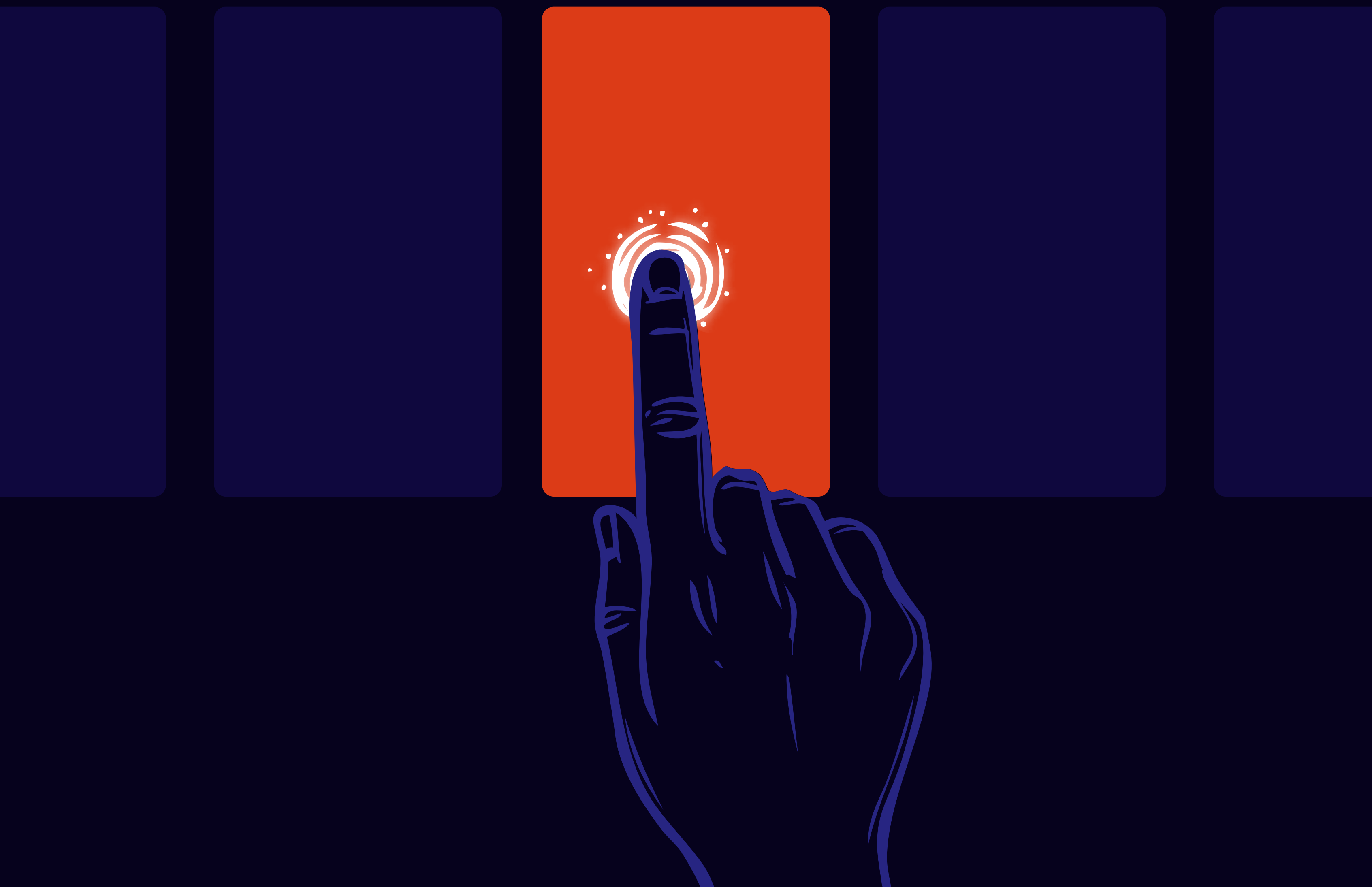# Essential UX Metrics

for Healthcare Apps and Products

Pre-Study Considerations

Step 1
Define Your Objectives

What specific insights are you seeking to gain from the study?

Are you looking to understand your users' behaviors and needs? Or are you focused on assessing the usability of specific features?

Setting clear objectives will guide your study's methodology, sampling, and selection of specific UX metrics.

