

Modernizing Healthcare

A comprehensive digital overhaul for a healthcare provider



Explore how infoVision enhanced a healthcare provider's digital presence with a user-friendly website and mobile app, streamlining patient interactions and boosting conversions.

Impact

35%

increase
in online appointment bookings

4X

improvement
in customer experience

20%

increase
in conversion rates

Client overview

An integrated healthcare service provider operating 24 hospitals across four brands, with over 125 health centers and 10,000 employees. Their services extend across the Middle East, Europe, and India.

Problem statement

The client needed to enhance their digital presence, particularly in the UAE region, and sought a seamless solution for both patients and call center agents to manage appointments. Their specific needs included,

- ▶ Improving the digital experience for patients to book appointments, access health records, and view medical updates.
- ▶ Allowing call center agents to manage appointments across different hospital brands.
- ▶ A user-friendly website and mobile app to streamline patient interactions and improve overall customer experience.

Solution delivered

InfoVision offered a holistic solution that addressed the client's diverse needs through:



Comprehensive website redesign

We rebuilt the client's outdated website into a modern, HIPAA-compliant WordPress CMS platform, incorporating a multi-site architecture for easy management of different brands and locations.



Content management

Enabled the client's marketing team to easily update content through the CMS console without requiring technical support, enhancing their control over website updates.



Appointment automation

Developed a seamless appointment booking system accessible via web and mobile apps, allowing both patients and call center agents to book and manage appointments across the healthcare network.



Mobile patient portal



Built a user-centric mobile application (android/ios) that allowed patients to:

- Register and view doctor profiles
- Manage their appointments (book, modify, cancel)
- Access their medical history, medications, and lab reports
- Receive real-time notifications about appointments and report availability

Tech stack

➤ **Frontend**
ReactJS, HTML/CSS/Bootstrap

➤ **Backend**
Web APIs, MySQL, WordPress

➤ **Mobile**
React Native (Android/iOS)

➤ **Cloud**
Azure services