**Prototype Précis**

**Name of the Prototype:** Medical Magellan

**Team Members:** Michael Gomez, Brian Hall, Monty Cavanagh, James Millar, April Schweikhard

**Value Proposition:** We help patients feel confident and comfortable navigating complex medical visits using an electronic wayfinder.

**Customer Segment(s):** The prototype is designed for patients of OU Physicians in Tulsa with scheduled appointments. Demographics include all ages. The prototype is also of value to healthcare providers within the OU Physicians system. This includes physicians, nurse practitioners, physician assistants, clinical pharmacists, dieticians, and physical therapists.

**What pain is being endured by the Customer Segment(s) due to the current situation?** Currently, patients are on their own for finding the correct medical location to receive their care. In addition, the reminder system experience is variable across the multiple locations of care. As a result, patients may experience frustration, lower satisfaction, and impaired provider/patient relationship. Likewise, providers may experience workflow disruption and decreased revenues as a result of late appointments or no-shows.

**What gain could be appreciated by the Customer Segment(s) if the Value Proposition under consideration were implemented?** Upon implementing the prototype, the patient would receive a more consistent and standardized reminders and notifications and also detailed directions to the medical office increasing orientation to the clinical experience. For providers, the prototype could enhance the workflow on account of fewer no-shows and late arrivals.

**Describe the Prototype that will be created to demonstrate the salient features of the Value Proposition to the target Customer Segment(s):** The first phase of prototype development is the implementation of a text message reminder system that would notify patients of the time and location of their appointments. Built into the text message would be a link to a directional map to the appointment location. Patients would also be asked to call if needing to cancel the appointment or request transportation.

**Champion:** Michael R. Gomez, MD

**Administrative Facilitator:** Michael R. Gomez, MD

**Key Partner(s):** OU Physicians, Sooner Health Access Network, Medical Informatics/Information Technology, Urban Design Studio
Brief interpretation - Both physicians and social work students rated this project highly with only one detractor from each discipline. Interesting clustering present with regards to mission vs financial model graph. Three groups visible, two pro-one anti-.
Medical Magellan

Additional Comments

I like this idea. I also think it could save money in the long run. I think it could be difficult to get the initial money to implement, however.

what is the percentage of your population that will have access to a smart phone?

I can see this working very well at major medical centers, but I don't see it working nearly as well in individual hospitals and clinics like Tulsa has. Also I know I personally don’t want to be tracked and therefore would not use it regardless.

As a student, I’m a little lost in some of the logistics but I truly see the effectiveness of this system

good tool for those who can afford a smart phone. doesn't address transport issues that cause no shows

Not all pts have smart phones; some that have one might not know how to text or use your system.

Well thought out. Way to benefit patient AND provider!

You'll need to find a way to market this for today's society. Some people might think of this as a way that "big brother" is watching them

Great idea!

Great idea!