

VALUES IN FOCUS	Incentivising the user-centredness of the mymobility service internally in Zimmer Biomet	Reducing burden on the healthcare professionals through the use of mymobility	Enhancing value of the care delivered and received through mymobility
	Key stakeholders Users in focus Zimmer Biomet, mymobility team ZB Surgeon	Hospitals & EMR providers Specialist Nurse Admin staff Hospital dmin	Patients and HCPs care-team Patients GP GP
	PRODUCT_ SERVICE PROPOSITION ↑ FEASIBILITY Patient search/ look-up feature Hiding the surgery date Have a dummy version of the patient-facing App Stories of digital transformation Value-creation workshop Have a pop-up that says "300 patients also online" Creating a blog/ newsletter for joint replacement App for customer feedback Showcase client success Connect clients across the World (like the appraisals)	Converting a messaging feature to a note-feature AI assistant for HCPs Communication within care-team >> to highlight the exception reports Specialised dashboards for diff. roles within the care-team Any insights highlighted by AI and added to the surgeon's diary Walkthrough of common issues Time specified for each task Touch and login to mm >> during out-patient visits Manual version of the PROMs	Components of App separated - customised for diff. hospitals - Direct-to-patient version released Other pricing models for mm Patient records concerns, triaged Patients records Q, gets Answer Online health community for patients
	INSIGHTS effective feedback loop Increasing motivation to market mm independently challenge of 'innovation ownership'	variability lack of incentives for HCPs	variability challenge of 'innovation ownership'
	RESOURCES Product managers Solutions architects Design Researcher Product Dev team Care-teams	Data Engineers Ui/ Ux design team Care-team	Data Engineers Ui/ Ux design team Care-team
	PARTNERSHIPS EMR providers Care-teams Other ZB products NICE	Data Engineers Ui/ Ux design team Care-team	Other healthcare institutions GP services Platforms to advertise mm to patients
APPROACH	<p>A TOTAL NO. OF HOSPITALS B ZB CUSTOMERS C HOSPITALS WITH mm D PATIENT ACTIVATIONS E REGULAR USERS OF mm</p>	<p>A TOTAL NO. OF HOSPITALS B ZB CUSTOMERS C HOSPITALS WITH mm D PATIENT ACTIVATIONS E REGULAR USERS OF mm</p>	<p>A TOTAL NO. OF HOSPITALS B ZB CUSTOMERS C HOSPITALS WITH mm D PATIENT ACTIVATIONS E REGULAR USERS OF mm</p>



By creating a shared platform, mymobility helps enhance the **value of care** delivered to the patient, **improves the efficiency of the care-team** and **helps them learn and grow**, making them more confident in the care they provide.

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 Strategic roadmap - mymobility
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 Strategic Product Design (Medisign)

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