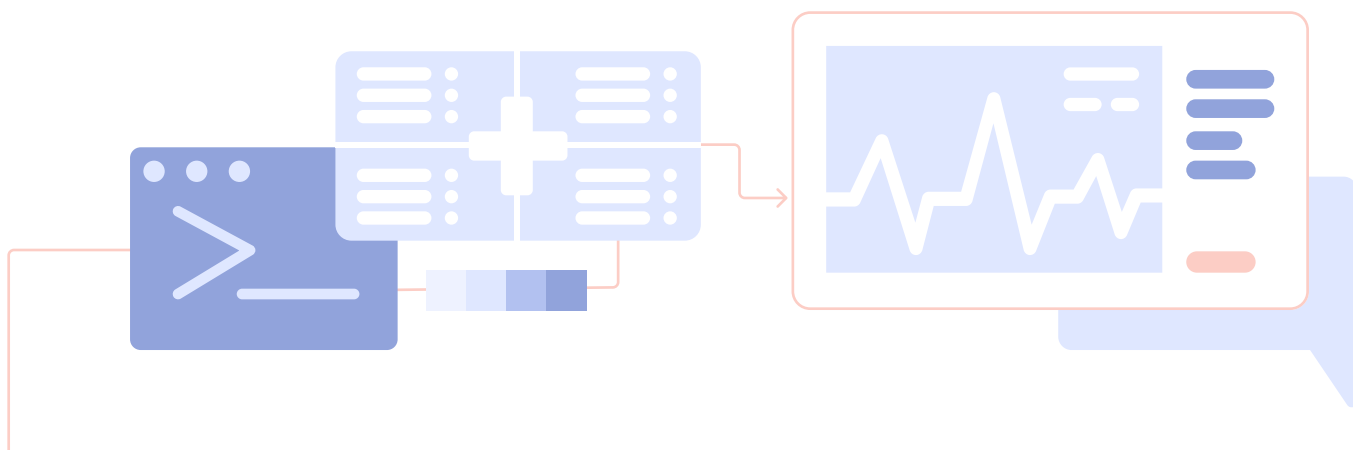




## CASE STUDY —

# Delivering a ***customizable, configurable, complex front-end*** for a ***Health Data platform***



### Services rendered

Product Design  
Product Engineering  
Continuing Design

### Tech stack

REST, GraphQL, Amazon Web Services (AWS), Github workflows, Terraform, Cypress, TestRail, and Karate.

## At A Glance

Zemoso partnered with a HealthTech startup backed by Andreessen Horowitz to design, build, and launch a one-of-a-kind unified medical records system.

The healthcare industry has a silo problem: where data lives in service provider, caregiver, insurance claims silos.

Our client wanted to build a platform that breaks these silos, aligns with FHIR protocols, and changes the way healthcare services are provided.

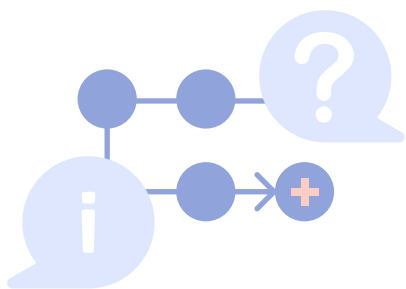
Zemoso partnered with a HealthTech startup backed by Andreessen Horowitz to design, build, and launch a one-of-a-kind unified medical records system. We co-created a solution that empowers healthcare professionals and patients with a comprehensive view of a patient's medical history, enabling healthcare providers to provide improved decision making and personalized recommendations without delays.

## **Industry challenge: *the information dark age in Healthcare***

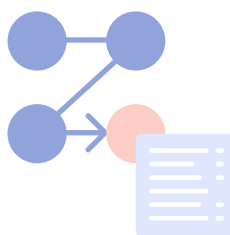
The healthcare industry has a silo problem: where data lives in service provider, caregiver, insurance claims silos. This isn't unique to HealthTech. But, the challenge is that caregivers and patients end up paying for it with their health, a price they shouldn't have to pay with all the advancement in data Digitization in healthcare, accelerated by COVID, has made this problem a priority for the entire industry. Healthcare produces about 30% of the world's data, which will grow at a 36% CAGR by 2025. In a study at an ophthalmology clinic, EHR (Electronic Health Records) data matched patient-reported data in just 23.5% of records; and that blocks the delivery of coordinated care.

