



## CASE STUDY

# Giving Healthcare Startups an Edge.

One client's journey from early stage startup to market-ready solution.



### THE CLIENT

## Value-Based Care Model Design & Implementation Startup

### THE OBJECTIVE

Our client has a unique methodology, leveraging evidence-based research and behavioral economics to inform innovative value-based benefit design and the development of payment and incentive models. These models align payers and providers effectively on their value-based care objectives.

This methodology needed to be paired with a supporting technical foundation and analytics platform that would provide agility and flexibility as the client proved out their capabilities, conducted pilots, designed and deployed models, and scaled out their products and services in partnership with payers and providers.

### BUSINESS IMPACT



#### Speed & Agility

Completed technology advisory and roadmap exercise in three weeks.



#### Market-Ready Product

Visual design and technical support for client pilots and solution build-out.



#### Informed Investors

Provided team, timeline and costs required for building out each product.

**98% of digital healthcare startups fail because they have either an IT mindset or a healthcare mindset.<sup>1</sup> Having a technology partner that not only understands advanced technologies, but also the healthcare domain, provides startups with a tremendous advantage.**

1. Becker's Health IT. May 18, 2016.

Business aligned strategies and roadmaps for building out two of the client's inaugural solution offerings on top of a single analytics platform.



**Technology Advisory & Strategy**

- Created a technical solution vision, technical architecture/design and strategy to support core services, features, and functionality.
- Developed prioritized roadmap and execution plan for building the platform bringing clarity to the timeline, resources, and expected costs.

**User Experience & Visual Design**

- Identified primary users and mapped user needs to core experiences.
- Transformed business, process and technology ideas into an integrated story and user-centered experience.
- Designed the market-ready solution, including a vision for future features.
- Operationalized the design language; provided actionable specifications for software development and integration.

**Solution Development & Integration**

- Lightweight team with healthcare domain, data and technology knowledge.
- Provided program and technical/architecture leadership as well as client team coaching.
- Agile and iterative development.



THE RESULTS

X by 2 developed an actionable strategy and delivered a robust platform for enabling the business.



**Architecture**

**Flexible**

Scalable, HIPAA compliant, multi-tenant, cloud-based data analytics platform to meet increased demand and be more easily maintained by the client.



**Processes**

**Independent Product Teams**

Strong product vision, ownership, and understanding of roles, established internal technical and production QA practices including financial auditability.



**Software/ Tools**

**Modern & Robust**

Scaled out the solution and enabled more sophisticated data transformation and analytic capabilities.



**Data/Reports**

**Engaged Providers**

Integrated data, automated reports leveraging behavioral economics and UX patterns that drive provider behavioral change.

