AGENDA

Phillips-Medisize Connected Health Solution

About DMI
Our Approach
Process & Activities
The Project: App Development
Future of Connected Health
Q&A
PRESENTERS

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Senior Client Partner

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User Experience Director

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OUR STORY
We design and deliver innovative digital experiences that connect brands directly to the users that they serve.
OUR STORY

REACH

1,500+ Employees
1.5+ Billion IoT Connections
3,000+ Mobile Apps & Sites Created
20 Hr Day Onshore-offshore Model
DMI Powered Global Technology Network

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OUR APPROACH
**OUR THINKING**

**DRIVING INNOVATION**

- **Desirability**
  - What do we know about our audience?
  - What are they hoping to achieve?

- **Feasibility**
  - What existing platforms are in place?
  - What new platforms can be employed?
  - Can the two (above) be integrated?

- **Viability**
  - What is the impact short, mid, and long term?

- **Design Thinking**
  - Emotional
  - Functional
  - Innovation
  - Process
  - Desirability
    - Human

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PROCESS & ACTIVITIES
PHASES

PROCESS & ACTIVITIES

Define

Understand
- Kickoff
- Test
- Client/Project Alignment

Design/Concept
- Iterate
- Test
- Client/Project Alignment

Build
- Iterate
- Test

Grow
- Project Retrospective
- Launch
We work to understand the market landscape, diving deep into the customer mindset and behaviors to carve out the ideal experience for your end-users.

**EXAMPLE ACTIVITIES**

- Stakeholder interviews
- Customer interviews & surveys (qual/quant)
- Persona creation
- Customer journeys
- Competitive analysis
- Heuristic analysis
- Digital brand assessments
- Analytics & data review
- Feature roadmap
With an understanding of what motivates your customer and what your unique offering is, we envision solutions.

EXAMPLE ACTIVITIES
- User flows
- Wireframes
- Prototypes (lo-hi fidelity)
- User testing
- Hi-fidelity design
- Digital style libraries
- Component/module libraries
- Brand guidelines
- Interaction/animation references
In order to drive interest and desire for your brand, we define the build and grow strategies.

**EXAMPLE ACTIVITIES**

- Data, measurement & learning plans
- Roadmap prioritization
- Backlog grooming
- Iterative design planning
- Marketing/media planning
MONTER APP
Improving the patient experience through connected health devices
CONNECTED HEALTH PLATFORM

Connected Device

Digital Interfaces

Cloud Platform

- Patient & Caregiver App
- Web Dashboard for Health Care Professionals, Patient Support Programs, Administrators
- Integration with EMR systems, also CRM
- Connected Health Platform (MDDS)

Data analysis via built-in Health Insight platform, custom applications or export/integration to 3rd party tools
OVERVIEW

BUSINESS GOAL

Design a generic and regulated mobile app framework that can be leveraged to create future connected health mobile apps in a cost-effective manner.
OVERVIEW

TIMELINE

Start Date
Assess and break down user requirements

Summer 2020
User Testing
Evaluate product & undergo design iterations

Winter 2020
User Testing Round 2
Evaluate product & undergo design iterations

Summer 2021

Alpha Release
Minimum Viable Product for early testing

Fall 2020
Beta Release
Second release to the market for further testing

Spring 2021
Release to Market
Final product ready for release to the market

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IMPROVING THE PATIENT EXPERIENCE

OVERVIEW

- Create schedule & reminders
- Track progress
- Manage multiple patients
- Communicate with HCPs & PSPs
REAL-TIME INJECTOR STATUS

Today, 9:30 PM
Has this dose already been taken?
If needed this dose can be taken between:
Thu 9:30PM and Mon 9:30PM.
Record a dose immediately after taking it

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Record a dose immediately after taking it

New Dose Synced
Sat 7th Sept at 7:30PM
Did you inject at:
Right Abdomen, Upper

No
Yes
DOSE SCHEDULE

Create Schedule

Your schedule is once a week.

Please select a time and day for your dose:

- Wednesday: 9, 10, 11
- Thursday: 7, 8, 9
- Friday: 8, 9, 10
- Saturday: 9, 30 PM
- Sunday: 10, 35 AM
- Monday: 11, 40
- Tuesday: 12, 45

Next
SMART REMINDERS

Dose Scheduled for Brian today at 9:30PM
Open the app for schedule details and to check changes.

