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Designing Proof of Concept for Better Patient Care for a Leading AI Technology Company

■ Case Study

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Overview

Enhancing a patient-centric clinical platform

Our client is an AI technology company providing a cloud-based clinical platform to support healthcare organizations and advance the quality of patient care. Foolproof, a fully-owned subsidiary of Zensar, has been working with the client for five years on the research and design of interfaces and systems for endovascular surgery, supporting in-theater, cloud-based guidance systems, and end-to-end clinician workflows. As a strategic partner, we have helped transform the company from a product-focused startup to a global, patient-centered service.



Challenges

Lack of tools for better visibility

Our client's digital health team had a vision for an osteoporosis clinical decision support suite or OP CDS suite, a provider-facing tool to help flag risks for potential osteoporosis in patients. To design this tool, the client engaged us to conduct design research and create a proof of concept.



Solution

New processes through research findings

We conducted in-situ research and interviews with healthcare professionals, medical experts, and patients to gain insights into how diagnosis was performed in each medical field. With the insights from our design research, we identified pain points from multiple patient and healthcare professionals' journeys. Working within the infrastructural constraints, we prioritized opportunities for prototype development. We used experience principles from our research findings to develop various assets to tell the current state of osteoporosis care and engaged medical experts worldwide.



Impact

Better system for better patient care

Our solution resulted in evaluative research and idea validation. Eventually, we used our findings and reports to design a proof of concept for the client.



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At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the \$4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

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