CASE STUDY

NHS APP

The background

Millions more patients across England are benefiting from easier access to their health records and medical services through the NHS App.

Simon Bolton, Interim Chief Executive at NHS Digital, said: "The NHS App continues to change the way people in England access healthcare services"

The ask

To add new features to the app to help people make and manage hospital appointments when referred by their GP.

The project

- Discovery to Beta in 12 weekly sprints
- Fully remote multidisciplinary teams in an lean agile environment comprised of:
  - Product Owner, Delivery Manager, Scrum Master, Service Designer, UR lead, UR grad, UI designer, Content Designer, Delivery Manager, Technical Architect, Product Owner), and
  - Internal NHS teams, (Legal, Log-in, Clinical Safety, and Design Teams)

Approach

Following the triple diamond approach, I:

- Mapped As-Is journeys on a blueprint
- Gathered information from:
  - patients
  - GP Portal aggregator
  - clinical and administrative health care providers
  - 3rd party portals aggregated into the app
- Synthesised, analysed, and developed insights to:
  - create the MVP To-Be service to meet the ask, and
  - identified the real pain points at the heart of patients problems

Insights

- Once their GP created a referral for them, both patient and GP fell into a '**waiting room**', passively waiting to be contacted
- "*Not knowing what happens next*" was the single, unanimous and heart felt pain point.
- The **uncertainty of when** they will hear about their appointment, **how**, **who** and **what information they should be doing** and if they'd be **able to choose** (date, location, physician) was what generated **the most anxiety for patients**
- Other sources of stress were created by their records and history health plan not joined up

"I carry a folder with everything to every appointment because they don't know"

A new vision emerged

Theming and clustering the insights made it clear: Patients need to be told what to expect, and be notified of any tasks they need to action. They don't need help in just making the appointments. They need a workflow manager.

They don't need to manage their appointments, they need to manage their waiting time

Meeting patients and clinicians needs

Designing the service

The new Value Proposition

Solving the right problem

The ask

- Make, change and cancel secondary appointments

- Keep health plans, test results, correspondence, etc in the app
- Receive notifications regarding:
  - appointments
  - actions the patient needs to complete
- Receive SMSs from the healthcare provider
- Help to prepare for the appointment
- Useful information about the clinic (location, facilities, directions, etc)
- Useful information about their condition

NHS App hits over 30 million users

New features added last year will enable users to receive notifications from their GP, make and manage their hospital appointments, with healthcare information now at their fingertips.

Read more:
- Patients can use GP records in Google Lens to take care of their health
- Patients can now make and manage hospital appointments on the NHS App
- Patients can now receive notifications on the NHS App
- Lists and timetables are created on your medicines assessment
- Patients can now see their medical records in Google Lens

https://www.nhsdigital.nhs.uk/news/2022

Page last reviewed: 28 April 2022

Challenge number 1

The screens the patient needed to get to are held with portals outside the NHS app.

Given:

1. the highly sensitive nature of personal medical information, and that transparency is paramount
2. the function these portals serve is complex and difficult to explain clearly and simply

The assumptions

Patients would find:

1. the interruption to their journey inconvenient
2. 3rd parties confusing and puzzling
3. easy to mistrust and abandon the journey at this point

Result?

A set of screens designed and validated by users, compliant with legal teams and

SD approach?

Explore fully the legal requirements for privacy and options the patient had

Explore the various decision making points along the user flows, and establish ways to reassure and encourage them to continue

Focus UR sessions to explore users attitudes and levels of trust on this particular part of their journey

Challenge number 2

Insights revealed patients needed something very different to the one the project aimed to solve.

Result?

Buy in to change the course of the app's development, and turn a timeline of appointments to a proactive health care plan. Subsequent funding of £27mil to deliver

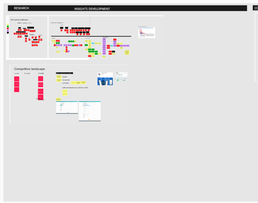
SD approach?

I developed the golden opportunity into a clear vision for the app, a set of design principles and new To Be service blueprint.
This was presented to decision makers

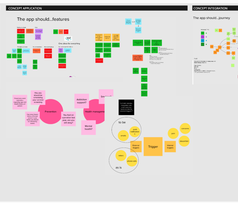
WHAT I DID

ORIGINAL ASK

INSIGHTS



CONCEPTING



TO-BE SERVICE

TO-BE FLOWS AND PROTOTYPE

MVP Blueprint

Start
Home
Appointment details
Appointment details
Appointment details