

CASE STUDY · PRODUCT DESIGN & BUILD

A Self-Service Booking Portal for a Regional Clinic Group

BACKGROUND

Our client runs a group of outpatient clinics across three cities. Appointments were booked by phone, and front-desk staff spent most of each morning answering calls instead of helping the patients in front of them.

CHALLENGE

The client wanted patients to book, move and cancel appointments themselves, without replacing the scheduling system the clinics already relied on.

The specific pressure points:

- Phone lines were busiest exactly when clinics were busiest
- The existing scheduling system had no patient-facing interface
- Many patients were older and not comfortable with apps
- Each clinic had its own rules for appointment lengths and buffers

APPROACH

We designed and built a booking portal that sits on top of the existing scheduling system, and rolled it out one clinic at a time.

Research & Design

- Sat in with front-desk teams at two clinics to map how bookings really happened
- Tested large-type, three-step booking flows with patients in the waiting room
- Wrote every screen in plain language, with a phone number always visible

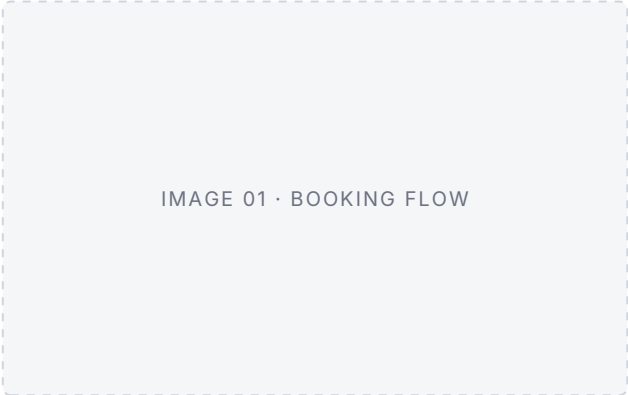


IMAGE 01 · BOOKING FLOW

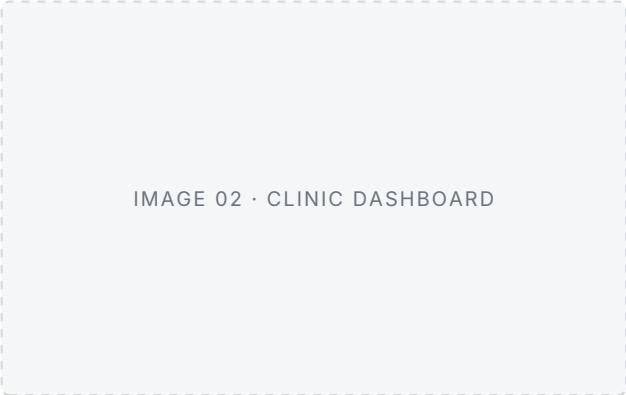


IMAGE 02 · CLINIC DASHBOARD

Build & Rollout

- Connected to the scheduling system through its existing data export and import
 - Gave each clinic manager control over their own booking rules
 - Launched clinic by clinic, adjusting after each one
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OUTCOMES

- ✓ **62% of appointments booked online** within four months of launch
- ✓ **Fewer morning calls**, so front-desk staff could focus on patients in the clinic
- ✓ **No change** to the scheduling system staff already knew
- ✓ **All clinics live** after a phased rollout

This example is fictional. It ships with the skill to show the structure, the image slots and the inline marks in use.