



END USER VALIDATION USE CASE

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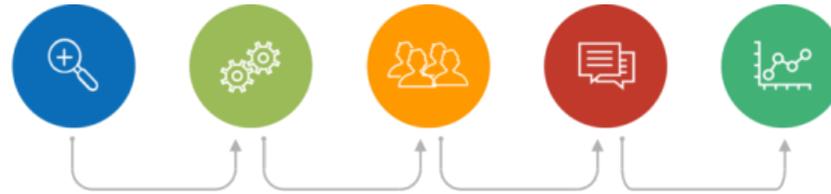
Sample Use Case

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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