Step 2
Think About Compliance And Ethics

You must adhere to healthcare privacy regulations like HIPAA, GDPR, or similar laws in other regions.
Also, make sure you

Have user consent for data collection

Use anonymization techniques to protect user identities

Have measures in place to secure data during storage and transmission

Step 3
Set The Context Right

Understanding the usage context will help you choose the right UX metrics to assess your digital product.

Is the app being used by a nurse in a fast-paced ICU, or a patient at home monitoring their blood sugar levels? Both products and scenario will have different metrics to assess.

Consider factors such as the user's environment, their cognitive load, the urgency of tasks, and the influence of external factors on their interactions with the app.
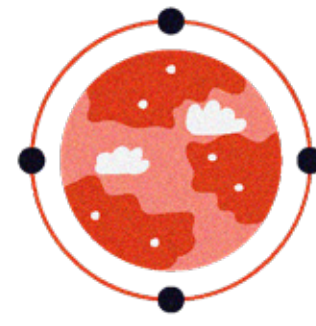
Identifying a Test Sample Group

01

Determining Sample Size

For quantitative studies, where the goal is to identify patterns or make statistical inferences, a larger sample size may be necessary.

This ensures a more accurate representation of the larger user base and improve the reliability of the metrics gathered.

02

Segmenting Sample Group

Healthcare app users are a heterogeneous group with varied characteristics influencing their interactions with the app.

By considering a comprehensive segmentation, your UX study will be able to capture a broad spectrum of user experiences. Considerations for segmentation include
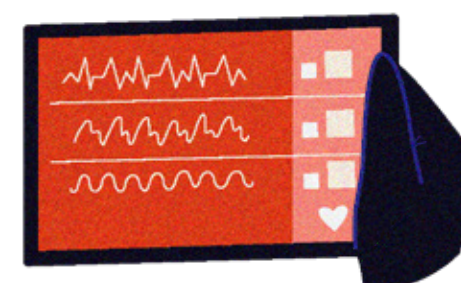
User Role

Understanding different userneeds is key to providing a satisfying experience for all users.

Demographics

Users' age, gender, location, technical literacy, and other demographic factors can significantly influence their interaction with the app.

Healthcare Sector

Users in different healthcare sectors, such as pharmacy, surgery, psychiatry, or general practice, will have different needs and ways of using the app.

8 Healthcare Applications and Key UX Metrics to Measure

Healthcare Application	Metrics
Insurance Platforms	**Claims Submission Success Rate:** Measures the percentage of users who successfully submit a claim through the platform. This metric indicates the platform's effectiveness in facilitating the claims process and reducing friction for users.
	Application Completion Rate: Measures the percentage of insurance applications initiated by agents that are successfully completed through the platform, reflecting the efficiency and usability of the application process.
	Policy Management Ease: Assesses the ease of managing policies for users, including activities like policy endorsement, policy upgrade/downgrade, policy renewal, or generating quotes, ensuring a smooth workflow.
	Task Completion Time: Measures the time taken by employees to complete specific tasks related to policy management, claims processing, or risk assessment, aiming to streamline workflows and increase productivity.
	Information Accessibility: Measures the ease of accessing relevant policy information, coverage details, or underwriting guidelines, ensuring agents can quickly find the information they need to serve policyholders.
Care-Delivery Systems	**Appointment Scheduling Success Rate:** Track the percentage of successful appointment bookings to evaluate the ease and effectiveness of the scheduling process.
	Patient Engagement: Measures metrics like active usage, frequency of logins, or engagement with self-care tools to gauge patient involvement and empowerment.
	Task Efficiency: Measures task completion time for common provider activities like accessing patient records, updating care plans, or communicating with patients to identify bottlenecks or areas for improvement.
	Care Coordination Efficiency: Track the time taken to coordinate services or assign tasks among healthcare providers to identify potential areas for streamlining and reducing delays.
	Patient Outcomes: Measure patient outcome metrics, such as readmission rates or health improvement indicators, to evaluate the effectiveness of care coordination efforts.

