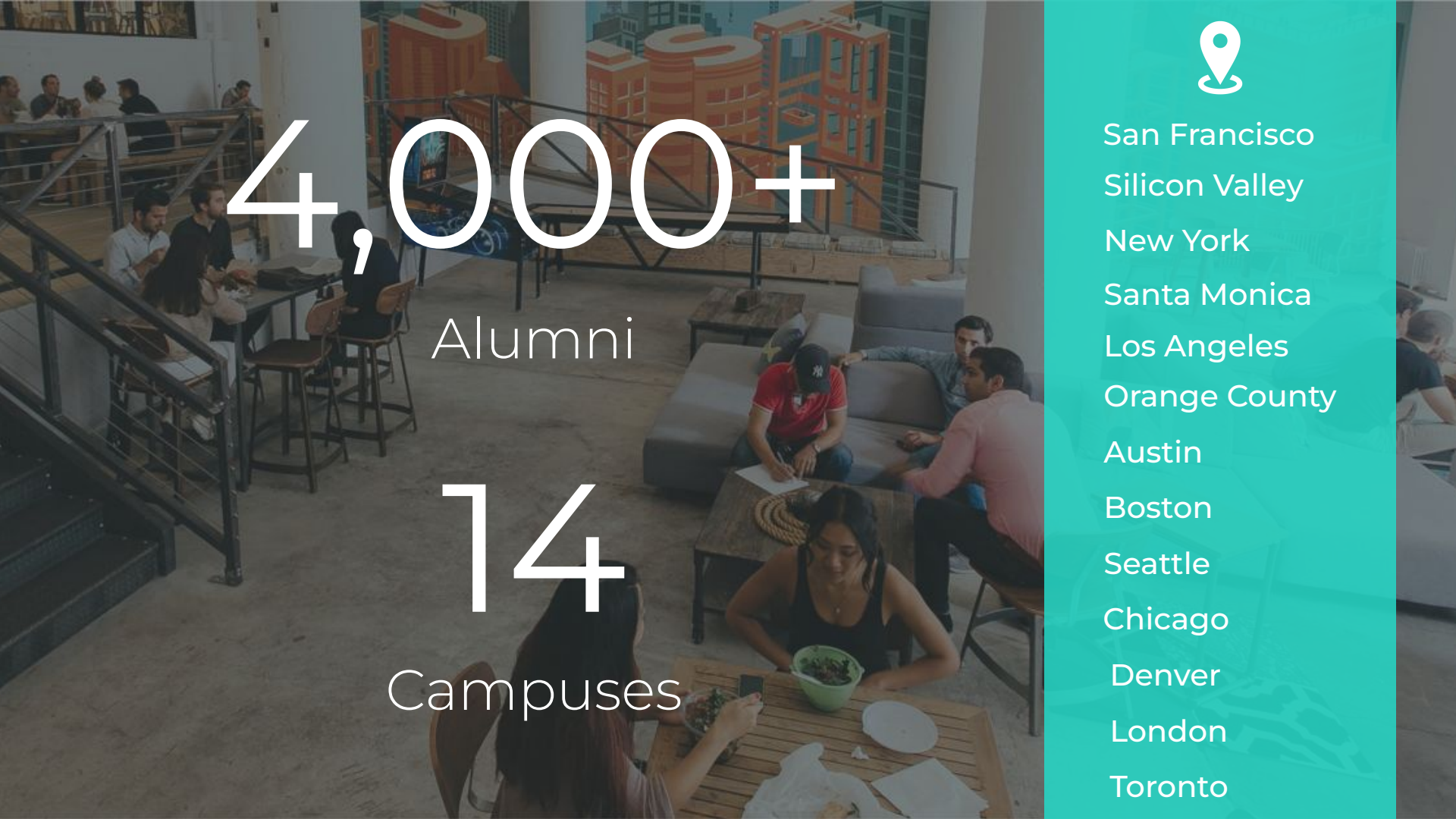


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Joel Headley



Andy Chu

Joel Headley & Andy Chu



PATIENTPOP

5 TIPS FOR DATA-INFORMED PRODUCT DESIGN





DIRECTOR OF LOCAL SEO AND MARKETING

Over a decade at Google in product operations
Product Manager and Local SEO Expert

