



CASE STUDY:

MedMarijuana Consultants

Dashboard

Home ↑ Patient Information

Schedule ○

Charts 📊

First name * Last Name *

Address *

Address 2 *

City * State * Postal Code *

DOB * mm/dd/yyyy

email *

phone *

Referring Provider *

Why do you need medical marijuana? *

Submit

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id	First	Last	DOB	Phone	Email
1	Kseniya	Hogan	1970-01-01	3153838996	kkeniya.lifanova@gmail.com
2	Sarah	Smith	1997-01-01	3153838996	kkeniya.hogan@gmail.com
3	Dan	Smith	1999-01-01	3153838996	kkeniya.hogan@gmail.com
4	Kseniya	Hogan	1999-01-01	3153838996	kkeniya.lifanova@gmail.com
5	Michelle	Roth	1924-06-02	3153838996	kkeniya.lifanova@gmail.com
6	Gregory	Lifanov	1989-04-14	3153838996	kkeniya.lifanova@gmail.com
7	Bob	Smith	1970-06-01	3153838996	kkeniya.lifanova@gmail.com
8	Sarah	Gosling	1986-08-02	3153838996	kkeniya.lifanova@gmail.com
9	Jodi	Foster	1989-01-01	3153838996	kkeniya.lifanova@gmail.com
10	Peter	Smith	1987-01-01	3153838996	kkeniya.lifanova@gmail.com

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BACKGROUND

Dr. Rodziewicz and his team run a booming medical marijuana practice in Upstate NY, managing over 700 active patients.

Their mission is to provide a seamless experience for their patients as they onboard for the first time. After a patient is certified to receive medical marijuana treatment from a doctor, they must register with the state. Dr. Rodziewicz wants to position his team not only as the practice prescribing the medicine, but as a reliable resource to his patients as they traverse the medical marijuana system.

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THE PRODUCT

Dr. Rodziewicz and his team wanted to build a tool to automate many of their manual processes in order to reduce patient wait time and human error by office staff, and to enhance the user experience for patients.

Although patient management tools already exist, Dr. Rodziewicz wanted a customized platform that not only automated tasks, but captured and stored data in a meaningful way.

The UI team worked as embedded engineers to the medical practice, immersing themselves into the everyday tasks to gain further insight into the questions inquired by potential patients.

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THE CHALLENGE

Dr. Rodziewicz needed a trusted partner to design and develop a prototype for an online web application that would assist his office staff in capturing patient data starting with the initial phone call.

Challenges included:

- Building a prototype iteratively to gain constant feedback from office staff
- Optimizing the patient experience when setting up an appointment
- Keeping track of patient data in one central place to avoid duplicate entries of data

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WHAT WE BUILT

Upstate Interactive kicked off with a discovery process that used agile development methodologies to whiteboard an extensive project plan. This helped Dr. Rodziewicz to prioritize the tasks needed to be completed.

Using the information gathered from discovery, Upstate Interactive built a working prototype that took the office staff from initial contact with the patient through the scheduling process, with the last step being a successfully scheduled appointment.

The new application would take the burden off of the office staff of touching multiple data points and enhance the customer experience.