

CARE INNOVATIONS™ SHAKES UP HEALTH CARE TECHNOLOGY WITH CONSUMER-POWERED DESIGNS

Compared to other verticals, health care has been slow to incorporate end user feedback into product development. However, some consumer-driven healthcare companies are succeeding by inviting members, patients, caregivers and providers to be active participants in the innovation process.

Time for a Checkup

When Karissa Price joined Care Innovations as Chief Marketing Officer in 2014, the company was deep in development of Health Harmony, an online platform that helps patients, their families and physicians share health data and educational information.

At the time, the company was developing the portion of the product aimed at family caregivers: a key competitive differentiator since most other platforms address only the patient-clinician relationship.



Price arrived to find the company divided on critical issues of product development: which features would family caregivers find most valuable on the homepage, and how should the interface look and feel? To complicate matters, the engineering team had already created a site design, while senior leadership had hired an outside agency focused on the wellness space to develop alternatives that were warmer, more polished and heavily content-driven. “While the visuals were more appealing, I still had my doubts,” said Price. “There’s a lot of content out there on the web, and I wasn’t convinced that’s what family caregivers are seeking.”

“YOU CAN ASK ALL SORTS OF THINGS IN SURVEYS, BUT MOST PEOPLE ARE VERY VISUAL WHEN IT COMES TO HOW MUCH IMPACT SOMETHING IS GOING TO HAVE. NIELSEN’S TECHNOLOGY GOT US AS CLOSE TO IDEAL USER TESTING AS YOU’RE GOING TO GET AT SCALE.”

KARISSA PRICE
CHIEF MARKETING OFFICER
CARE INNOVATIONS

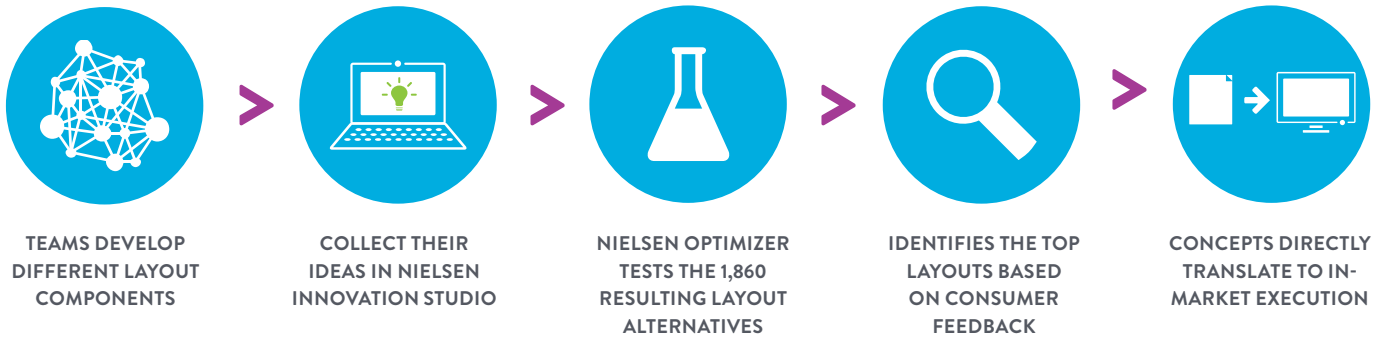
Price found herself in the position of having to reconcile the teams’ conflicting visions for Health Harmony’s homepage. “Being from a consumer marketing background, I asked to see the research that had been done to understand family caregivers’ needs and the basis for the designs that the company was developing, and there really wasn’t anything solid to work from,” said Price.

Putting the “Harmony” in Health Harmony

Looking to settle the dispute in an informed, objective way, Price turned to Nielsen’s optimization technology to test all the previously proposed designs, as well as a wide range of other alternatives—including different combinations of design elements such as colors, logo and fonts, as well as different structural elements such as navigation.

All told, 1,860 unique design alternatives were tested amongst hundreds of targeted caregivers, while patented evolutionary algorithms worked in real-time to identify the most widely preferred design. “The ability to have the whole conversation from the position of data was phenomenal,” recalled Price.

THE OPTIMIZATION PROCESS



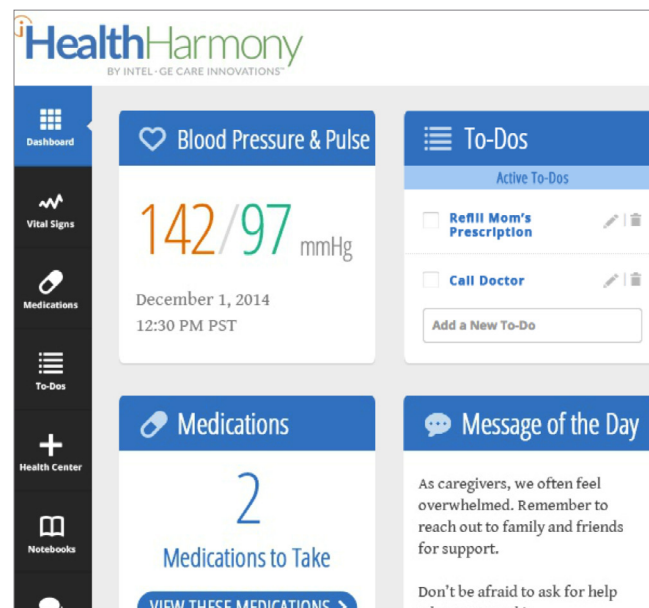
A Remarkable Prognosis

The optimized homepage layout generated a 183 percent lift in caregiver preference over the pre-optimized version and outperformed all competitor layouts tested. In addition to settling the internal debate, the research helped to prioritize the most desirable features, heavily impacting future product development.

“The real coup that we got from Nielsen was understanding unequivocally from end users that it was the task-oriented features they really wanted, not more content,” explained Price. “That’s huge because content can cost immense amounts of money, time and resources. Now we can point back to these results and say, ‘we’ve got enough content. That’s not what end users are looking for.’”

Currently, Care Innovations is developing the clinician-oriented interface for Health Harmony. Inspired by their success involving family caregivers in the innovation process and the positive industry reception, Price plans to optimize for this audience as well. “I’d love to be at the forefront of using best practices from

the consumer world to inform what we do in healthcare. In the end, I think that will make our organization and our clients more successful,” said Price.



Optimized homepage design