Snooze for 15 Minutes
Snooze for 60 Minutes
Cancel reminder
Open App

Press Home to unlock
PROGRESS TRACKING

Add measurement

Place where measure was taken

Clinic  Home

Add height

Add weight

Save

Measure

HEIGHT

Visualization

February 20, 2020

9 yrs 10 yrs 11 yrs 12 yrs

10" 15" 20" 25"

90%

80%

70%

60%

50%

40%

30%

20%

10%

0%
**EDUCATIONAL CONTENT**

**Featured**

**FDA Takes Action to Address Coronavirus Disease 2019 (COVID-19)**

FDA is working with U.S. Government partners, including CD&C, and international partners to address the pandemic.

**Donate COVID-19 Plasma**

If you have recovered from COVID-19, you may be able to help patients currently fighting the infection by donating your plasma.

**Prescribing Information**

**Once Weekly H...**

**How does once-weekly human growth hormone work?**

Sat, Jan 05, 2019 12:30PM

Daily growth hormone (GH) injections can be inconvenient, painful and distressing for some patients, resulting in decreased adherence and efficacy, [hyperlink here](#).

Over a dozen pharmaceutical companies have designed Long Acting GH preparations that are at various stages of development using a number of different methods to prolong GH action.

Long acting GH will represent an advancement over daily GH injections because of fewer injections that may offer...

**FAQ**

**What do I do if I missed my injection?**

Daily growth hormone (GH) injections can be inconvenient, painful and distressing for some patients, resulting in decreased adherence and efficacy, [hyperlink here](#).

**Can disease cause a reduction in HGH levels?**

The decline of HGH can be due to aging, but it can also be acquired or may be genetic. If it is acquired then the most common reasons include a pituitary tumor, having the pituitary gland removed, having a pituitary gland that doesn’t function correctly due to disease, or it may be due to radiation, disorders that affect the immune system, and infection.

**How common are side effects with HGH?**

Growth hormone is naturally produced by the...
CAREGIVER ACCESS

Choose Patient

- Brian May
- Valentina May
- Rachel May

Schedule

February 2019

No events on Fri 8th Feb
HUMAN-CENTRED RESEARCH
LEARNING AGENDA

- How can we enable patients to self-manage their medication?

- What are the biggest pain points for patients on HGH treatment?

- How might we identify potential risks through interviews and observations?
METHODOLOGY

- Face-to-face interviews conducted with patients on HGH Treatment

- Targeted patients within the age range of 14-25 who are most likely to use connected health technology

- Interviews conducted with caregivers experienced in providing care to HGH patients
KEY TAKEAWAYS

- A good routine and schedule is essential to successfully self-managing HGH treatment

- Tracking progress and achievements helps patients to see the benefits of their treatment

- Access to educational content helps patients understand their disease and lessens the need to contact healthcare professionals
HUMAN-CENTRED DESIGN
CONCEPT CREATION & VALIDATION

- Generate new ideas and document them with visual concepts and prototypes
- Test each concept on patients & gather insights
- Iterate upon designs to improve usability
We prioritised our concepts based on feedback from user testing.

Together with the client, we agreed upon which features would be dropped, and which should be continued.
KEY FEATURES

- Dose scheduling and reminders
- Progress tracking & measurements
- Educational content & device support
FROM DESIGN TO PRODUCTION

- High-fidelity designs and prototypes
- Documentation and annotations for developers
SUCCESS FACTORS
KEY CHALLENGES

- Risk mitigation in connected health
- Managing & updating documentation
- Achieving FDA approval & meeting industry standards
OUR TIPS

● Ensure you have the right people allocated on the project

● Continually evolve your documentation throughout the project

● Ensure there is consistent collaboration among different teams
WHAT DOES THE FUTURE HOLD?
TRANSFERABLE DATA

- Open standards are needed to share health data across companies & ecosystems
- Regulations and guidelines such as GDPR will be necessary to protect patient data and earn consumer trust
RESISTANCE TO ADOPTION

- Organisations must be open to change and adapt to new technologies
- Improved education needed for doctors to learn the benefits and use of connected health devices
WHAT’S NEXT?
Design a generic and regulated mobile app framework that can be leveraged to create future connected health mobile apps in a cost-effective manner.
WHAT'S NEXT

REUSE, REDESIGN, REPURPOSE

Reuse

Repurpose

Redesign
THANK YOU
QUESTIONS?