



## END USER VALIDATION USE CASE

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## Sample Use Case

### Sample Use Case: Unified Communications Platform for Nurses

- **Description:** NurseTech sells mobile secure software to providers to assist nurses in workflow and communication
- **Need:** determine what nurses think of the platform including some new features that are part of the next release. Determine other healthcare workers that nurses would like to communicate with.
- **Timeline:** 10-12 weeks
- **Value Proposition:** Data will provide clear insights into if nurses see value in the solution and provide insight into other workers at the hospital that the solution should target.

### Additional Use Cases

1. Nursing rounding solution
2. Consumer centric device for tracking medication adherence
3. Patient engagement solution for care management
4. Hardware: Table and cabinet solution for use in patient rooms



### How Validation Would Be Performed

1. **Identify Respondent Audience:** Nurses from hospitals across various areas (i.e. med surg, ICU, surgical). Target mid size hospitals, non-profit and academic medical centers in city metro areas.
2. **Formulate Ideal User Experience/Value Proposition:** Present demo of solution through a video, descriptive use cases for mobile app. Material: have respondent view video and PDF of solution offerings. Feedback bank focus on: user interface of mobile solution and workflow impact
3. **Recruit Respondent Audience:** 50 respondents. 25 non-profits, 25 academic medical center. 50% > 45 yrs old
4. **Showcase and Perform Validation:** Load BAHA feedback engine with client approved feedback bank and open validation period
5. **Analyze and Provide Insights:** Review feedback data, run analytics, and flush out trends and insights

## Sample Use Case: Unified Communications Platform for Nurses Analytics-Insights-Actions-Results

**Analytics:** 85% of nurses wanted to see applications related to shift change communication. 72% of nurses did not like the workflow of “quick action buttons” for environmental services including the icons used. 92% of nurses wanted to connect with other employees regarding discharge process (positions mentioned: case managers, discharge planners, patient education and transport).

**Insights:** Analytics showed NurseTech should focus on:

- Nurse communications especially the critical shift change timeframe
- Address UI and workflow changes, with a focus on different nursing domains (as stated in data)
- Resources need to be dedicated to understand workflow of stated other positions that are critical part of the discharge process
- Conduct additional validations with other positions mentioned to gather workflow requirements to develop necessary features
- Resources should be redirected to focus on digital (video) based content

**Actions:** Based on the analytics and insights, NurseTech took the following actions:

- Shared analytics and insights with Nurse Executive Advisory Board to drive key changes in solution
- Conducted communication workflow journey mapping including nursing expertise (including a focus on the discharge process)
- Made tactical UI changes to address look and feel of buttons and icons as suggested
- Launched new product development team to focus on communication pathways of additional positions in plans to expand product offering
- Refined go to marketing strategy including training sales resources with updated messaging and tools

**RESULTS:** Strategic steps taken led to the following key milestones:

- Updated user testing and validation showed significant positive increase in nurses response to changes
- Equipped with data and updated materials and training, revenues increased by 8%. Cross sales increased by 25%. Contract re-signing increased to 72% up from 63% prior to user testing and validation.
- Expanded Advisory Board included executives representing other key hospital positions
- Secured additional funding to expand product focus to cover all patient care positions and expansion into new markets (ambulatory, long-term care, and home care)



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