Define the problem and the impact

69% of referring doctors indicate they don't know the right doctor to reach or how to reach them

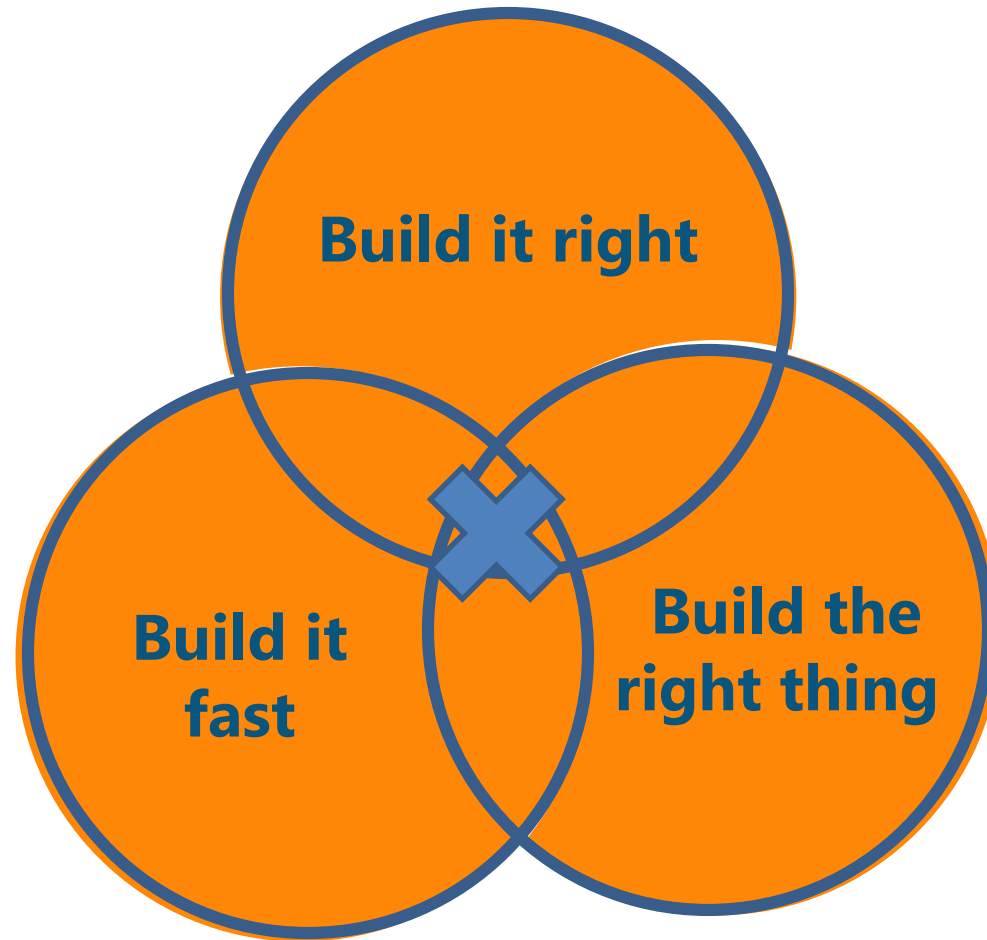**71%** of clinicians say they have "wasted time" trying to connect with a patient's care team

96% of physicians admit to sending PHI unsecured

AGILE Method

Build it right

Build it fast

Build the right thing

Barrier 1

The engineers who build your application lack in-depth clinical knowledge

Checklist to Overcome Barrier 1

✓ **Assemble Passionate Product Team**

Representation from relevant disciplines: IT, nursing , physician leadership, whoever is "doing" this work now, project lead, engineer, UI designer , product manager

✓ **Have a disciplined framework for user stories and use it**

As a _____ I need to _____ so that I can _____.

And if I can't then I will _____

While I am doing this I am also_____

✓ **Capture key work flows –**

Discover secondary players and take time to gain their trust

✓ **Mock-up screenshots and sit down with user in their environment, not in a conference room**

Be careful not to give leading information

People giving you valuable and much needed input will try to steer you off course

Checklist to Overcome Barrier 2

✔ Evaluate requests against your mission statement

Every feature has a cost

✔ Define your critical user and understand impact of any feature request on this user

Does this feature improve my critical user experience or impede it?

✔ Have a simple method of prioritization for Product Team discussions

T- shirt size- S, M, L,XL

Allow for and look for the 3 agile perspectives

✔ Have a separate deeper process for investment/partnership opportunities

Find resource with business development experience

Legacy systems are there and easy for people to fall back on

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Checklist to Overcome Barrier 3

✓ Establish open lines of communication with staff
> Clinicians are often too busy to respond directly to you but will give feedback to their administrative staff

✓ Create proactive alerts of poor experiences and a way to respond
> Simple is better to begin with

✓ Have a way to gain insight into use of legacy systems to see who has jumped ship

✓ Provide reporting on positive outcomes and experiences
> Put this information in hands of champions

✓ Consider average age and technology aptitude of your users
> Ideas from your product design team may be lost on your users

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New and improved infrastructure options come to market everyday leaving yesterday's choices out dated

Checklist to Overcome Barrier 4

✓ Be ready to evolve quickly

   Smaller stories with iterative development and daily communication (< 10 developer hours per card)

✓ Early on have a peer review of your technology stack

✓ Speed is essential to end user experience

✓ Bug Fixes

   Gauge number of users affected and impact on your critical users to ascertain urgency

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