

# Accelerating Product Innovation to enhance the Digital Patient Experience

Healthcare organizations often struggle to turn visionary ideas into tangible solutions quickly enough to secure funding or demonstrate value. Traditional design cycles can take 6–8 weeks—slowing innovation and delaying critical initiatives.



## Workshop Topics

The following topics may be covered during the workshop:

- Define business outcomes and success metrics
- Map patient or clinician journeys
- Ideate and sketch initial concepts
- Rapid prototyping using global engineering talent
- Validate and refine designs with stakeholder feedback

## Who Should Participate

As Presidio facilitates these workshops in three consecutive days, leaders, subject matter experts are crucial representatives who need to participate directly.

Recommended Attendees:

- Chief Digital Officer / Digital Strategy Leads
- Clinical Operations Leaders
- Patient Experience / Marketing Leaders
- IT & Application Owners
- Innovation / Transformation Teams

# Accelerating Product Innovation - From Idea to Clickable Prototype

## Benefits of Workshop

The workshop provides your leadership team with the following benefits:

- **Speed:** From idea to prototype in a few days, not 8 weeks
- **Global Collaboration:** A true **follow-the-sun model** for continuous progress
- **Strategic Impact:** Secure leadership buy-in and funding faster
- **Healthcare Focus:** Tailored for digital front door, patient engagement, and next-gen care

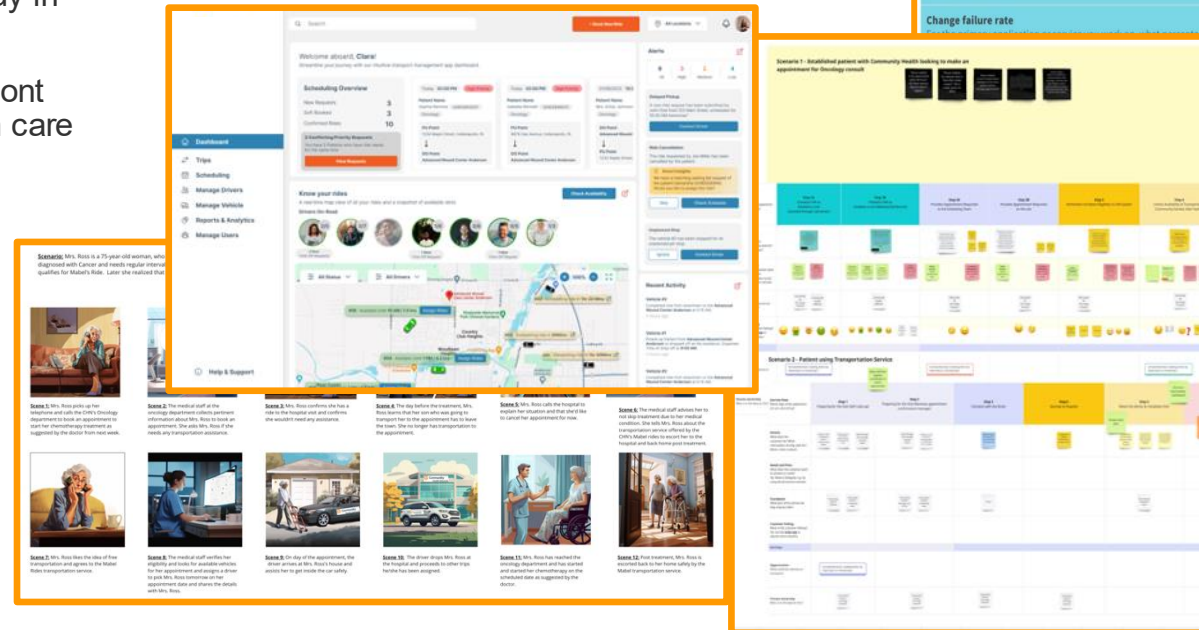
## Key Workshop Outputs

Gain immediate value and insight through the following key outputs of the workshop:

- Clickable prototype aligned to your goals
- Executive-ready presentation materials
- Prioritized next steps and roadmap recommendations