@headley 

PRODUCT MANAGER

3.5 years in product management
PM for Patient Feedback

@DeltaSpark 



INTRODUCTION TO PATIENTPOP

To Help All Practices Thrive

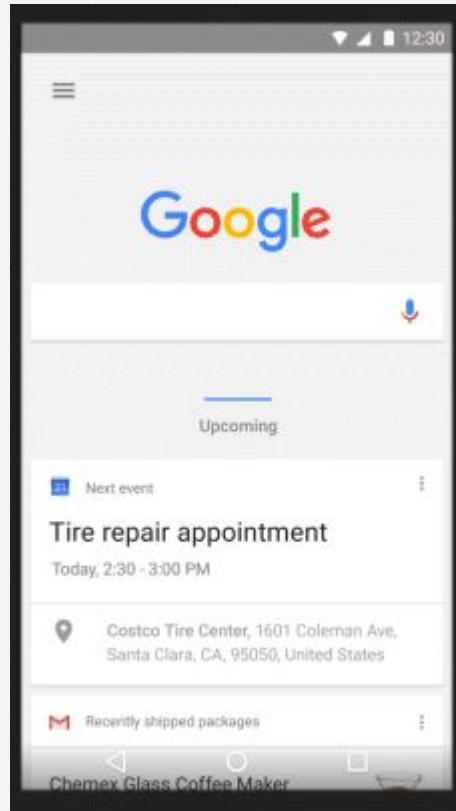
- We build performance driven websites
- We integrate with a medical office's calendaring system to offer online appointments & appointment reminders
- We gather feedback from patients about their office visit

HOW TO BE DATA-INFORMED

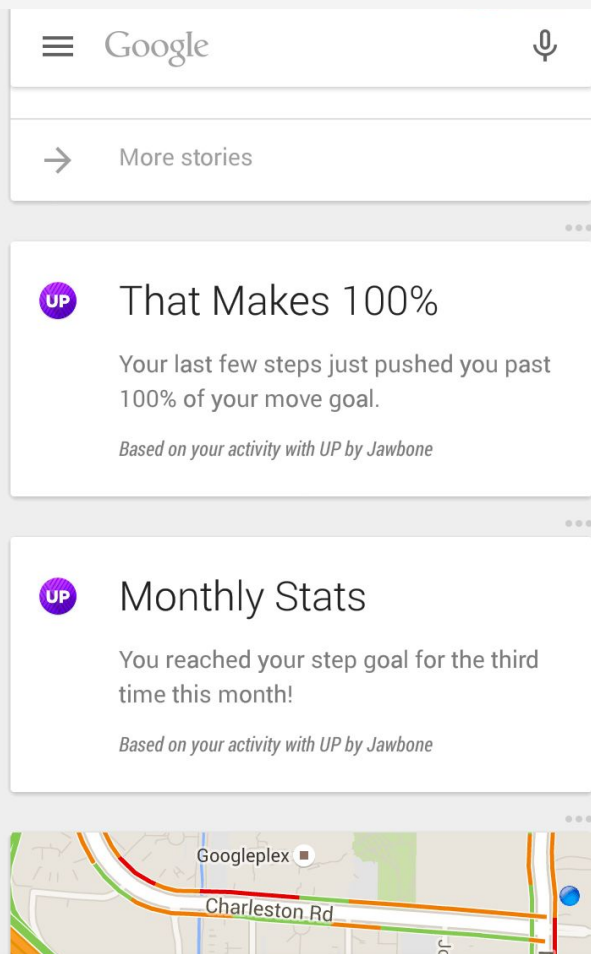
THE IDEAL

- Store all things
- Read all things
- Answer any question

GOOGLE NOW: OFFERING A CONTEXTUAL, ASSISTIVE EXPERIENCE



INCREASE USER ENGAGEMENT WITH YOUR APP



THE IDEAL OF STORAGE AND RETRIEVAL

Dremel: Interactive Analysis of Web-Scale Datasets

Venue

Proc. of the 36th Int'l Conf on Very Large Data Bases (2010), pp. 330-339

Publication Year

2010

Authors

Sergey Melnik, Andrey Gubarev, Jing Jing Long, Geoffrey Romer, Shiva Shivakumar, Matt Tolton, [Theo Vassilakis](#)

Abstract



Dremel is a scalable, interactive ad-hoc query system for analysis of read-only nested data. By combining multi-level execution trees and columnar data layout, it is capable of running aggregation queries over trillion-row tables in seconds. The system scales to thousands of CPUs and petabytes of data, and has thousands of users at Google. In this paper, we describe the architecture and implementation of Dremel, and explain how it complements MapReduce-based computing. We present a novel columnar storage representation for nested records and discuss experiments on few-thousand node instances of the system.

