



Patient-centered digital health solutions

Putting patients first in the design and development of digital health solutions is the key to enterprise growth and market differentiation

by Emily R. Kessler, Associate Strategy Director,
Luxoft's Smashing Ideas

Amid a rapidly changing digital environment, life science companies face various challenges in designing and implementing digital health solutions. Embracing a patient-centered approach from the start can address or reduce many of these obstacles, resulting in more effective solutions and financial success.

Challenges when designing and implementing digital health solutions

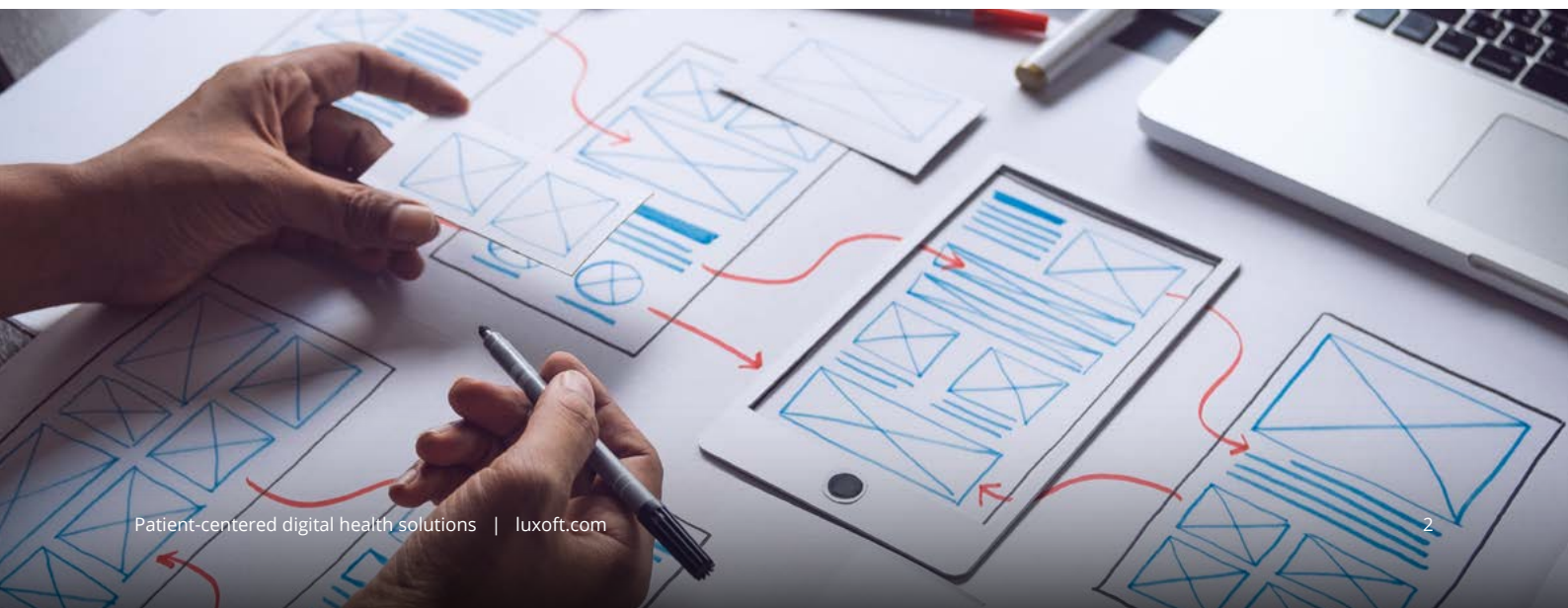
Life science companies encounter several challenges when designing and implementing digital health solutions. These challenges include: (1) increasing user engagement and adoption; (2) reducing costs and mitigating risk; (3) adhering to the clinical test environment; (4) improving the accuracy of data collection; and (5) ensuring safety and compliance. To address or reduce many of these obstacles, life science companies should adopt a patient-first approach when designing digital health solutions.

1. Increasing user engagement and adoption

The success and effectiveness of digital health solutions largely depend on patient participation and adoption. Patients who take an active role in managing their health are more likely to use digital health solutions to monitor and improve their medical conditions. They seek solutions that are easy to use and integrate seamlessly with their daily routines. It is necessary to understand patients' daily lives, pain points and limitations to design solutions that are accessible, personalized, secure and cost-effective.

2. Reducing costs and mitigating risk

Prioritizing the patient perspective can help companies save money by creating desirable products and avoiding the development of ineffective or unsuccessful solutions. By conducting patient research and needs assessments, life science companies can identify the specific requirements and preferences of patients, which can spur the development of digital health solutions that are truly useful and relevant. This helps mitigate risk and ensures that resources are invested in developing and marketing solutions that address real patient needs and are more likely to be adopted and used effectively.





3. Adhering to the clinical test environment

Designing patient-first digital health solutions leads to more accurate clinical trials, stronger relationships with healthcare providers and, ultimately, increased revenue. When patients are better supported, they are more likely to adhere to clinical trial requirements, and more accurate data can be collected. Life science companies that take this approach can build trust with healthcare providers, increasing the likelihood of their digital health solutions being used or recommended to patients. Increased usage results in improved market penetration and increased revenue for the company.

4. Improving accuracy of data collection

Digital health products and services that are not just user-friendly but also engaging and delightful can motivate patients to interact with them more frequently and provide necessary data. This, in turn, improves the accuracy and reliability of the data, reduces errors and ensures consistency over time. By collecting more accurate data, companies can gain valuable insights into patient behavior and preferences, allowing them to refine and improve their products and services over time.

5. Ensuring safety and compliance

Prioritizing patient safety and privacy is crucial when developing digital health solutions. Placing the patient front and center in the design process helps ensure a focus on these critical aspects. By taking these steps, life science companies can proactively identify and address potential regulatory issues and ensure that their solutions meet the highest standards of safety and effectiveness.

Maximize your market potential with a patient-first approach

Taking a patient-first approach in the design and development of digital health solutions can develop more meaningful solutions that increase adoption and ongoing engagement, reduced risk and, ultimately, contribute to the bottom line. By focusing on user-friendliness, engagement and even delight, life science companies can improve patient outcomes, build stronger relationships with healthcare providers and gain a competitive advantage in the digital health marketplace.

About **the author**



Emily R. Kessler

Associate Strategy Director
Luxoft's Smashing Ideas

As an Associate Director of Strategy at Luxoft Smashing Ideas, Emily uses a combination of design, strategy and social science tools to help teams identify the right problems to solve and reach better solutions more efficiently. She has led a team of diverse practitioners within a Design Thinking Center of Excellence for a life sciences enterprise client to address big organizational challenges and spur innovation. She has also directed large-scale initiatives to simplify and optimize internal processes from a human-centered perspective that led to greater buy-in, reduced costs and increased effectiveness for clients. Emily also holds a master's degree in Organizational Change Management and has earlier experience in leading social sector organizations.

Ready to develop the right patient-centric digital strategies and stay ahead of the competition? Visit **luxoft.com** or **contact us today** to learn how we can help you ensure your digital solutions meet patient needs, strengthen revenue streams and drive business success.

About Luxoft

Luxoft is the design, data and development arm of DXC Technology, providing bespoke, end-to-end technology solutions for mission-critical systems, products and services. We help create data-fueled organizations, solving complex operational, technological and strategic challenges. Our passion is building resilient businesses, while generating new business channels and revenue streams, exceptional user experiences and modernized operations at scale.

luxoft.com