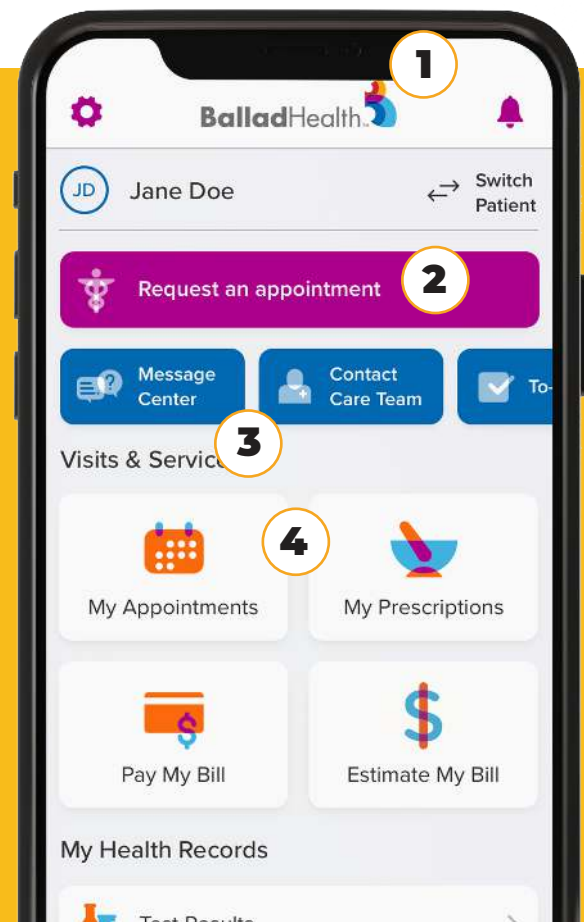
Calls-to-action are highlighted and easy to see.

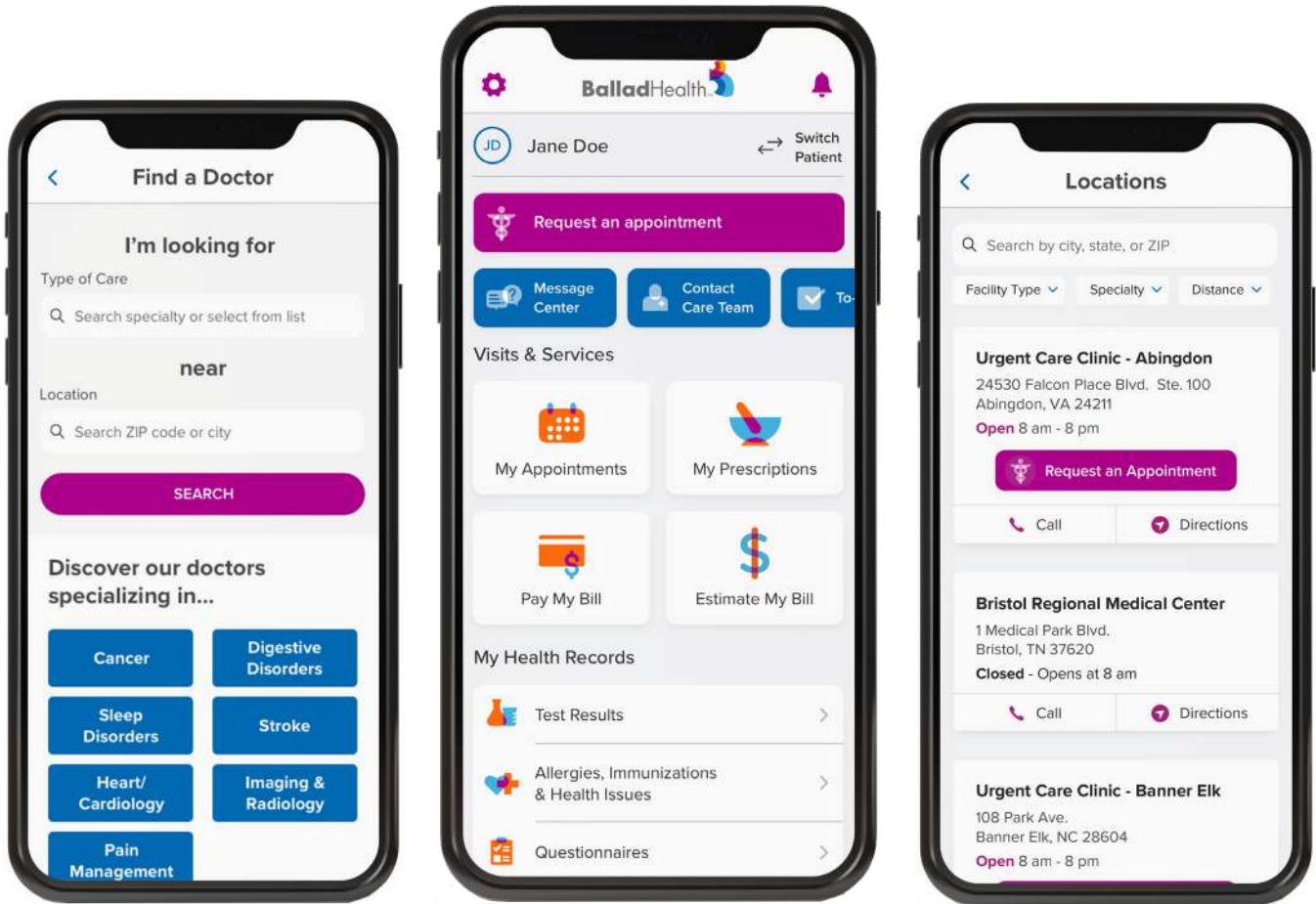
3 Strong hierarchy of information:

The tools you're most likely to need are the most prominent.

4 Simplified pathways:

You don't need to scroll through multiple screens to find the tool you need.





Using the Ballad Health app, patients can:

- 1 Request appointments
- 2 Message members of their care team
- 3 Find a doctor in the Ballad Health system [this one is coming]
- 4 See past and upcoming appointments
- 5 View and refill prescriptions
- 6 Pay their bill
- 7 Estimate their bill
- 8 See test results
- 9 See immunizations, allergies and other health information
- 10 See completed paperwork
- 11 Create health trackers

How We Built It

WE WERE ABLE TO design an experience for Ballad Health that the health system owns, but it still touches MyChart in a way that's familiar to consumers.

Highlights:

- o Built mobile app in Ionic, a development platform that allowed us to build one codebase that worked across both iOS and Android.
- o Worked in Angular, a widely used, client side Javascript framework that is easy and cost-effective to maintain.
- o Integrated Phynd data to power the find-a-doctor experience within the app.

Leveraging this suite of tools allowed us to build an app that:

- o Has a unified visual language (looks the same on IOS and Android).

- o Is more flexible and easy to maintain.
- o Allows for the ultimate customization, while still housing the native Epic functionality within MyChart.

The Future of Analytics:

It was important for Ballad Health to be able to manage analytics, not just now, but in the future. This is why we moved them to Google Analytics 4.

We developed a system to keep event tracking tidy for analytics

We ensured they would be able to easily see detailed analytics data.

Download the app for [iOS](#) or [Android](#).

We help healthcare organizations identify the right digital strategies and create products that infuse control, transparency and choice into the consumer healthcare experience.

Contact us to learn how our clients are integrating mobile apps to build better customer relationships.



M O D E A