THE IDEAL

- Store all things
- Read all things
- Answer any question

BUT THAT'S GOOGLE AND I'M NOT GOOGLE



THE REALITY

- Focus on the question
- Choose your metrics
- Grab those metrics

SURVEYS

SURVEYS CAN VALIDATE ASSUMPTIONS

When there are imperfect data, do *light* market research.

[RUN A SURVEY](#)



Design your own market research

Build and run a survey directed at your target customer, wherever they are.



Put the internet to work for you

Real people answer your questions as they browse the internet, so they can get access to premium content.



Get real insights, fast

Watch the results roll in within 48 hours with this new approach to online market research.



Inform better business decisions

Get informative insights with instant, easy-to-digest graphs and charts that turn questions into answers.

DEVELOP SURVEY QUESTIONS THAT VALIDATE ASSUMPTIONS

- How did you first learn about your child's pediatrician?
- What research did you perform prior to selecting your child's pediatrician?

SURVEYS CAN VALIDATE ASSUMPTIONS

- How did you first learn about your child's pediatrician?
 > **70% was a personal recommendation**
- What research did you perform prior to selecting your child's pediatrician?
 > **50% did online research**

N = 101, cost = \$25

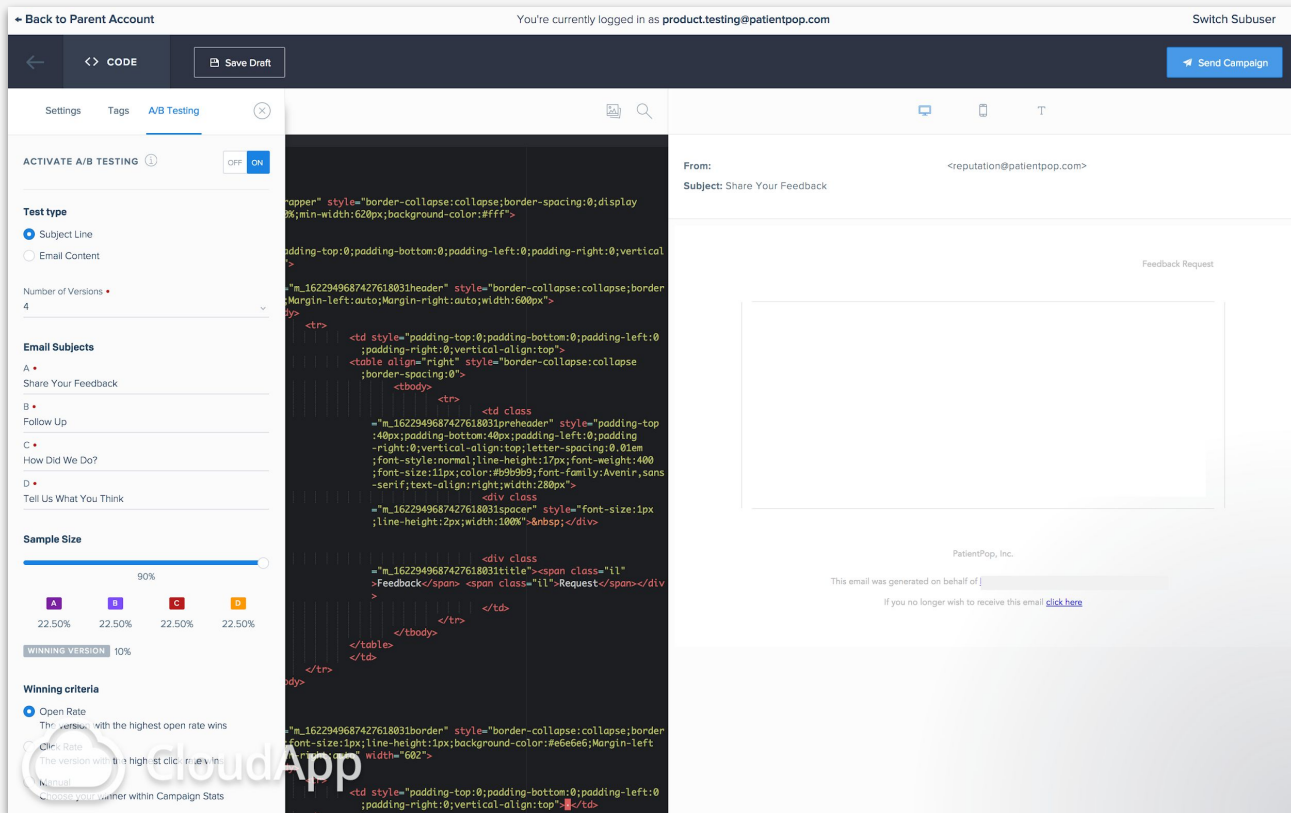
TEST ANYWHERE

TEST IDEAS OUTSIDE OF YOUR PRODUCT

If you can't change the code, find another way.

- How do you improve how many patients share feedback after receiving an email?

TEST IDEAS OUTSIDE OF YOUR PRODUCT



TEST IDEAS OUTSIDE OF YOUR PRODUCT

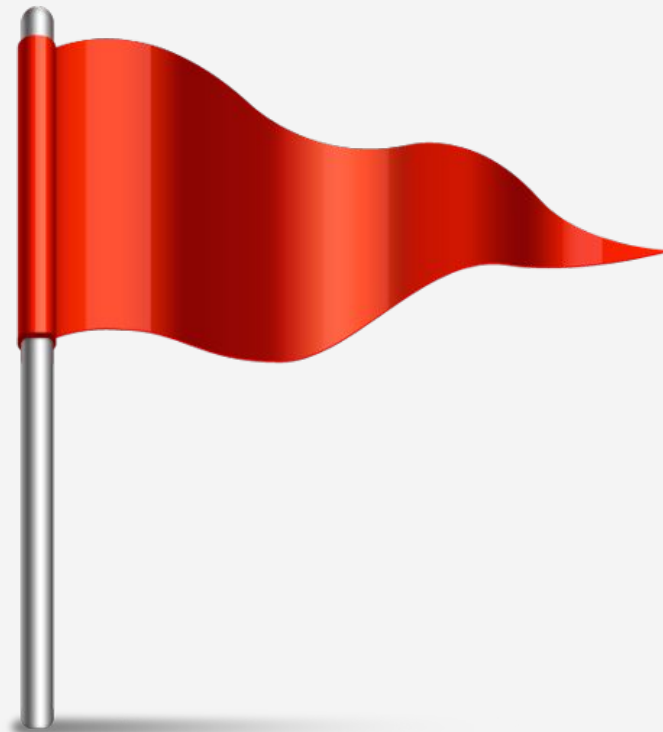
If you can't change the code, find another way.

- How do you improve how many patients share feedback after receiving an email?
 - Change the subject line
 - Personalize the signature
 - Don't change the UI design
- Conversion rate increased by 600%.

FEATURE FLAGS

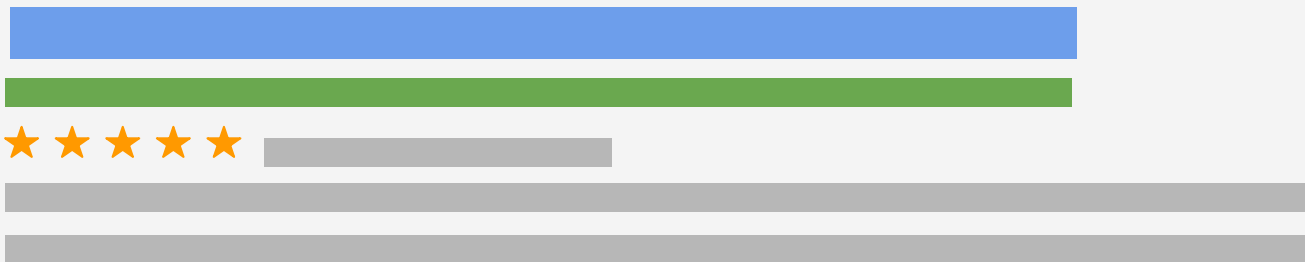
VALIDATE PRIOR TO RELEASE, LITTLE BY LITTLE, WITH FEATURE FLAGS

- Release to a subset
- Start small and grow



WHY STRUCTURED DATA?

