

# Care at Hand

[www.careathand.com](http://www.careathand.com)

**Care at Hand is a digital health company with an evidence-based analytics platform that predicts and prevents hospitalizations using non-medical workers. Their mission is to keep the aging population and people with disabilities thriving in the community.**

## SUCCESS METRICS



Acute care spend



Patient empowerment

## DESIGN ACTIVITIES

- Exploratory Interviews with customers
- Shadowing a customer for a day
- Cultural Context Interview
- Expert Interviews
- Process Mapping
- Laddering/ 5 why's/ Root Cause Analysis

## INVESTMENT IN DESIGN



## TEAM

- One full-time design lead
- The entire team has gone through formal design thinking training
- Executives participate in GE design bootcamp training

## FINANCIAL IMPACT

We reduced readmissions by 39.6% and saved \$2.57 for every \$1 invested. Please see the AHRQ study showing a detailed summary of our outcomes: <http://1.usa.gov/1NrZ05S>

## OTHER IMPACT

- End users (non-medical staff) have high satisfaction using our technology.
- Customers (home care vendor or hospital) are happy with design of financing.

## WHAT'S NEXT

We continue to grow the capacity of every single team member, from CTO to COO to admin staff, to do design thinking. Every touchpoint with our company directly or indirectly translates into customer experience. So everyone on our team needs to be able to empathize with customers and create with a "walk in their shoes" mentality.