## Client's ask

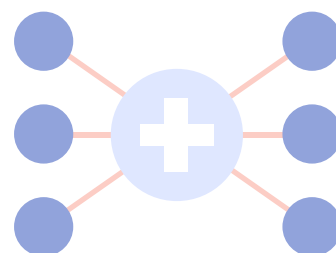
Our client wanted to build a platform that breaks these silos, aligns with FHIR protocols, and changes the way healthcare services are provided. These are some of the capabilities we helped them take to market with design and engineering expertise.



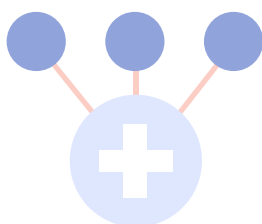
Tools for patient relationship management



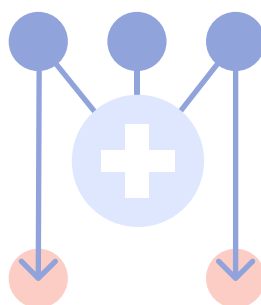
Customizable and configurable applications so that care providers can build and iterate their workflows to personalize patient experiences



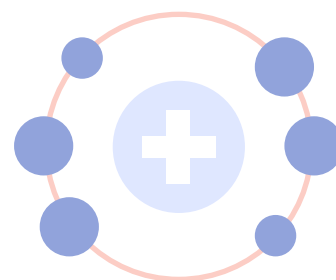
A data aggregation service for compiling, cleaning, and logically connecting medical records, claims, and other data necessary to enable coordinated care



An industrial-strength, multi-tenant health record infrastructure that would serve as a single source of truth



The ability for care providers to store their own proprietary data securely and logically connected to the patient record

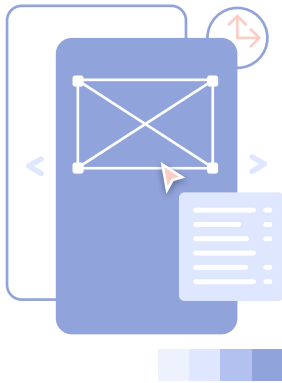


A unified record that gives patients power over their health data and their healthcare journey, by enabling authority over personal information across disparate sources

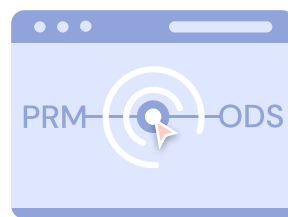
## Key partnership milestones

We aligned using a customized Google Ventures design sprint process on the minimum feature set to validate the new design with existing users.

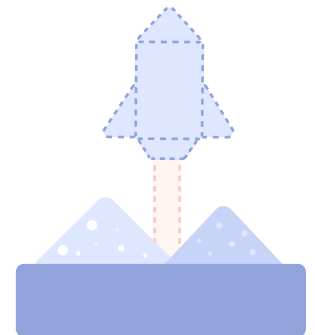
Zemoso redesigned and rebuilt the mobile application on a fast-track timeline, offering lean acceleration to Field Squared.



Delivered a 17-screen prototype in just four days, using our customized Design Sprint, specially adapted for zero-to-one initiatives such as this