- Provide relevance
- Drive search features



SMALL SCALE RESULTS EMBOLDEN FURTHER EXPANSION

- Single site
 - 400% increase in click thru rate, (a single page)
 - Ranking improved (!?)
- 200 sites
 - Sites appearing with stars grew from < 5% to > **60%**
 - 4x** increase in pages/site with rich snippets
- Full release (thousands of sites)

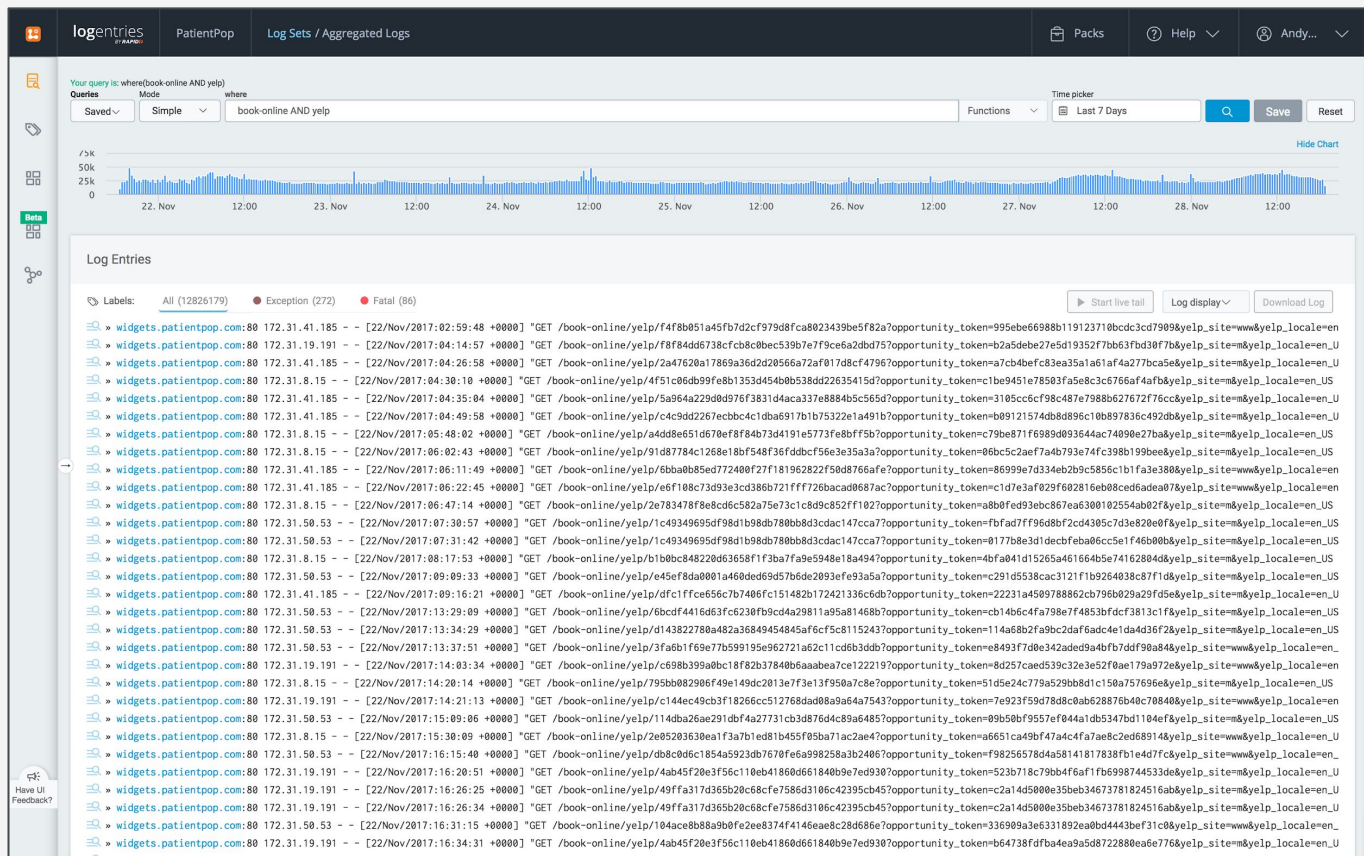
ANY DATA SOURCE

FIND ALTERNATE SOURCES OF ANALYTICS DATA

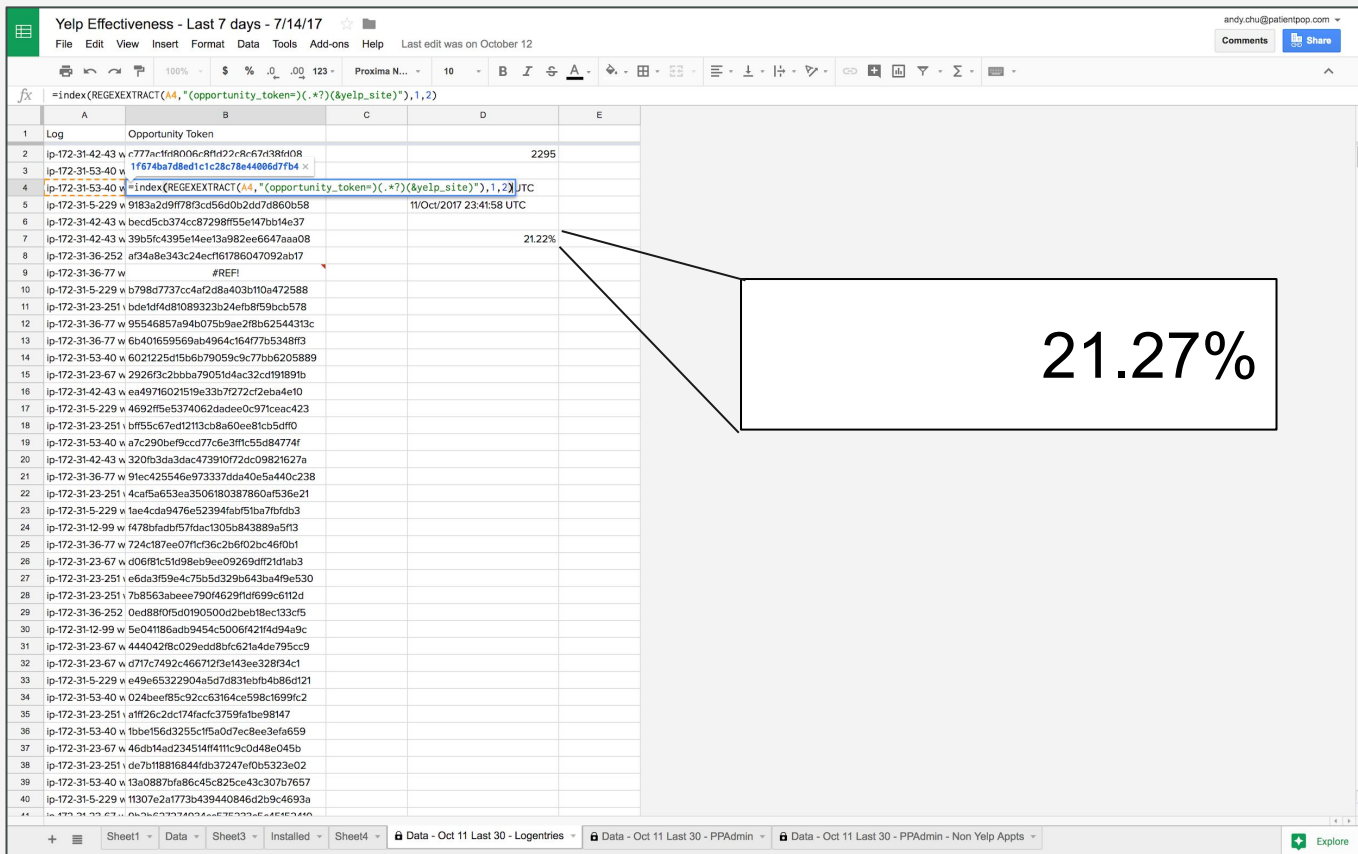
If you can't find the data, try looking in other sources.

