

## CASE STUDY · PRODUCT DESIGN &amp; 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



Fig. 1 Real-time report built from raw sensor data

**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.