Healthcare Application	Metrics
Telehealth Providers	**Virtual Appointment Success Rate:** Measure the percentage of successfully conducted telehealth appointments to assess the effectiveness of the appointment scheduling and virtual visit process.
	Number of Telehealth Consultations: This metric reflects how frequently telehealth services are being utilized. Tracking the volume of telehealth consultations helps understand the demand for virtual care, identify trends, and assess the overall utilization of the telehealth platform.
	Ease of Connection: This metric tracks the simplicity of initiating a telehealth consultation for both clinicians and patients. It focuses on the ease of joining a virtual visit, establishing a reliable connection, and minimizing technical hurdles or connectivity issues.
	Adoption Rate by Modality: This metric tracks how quickly and broadly different telehealth modalities are adopted by healthcare professionals and patients. It provides insights into the acceptance and adoption of specific modalities, helping guide resource allocation, training efforts, and service expansion.
Patient Access Platforms	**Appointment Booking Success Rate:** Measures the percentage of successfully booked appointments to evaluate the ease and effectiveness of the scheduling process.
	Health Record Access: Track metrics related to accessing health records, such as time to find specific records or navigation success rates.
	Information Accessibility: Track metrics related to the ease of accessing patient information, success rates in finding relevant records, or efficiency in navigating the system.
	Task Efficiency: Measure the time taken by providers to complete common tasks like reviewing patient information, updating care plans, or communicating with patients.
Electronic Health Records	**Patient Access Time:** Measure the average time it takes for patients to access their health records or other critical services. Delays may point to system inefficiencies.
	Readability Score: Analyze the readability level of patient-facing text in the EHR system. High complexity could hinder understanding and usability for patients.
	Cognitive Load: Through user interviews or surveys, assess the mental effort required by healthcare providers to use the EHR system. A high cognitive load can reduce productivity and increase the likelihood of errors.
	Report Generation Time and Error Rate: Measure how long it takes to generate necessary reports. Longer times may indicate system inefficiencies. Also Track the number of errors or rejections in billing submissions. High error rates could suggest usability issues.

| Healthcare Application	Metrics
Pharmacy Management System	**Prescription Processing Time:** Measure the time taken to process prescriptions from receipt to dispensing to assess efficiency and workflow optimization. **Medication Dispensing Turnaround Time:** Measures the time taken from prescription order entry to medication dispensing. This metric evaluates the efficiency of the system in managing the dispensing process and ensuring timely access to medications. **Prescription Error Rate:** Measures the frequency and severity of errors in prescription orders processed through the system. This metric provides insights into the accuracy and effectiveness of the system in minimizing prescription-related errors. **Training Time:** Measures the time required for users to become proficient in using the Pharmacy Management System. This metric helps evaluate the system's learnability and user-friendliness, ensuring a smooth onboarding process.
Billing and Practice Management	**First-Pass Resolution Rate:** Track the percentage of claims paid on the first submission. Lower rates could point to system issues or inaccurate data entry. **Claim Processing Time:** Measures the average time taken for claims to be processed and reimbursed by payers. This metric assesses the system's efficiency in handling claims, impacting cash flow and provider revenue. **System Responsiveness:** Measure the system's responsiveness, including page load times, search functionality, and overall system performance. This metric assesses the system's speed and responsiveness, ensuring a smooth and efficient user experience during revenue cycle management tasks. **Payment Posting Accuracy:** Tracks the accuracy of payment posting and reconciliation within the system. This metric evaluates the system's ability to accurately record and match payments to corresponding claims, reducing errors and ensuring proper accounting.
Laboratory Information Systems (LIS)	**Data Retrieval Time:** Measure the time taken to retrieve patient data, test results, or laboratory reports. This metric assesses the system's responsiveness in providing quick access to critical information. **Data Consistency:** Evaluate the consistency and integrity of data exchanged between the LIS and external systems. This metric ensures that data shared between systems remains accurate, consistent, and synchronized. **User Error Rate:** Track the frequency and severity of user errors while interacting with the LIS. This metric helps identify areas of the system that may cause confusion, increase the likelihood of errors, or require additional user training or interface improvements to enhance usability and reduce user-induced errors.

About Koru UX Design

We are an Enterprise UX design agency, focusing on creating a positive, powerful and pleasurable impact on workplaces.

Our services include UX Research and Strategy, UX and UI development, and Front-end Development on complex enterprise systems like ERP, EMR, CRM, and other SaaS applications across web and mobile platforms.

We're on a passion-driven quest to bring the finesse of consumer-grade UX to enterprise applications and transform the way the world works, making it delightful and efficient for all.
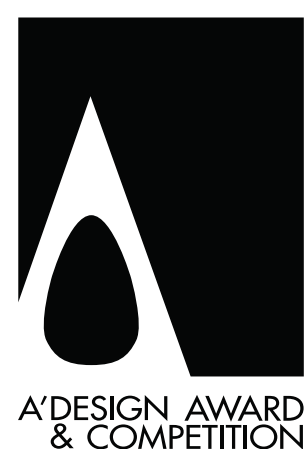
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