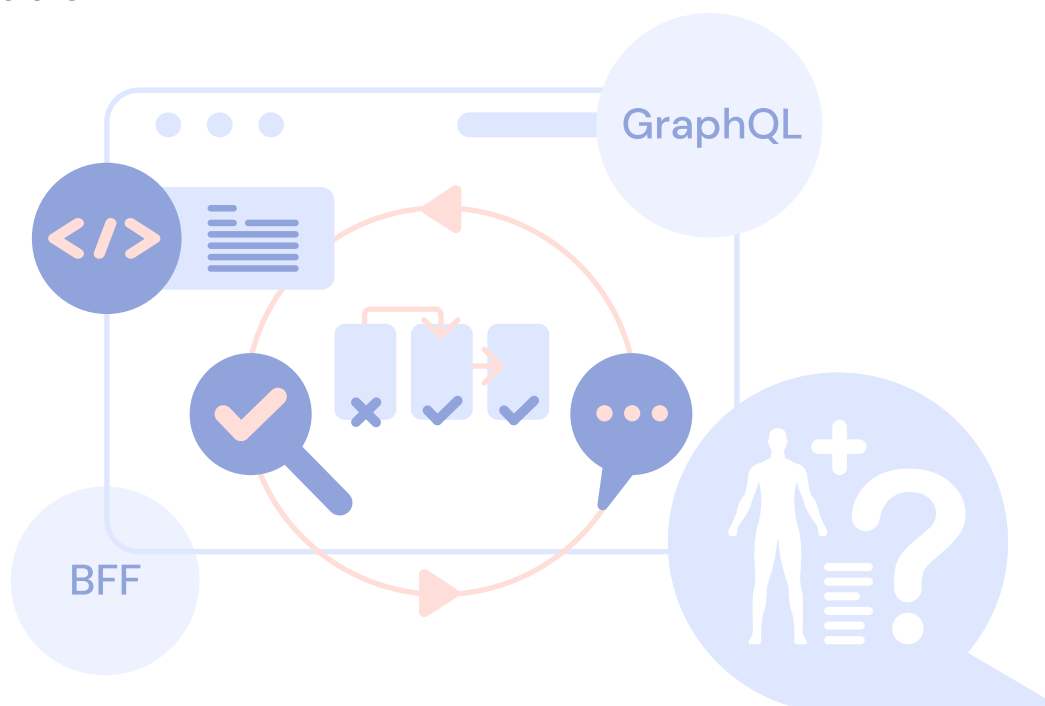


The demo of the Patient Relationship Management (PRM) Care Planning steel thread that tied their PRM Builder Studio to the platform (ODS) in two months



Soft launch of PRM Builder Studio in Sandbox environment in four months

## Our approach



**Rapid prototyping:** Using Zemoso's adaptation of Google Ventures Design Sprint, jobs-to-be-done led frameworks, and user testing, we co-created a high-fidelity prototype in 14 days for one of their essential-to-success features.

**Develop the user interface (UI) framework:** We developed a base UI framework that was extensible, evolutionary, and enabled plug-and-play for users and developers. The client's team, using the same design system, conveniently built their front end through the vast libraries, forms, widgets, workspaces, and software development kits (SDKs).

**Create workflows:** We developed features and tools that enabled user engagement workflows for the PRM-related applications and capabilities. The workflows allow care providers to interact with their patients, through messaging and interactive chat. For the communication system, we used REST along with GraphQL, to stitch the data from several microservices together.

**Deliver continuously:** We automated feature deployment by implementing continuous delivery to quickly promote changes to sandbox environment without manual interventions, using Amazon Web Services (AWS), Github workflows, and Terraform.

**Test Quickly:** We used Cypress for quality assurance (QA) and front-end testing, TestRail to manage, track and organize the tests, and Datadog for monitoring — checking logs, raising alarms, and synthetic tests. We used Karate to write API tests. We used Sentry, a developer-first error tracking and performance monitoring platform, for logging and monitoring.

**Deliver underlying application services:** We used backend-for-frontend (BFFs) services to deliver the underlying application services and cater to the front-end needs using GraphQL for the application facade.

This partnership and its success bears testimony to Zemoso's ability to deliver acceleration for the toughest and most ambiguous product challenges that innovators face. Contact us to learn more about how we can do that for you as well.

P.S. We have strict Non-disclosure agreements (NDAs) with many of our clients. The data, insights, and capabilities discussed in this blog have been anonymized to protect our client's identity and don't include any proprietary information.

To hire your custom product pod, write to [sales@zemosolabs.com](mailto:sales@zemosolabs.com) today!