## Sample Outputs

| Aspect of Software Delivery Performance*                                                                                                                                                                                                               | Elite                                | High                                   | Medium                                   | Low                                              |                                                                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|----------------------------------------|------------------------------------------|--------------------------------------------------|-------------------------------------------------------------------------------------|
| <b>Deployment frequency</b><br>For the primary application or service you work on, how often does your organization deploy code to production or release it to end users?                                                                              | On-demand (multiple deploys per day) | Between once per day and once per week | Between once per week and once per month | Between once per month and once every six months | ✓ Developers deploy at will; multiple deployments per week across all apps.         |
| <b>Lead time for changes</b><br>For the primary application or service you work on, what is your lead time for changes (i.e., how long does it take to go from code committed to code successfully running in production)?                             | Less than one day                    | Between one day and one week           | Between one week and one month           | Between one month and six months                 | ✓ A few days for a bug fix, a few weeks for a new feature                           |
| <b>Time to restore service</b><br>For the primary application or service you work on, how long does it generally take to restore service when a service incident or a defect that impacts users occurs (e.g., unplanned outage or service impairment)? | Less than one hour                   | Less than one day <sup>1</sup>         | Less than one day <sup>1</sup>           | Between one week and one month                   | ✗ Resolution time is constrained by support handoffs (1 day is probably too common) |
| <b>Change failure rate</b>                                                                                                                                                                                                                             | 0-15% <sup>1,2</sup>                 | 0-15% <sup>1,2</sup>                   | 0-15% <sup>1,2</sup>                     | 46-60%                                           | ✗ Change failure rate is high (between 15-50%)                                      |



# Accelerating Product Innovation to enhance the Digital Patient Experience

To provide a tangible, high-quality digital experience that patients can interact with, ensuring alignment on functionality and design before full-scale development.

| Timing    | Sample Agenda (focused on Digital Patient Experience needs)*                                                                                                                                                                                                                                                                                                            |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Day 1     | <ul style="list-style-type: none"><li>➤ Overview of Healthcare Industry disruptions and digital trends</li><li>➤ Confirm and validate Personas in scope</li><li>➤ Align on Outcomes for Prototype</li><li>➤ Review Current State Journey &amp; identify pain points</li><li>➤ Develop key features needed for prototype</li><li>➤ Reflect and close out day 1</li></ul> |
| Overnight | <i>Feature development incorporated into low-fidelity prototype with overseas Presidio team</i>                                                                                                                                                                                                                                                                         |
| Day 2     | <ul style="list-style-type: none"><li>➤ Reflect on Day 1 insights and observations</li><li>➤ Review low-fidelity prototype and provide feedback</li><li>➤ Map out future-state journey map &amp; confirm features needed</li><li>➤ Confirm net new requirements (and validate previous ones) for prototype</li></ul>                                                    |
| Overnight | <i>Development of high-fidelity prototype with updated requirements</i>                                                                                                                                                                                                                                                                                                 |
| Day 3     | <ul style="list-style-type: none"><li>➤ Reflect on Day 2 insights and observations</li><li>➤ Review high-fidelity prototype and provide feedback</li><li>➤ Develop roadmap to move from prototype to production, including governance</li><li>➤ Determine action plan and owners</li><li>➤ Reflection &amp; Close out</li></ul>                                         |

Output 1: Patient Journey: from registration, authentication to initial experience including...

- Entry Channels
- Authentication for security
- Patient engagement needs and access
- Landing page components



Output 2: Patient Journey w/ High-Fidelity Prototype

- Refinement from feedback on initial journey mapping
- Deeper journeys for target flows:
  - Appointment discovery and booking
  - Appointment confirmation and pre-visit information gathering
  - Check-in and visit management along with follow up activities
- Customer Branding



Keys to Success:

- ❑ Participants have appropriate level of expertise and influence to help inform and validate prototype
- ❑ Participants need to allocate focused time for the duration of the workshop
- ❑ Workshop is designed to be held in-person – can be facilitated either on-site at customer office or at a Presidio office



**\*Workshop Agenda**

Each workshop is adjusted to correspond to customer core needs and focus areas.