- Are patients more likely to book an appointment using their mobile or desktop on Yelp?

USE ALTERNATE SOURCES OF ANALYTICS DATA



USE ALTERNATE SOURCES OF ANALYTICS DATA



FIND ALTERNATE SOURCES OF ANALYTICS DATA

If you can't find the data, try looking in other sources.

- Are patients more likely to book an appointment using their mobile or desktop on Yelp?
 - They are more likely to finish booking an appointment on desktop than mobile.
- Design for mobile, but design search for desktop.

1, 2, 3, 4 . . .



PROVIDER PROFILES & THEIR IMPORTANCE

Santa Monica Eye Medical Group reviews

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About 824,000 results (0.84 seconds)

Santa Monica Eye Medical Group - 20 Photos & 85 Reviews ... - Yelp

<https://www.yelp.com > Health & Medical > Doctors > Ophthalmologists>

★★★★★ Rating: 4 - 85 reviews - Price range: \$\$

85 reviews of Santa Monica Eye Medical Group "Sekari helped me select a pair of new glasses and she was such a professional. If you need glasses, come see her! She takes her time to really make sure the customer is satisfied. LOVE my new...

Santa Monica Eye Medical Group: Medical Spa: Santa Monica, CA

www.smeyegroup.com/

Santa Monica Eye Medical Group: Medical Spa: Santa Monica, CA Trusted Medical Spa & Ophthalmologists serving Santa Monica, CA. Contact us at 310-961-3843 or visit us at 1908 Santa Monica Boulevard, #3, Santa Monica, CA 90404: Santa Monica Eye Medical Group.

Testimonials & Reviews - Santa Monica Eye Medical Group

www.smeyegroup.com/testimonials

Testimonials & Reviews: See What Others Are Saying About Santa Monica Eye Medical Group.

Sadiqa K. Stelzner, MD - Santa Monica Eye Medical Group - Doctors ...

www.doctorschoiceawards.org/nominees/dr-sadiqa-stelzner/

★★★★★ Rating: 5 - 3 reviews

Add A Review Get More Reviews. Sadiqa K. Stelzner, MD - Santa Monica Eye Medical Group - Award Winner Badge. Service offered: Ophthalmology, Cataract Surgery, Laser Surgery, Eyelid Surgery Dr. Stelzner is a leader in comprehensive eye care and innovative eye surgical techniques. She is a Board Certified ...

Dr. Sadiqa Stelzner, MD - Santa Monica, CA - Ophthalmology ...

<https://www.healthgrades.com/physician/dr-sadiqa-stelzner-2vb6y>

★★★★★ Rating: 4.4 - 11 reviews

Visit Healthgrades for information on Dr. Sadiqa Stelzner, MD Find Phone & Address Information, medical practice history, affiliated hospitals and more. ... Dr. Stelzner is affiliated with UCLA Medical Center, Santa Monica and Providence Saint John's Health Center. Leave a Review ... Santa Monica Eye Medical Group.

Santa Monica Eye Medical Group, Santa Monica, CA - Healthgrades

<https://www.healthgrades.com/group.../santa-monica/santa-monica-eye-medical-group...>

★★★★★ Rating: 4.5 - 30 reviews

Santa Monica Eye Medical Group. A Medical Group Practice located in Santa Monica, CA.



See photos

See outside

Santa Monica Eye Medical Group ★

4.1 ★★★★★ 10 Google reviews

Ophthalmologist in Santa Monica, California

Website

Directions

Address: 1908 Santa Monica Blvd #3, Santa Monica, CA 90404

Hours: Closing soon · 8AM–5PM ▾

Products and Services: smeyegroup.com

Appointments: smeyegroup.com

Phone: (310) 961-3843

Suggest an edit

 Santa Monica Eye Medical Group

on Google

At Santa Monica Eye Medical Group, we look forward to working with you. As an exp... 5 days ago

