INFOVISION
#AccelerateDigital

Modernizing Healthcare

A comprehensive digital overhaul for a healthcare provider

Explore how infoVision enhanced a healthcare provider's digital presence with a user-friendly website and mobile app, streamlining patient interactions and boosting conversions.

Impactful results

35%
increase
in online appointment bookings

4X
improvement
in customer experience

20%
increase
in conversion rate

About the customer

An integrated healthcare service provider operating 24 hospitals across four brands, with over 125 health centers and 10,000 employees. Their services extend across the Middle East, Europe, and India.

Problem statement

The customer needed to enhance their digital presence, particularly in the UAE region, and sought a seamless solution for both patients and call center agents to manage appointments. Their specific needs included,

> Improving the digital experience for patients to book appointments, access health records, and view medical updates.

> Allowing call center agents to manage appointments across different hospital brands.

> A user-friendly website and mobile app to streamline patient interactions and improve overall customer experience.

Solution delivered

InfoVision offered a holistic solution that addressed the customer's diverse needs through:

Comprehensive website redesign

- Transformed legacy website into a modern, HIPAA-compliant WordPress CMS platform
- Incorporated a multi-site architecture for easy management of different brands, clinics and locations
- Optimized performance, accessibility, and security across web and mobile devices.

Content management

- An intuitive CMS console enabled independent management of the website console.
- Improved agility for campaigns, announcements, and service updates.

Appointment automation

Reduced manual scheduling errors and call center workload through
- A seamless appointment booking system across the web portal and mobile application enabling booking, rescheduling and cancellation of appointments
- A real-time view of doctors' availability across the healthcare network

Patient Portal (Web & Mobile)

Built a secure, user-centric Patient Portal accessible via web and mobile applications (Android & iOS) that:

- Facilitated registration and management of personal profiles
- Provided details of doctor profiles, specialties, and availability
- Supported booking, modification, and cancellation of appointments
- Provided access to medical history, prescriptions, lab reports, and visit summaries

UAE Pass Integration (Secure Digital Identity)

- Integrated 'UAE Pass' to enable secure, government-verified digital identity authentication thus allowing the patients to:
  - Log in using their UAE Pass credentials
  - Auto-populate verified demographic information during registration
- Eliminated manual identity verification and reduced registration friction
- Enhanced security and compliance by leveraging national digital identity standards
- Improved user trust and onboarding speed across the patient ecosystem

Tech stack

Frontend
ReactJS, HTML/CSS/Bootstrap, WordPress

Backend
Web APIs, MySQL

Mobile
React Native (Android/iOS)

Cloud
Azure services