Case study 1: Designing an innovative patient, staff & clinician experience for Healthscope.

The opportunity spaces.

Healthscope brought together key stakeholders & SMEs to explore the" Health Concierge" opportunity through Thinksmash during April 2020. We looked at the service design of a "Health Concierge" through several end user lenses, to create business value for the customer and employee experience through call centre, IT and digital innovation.

The need.

"A foundation that will drive a concierge call centre hub, beginning with a people-based solution and scaling quickly to leverage the full collective power of technology."

Described as "*Health Concierge"*, this new value proposition needs to:
- ❖ Build on foundation technology.
- ❖ Improve Staff digital experience.
- ❖ Be viewed as a VMO "trusted guide".
- ❖ Reduce GP bottlenecks at admission & discharge.
- ❖ Leverage integrated systems and data.
- ❖ Underpin innovation and growth in new market sectors.
- ❖ Establish transparent, predictable workflows.
- ❖ Deliver an optimised Patient experience.

The approach.

Commencing with facilitating Australian Defence Force personnel into a Healthscope mental health facility for assessment, treatment & discharge.
Extending into other existing & emerging services:
- ❖ Direct to consumer value proposition
- ❖ Hospital admission & discharge
- ❖ Bed Brokers service
- ❖ Visiting medical officer (VMO) value proposition
- ❖ Workforce services

Current state research, insights generation & ideation to define the desired future experience.

Service design blueprinting, validation, testing & iteration.

CX/EX Metrics design & testing

The outcomes.

- ✓ Discovery & ideation to define future state experience for each value proposition (Direct to Consumer, VMO's, Bed Brokers, One Healthscope)
- ✓ Service blueprints
- ✓ Experience testing and iteration of new services.
- ✓ Technology solution development including integration points, data flows, design, and delivery.

- ✓ Change Management strategy.
- ✓ Internal Communications aligned with CM program.
- ✓ Telephony platform.
- ✓ CRM for single view of customer with hardened security for PII.
- ✓ Datacom networks and hardware.
- ✓ Virtual Assistant.
- ✓ Future integration to Healthscope Line of Business systems.