Reserve

Book time now and reserve an appointment today

Know this place? Answer quick questions

TAKE TIME TO COUNT

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Yelp		Smile Reminder		Healthgrades		Facebook		Zocdoc		Mapquest		Vitals		Kudzu		Vagaro		Groupon		WebMD	
88%		2%		37%		42%		28%		20%		0%		1%		1%		5%		13%	
page 1	97%		3%		47%		66%		38%		21%		18%		8%		1%		8%		30%
1.68		4.00		5.76		5.63		5.99		8.10		6.26		7.93		8.00		6.87		6.48	
1.00		4.00		5.00		4.00		5.00		8.00		7.00		10.00		only once		7.00		7.00	
188		6		91		128		73		41		35		15		1		15		58	
Some		Some		Some		Some		Some		Some		None		Some		All		Some		Some	
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Yes ▾	3 ▾	N/A ▾		Yes ▾	5 ▾	Yes ▾	8 ▾	Yes ▾	1 ▾	N/A ▾		No ▾	6 ▾	N/A ▾		N/A ▾		N/A ▾		No ▾	7 ▾
Yes ▾	1 ▾	N/A ▾		Yes ▾	9 ▾	Yes ▾	10 ▾	Yes ▾	8 ▾	N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾	
Yes ▾	1 ▾	N/A ▾		Yes ▾	9 ▾	No ▾	8 ▾	N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾	
Yes ▾	2 ▾	Yes ▾	4 ▾	Yes ▾	5 ▾	Yes ▾	6 ▾	No ▾	7 ▾	Yes ▾	8 ▾	No ▾	9 ▾	No ▾	10 ▾	N/A ▾		N/A ▾		N/A ▾	
Yes ▾	1 ▾	N/A ▾		Yes ▾	5 ▾	Yes ▾	4 ▾	N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾		No ▾	7 ▾	N/A ▾	
Yes ▾	1 ▾	N/A ▾		N/A ▾		No ▾	10 ▾	N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾	
Yes ▾	2 ▾	N/A ▾		N/A ▾		Yes ▾	9 ▾	N/A ▾		Yes ▾	8 ▾	N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾	
Yes ▾	1 ▾	N/A ▾		Yes ▾	8 ▾	Yes ▾	10 ▾	Yes ▾	4 ▾	N/A ▾		No ▾	5 ▾	N/A ▾		N/A ▾		N/A ▾		N/A ▾	
Yes ▾	1 ▾	N/A ▾		N/A ▾		Yes ▾	4 ▾	N/A ▾		Yes ▾	8 ▾	N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾	
Yes ▾	1 ▾	N/A ▾		No ▾	10 ▾	N/A ▾		Yes ▾	8 ▾	N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾	
Yes ▾	1 ▾	N/A ▾		N/A ▾		Yes ▾	2 ▾	N/A ▾		N/A ▾		N/A ▾		No ▾	8 ▾	N/A ▾		N/A ▾		No ▾	9 ▾
No ▾	2 ▾	N/A ▾		N/A ▾		Yes ▾	3 ▾	Yes ▾	4 ▾	N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾	
Yes ▾	1 ▾	N/A ▾		N/A ▾		No ▾	9 ▾	N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾	
Yes ▾	1 ▾	N/A ▾		N/A ▾		Yes ▾	6 ▾	Yes ▾	5 ▾	Yes ▾	8 ▾	N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾	
Yes ▾	3 ▾	N/A ▾		Yes ▾	7 ▾	Yes ▾	4 ▾	Yes ▾	5 ▾	N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾	
No ▾	3 ▾	N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾	
Yes ▾	4 ▾	N/A ▾		N/A ▾		N/A ▾		Yes ▾	6 ▾	N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾		N/A ▾	

A TARGET LIST OF CITATION SITES

Yelp
Facebook
Healthgrades
WebMD
Yellow Pages
Angie's List
Mapquest
Vitals
Yahoo
Locality
Better Business Bureau (BBB)

YOUR FIVE TIPS

REMEMBER TO DRIVE BUSINESS GOALS

- **Surveys** can validate assumptions
- Test ideas **outside of your product**
- Validate prior to release **with feature flags**
- Find **alternate sources** of analytics data
- **Take time** to count



WANT TO WORK WITH US?

Product Manager • UI/UX Designer • Data Engineer

DevOps Engineer • Site Reliability Engineer • Software Engineer



QUESTIONS?