Humanity-Focused Healthcare

Healthcare is on the verge of a technological transformation. In much the same way digital innovations have disrupted multiple industries, including financial services and retail, a similar shift is taking place in the healthcare sector. Remaining competitive means adopting new strategies, technologies, and ecosystems that create better working environments for clinicians and improve service delivery to patients.

Monstarlab offers expertise across strategy, service design and technology that enables healthcare companies to plan and implement patient-centred solutions. We support companies on their journey towards digitalisation, helping them to build new ecosystems, create new access models for patients and turn challenges into opportunities.

To remain ahead of the curve, healthcare providers will need to prioritise and implement transformative technology across their organisations. This includes:

**1.** Creating seamless end-to-end experiences for patients

2. Implementing solutions that improve patient engagement

3. Building efficient ecosystems that support clinicians

4. Integrating systems with new healthcare technology to promote interoperability

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1. Create a seamless end-to-end experience that offers an enhanced patient experience by offering safer, quicker and easier access to healthcare.
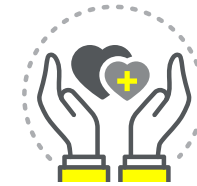
New technologies have transformed the way people access services and interact with the world around them. Developments like entertainment on-demand, online shopping, and mobile banking have created seamless user experiences and heightened their expectations for what good service looks like. Healthcare providers will need to rise to the occasion by taking a service design approach that provides patients with choice and flexibility, integrates digital and physical journeys, and is wholly focused on providing the right service at the right time, through the right channel.

Monstarlab offers expertise in designing blended digital and physical experiences that have patients' needs and preferences in mind. Our solutions enable seamless digital and physical journeys that encompass initial contact, online administration, clinical visits and post-clinical support. At all times, our focus is on designing ecosystems that maximise flexibility, improve patient satisfaction and deliver great outcomes.

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2. Design and test personalised patient experiences that enhance patient engagement and drive positive clinical outcomes.

Traditional approaches to healthcare often leave out the most important part – the patient. But the best clinical practices provide treatments that look at the patient as a whole, harnessing data to understand how their lifestyle impacts their health. Taking a human-centred approach to delivering clinical pathways can put the individual patient at the heart of clinical practice, which leads to better engagement and experiences. By harnessing technology and data, healthcare providers can deliver experiences that empower patients to take control of their health in a proactive setting.

Monstarlab helps organisations create clinical pathways that enhance patient engagement, reduce the load on healthcare professionals and improve outcomes. Our design-led approach uses behaviour design and physical and digital prototyping to create new experiences that are human-centred and foster a deeper understanding of the patient. Taking a design-led approach helps to avoid disjointed patient experiences and repeated information requests, and enables a more personalised, patient-centred approach

3. Build efficient ecosystems for clinicians and healthcare staff.
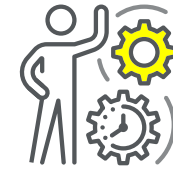
One of the biggest challenges for the healthcare sector is to alleviate the pressures that medical professionals face. All too often, administrative tasks and manual processes eat into time that could otherwise be spent on delivering core duties, such as patient care.

Digitalisation of records management and other administrative processes is a powerful tool for organisations that not only improves internal operations but has direct positive impacts on how they serve patients.

At Monstarlab, we specialise in developing user-centric applications that merge with core systems to integrate information and simplify staff experience. This includes straightforward solutions, such as single logins across multiple systems, accessing patient data from a single point of entry, as well as developing sophisticated tools that reduce administrative tasks through automation and artificial intelligence, and creating more efficient communications within and between organisations.

4. Integrate new healthcare technology with core systems to ensure interoperability and joined-up clinical care.

The pandemic has driven rapid investments in remote care technologies, fostering widespread adoption of video consultations, mobile health applications and asynchronous communication platforms. Connected healthcare devices are also developing exponentially, including digitalisation of traditional medical devices, wearable sensors, and consumer technologies including smartphones, watches and home automation.

This acceleration in digital healthcare technology can be overwhelming. The challenge for healthcare providers is to identify and adopt the right technologies that provide deeper insights into patient data and behaviours, and efficiently integrate them in a way that enables continuous service optimisation and improvement.

At Monstarlab, our goal is to help you identify and adopt solutions and technologies that will make a positive impact on the services you deliver, and help you integrate them into your operating model. This includes addressing the technical challenges of integrating Internet of Things (IoT) technologies with core systems and using digital frameworks and APIs to drive operational efficiency. Through the right use of technology and continuous service improvements, we aim to support your team, make your business more efficient, and create better outcomes for patients.

Want to improve what you have?

Request a free CX/UX review

Share your app, product or process and a Monstarlab consultant will undertake a free review to identify key pain points and solution ideas that could inform a five-day sprint.

Want something brand new?

Request a five-day innovation sprint

In this intense co-creation process, we will define your key challenges and find solutions - focused on creating value for your business and customers - and then move to developing a functioning prototype.

Not sure what you want?

If your situation is more complex and you're not sure how or where to get started, we're always happy to chat and share strategy, technology, and design thinking insights that may help.

Get in touch with one of our experts

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About Monstarlab

Monstarlab is a digital experience partner focused on accelerating growth for ambitious clients. We achieve this through our human-centred design and engineering expertise, our open partnership approach and our extensive network of global talent.

For more information, please visit our website at: **monstar-lab.com/ae/**

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