Host: MIT Medical - Cambridge, MA **Team**:

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Challenge: MIT Medical is working to adapt to changing patient behaviors and desires as we enter the third year of the Covid-19 pandemic **Goal**: Our goal is to help MIT Medical increase awareness about their services and to retain patients

1 Marketing Initiative





2 Customer Relationship Management

| CRM Capability | CRM Tool | Notable | Notes re Notable |
|--|----------|-----------|--|
| HIPAA Compliance | 4 | 4 | Cerner's HIPAA compliance platform |
| Automated Messaging & Reminders | 4 | 4 | Automated Messaging for appointments, follow-ups, information requests, creates self-reminders for clinicians |
| Scheduling | 4 | 4 | Routine scheduling done entirely by the patient through the app, reducing burden on clinicisms and allowing them to provide a higher Standard of Care |
| Limiting Countiess Repetitive Tasks | 4 | 4 | Routine work of inputting information is done directly by the patient, and double-checked during the visit i.e., a process that previously took ~15 minutes/pp is now ~3 minutes |
| Limiting Human Error | 4 | 4 | Reduced human error due to cross-checking of patient intake data by provider |
| Data Analytics | 4 | √ Beta | Under Beta testing for scrubbing patient data to observe and eliminate care gaps |
| Patient Outreach | 4 | × | Not currently under plan |

Key Themes of our project:

