



– APPLAUSE CASE STUDY –

*“ APPLAUSE GIVES US THE TEAM OF EVERYONE, ESSENTIALLY, AND IS OUR SECOND SET OF EYES. IT PROVIDES THE PEACE OF MIND THAT WHEN WE PUT A RELEASE OUT, IT’S GOING TO WORK.”*

MEREDITH MCNEILL, QUALITY ANALYST, DIGNITY HEALTH

## CUSTOMER

With all the moving parts, regulations, and money involved in healthcare, it can be easy to forget what is at the heart of the industry: people. Dignity Health was founded with the simple belief that all people deserve medical care, regardless of background, ethnicity, or circumstance.

This belief has informed everything Dignity Health does as it has grown to become one of the largest healthcare organizations in the United States. With more than 400 care sites, including 39 hospitals, across a 22-state network, the organization now serves exponentially more patients than when it started, but its core values remain the same.

## CHALLENGES

Dignity Health knows healthcare never stands still. That’s why another one of Dignity Health’s core values is excellence through teamwork and innovation. This commitment shows in the organization’s embrace of innovative technology. It has continually introduced new features to help patients get the best possible care, including mobile apps like My Home and My Baby.

Making sure this technology performs for everyone, no matter how they use it, is the top priority. Mobile apps have become increasingly important in the healthcare industry and a top notch website that patients can access from their computer – which Dignity Health has – simply isn’t enough anymore.

### COMPANY

Dignity Health

### INDUSTRY

Healthcare

### TESTING TYPES

Usability | Accessibility | Functional | Omnichannel

### APP TYPES

Mobile | Web

### CHALLENGES

- Keep up an aggressive development schedule with limited QA staff
- Make accessible apps that work on all devices, and for all types of patients
- Deliver omnichannel experiences that work for patients in physical hospital settings

### RESULTS

- Website visits grew by 64% and online scheduling grew by 470%
- Developed accessible apps to serve all patients
- Increased HCAHPS (patient satisfaction) by 24%

“We’ve learned that most people are on their phones, not their computers,” Meredith McNeill, quality analyst at Dignity Health said. “That was one of the things you didn’t have to account for 10 years ago, so how do you move faster to give your public what they need today?”

## SOLUTIONS

With just one QA person to start, Dignity Health knew it needed a different kind of team to support its efforts. Applause testers verify its website and apps work correctly on a range of devices that simply aren’t available to a single QA tester. Applause helps provide the test coverage Dignity Health needs while delivering usability and functional feedback to ensure patients are able to use its digital properties and have a good experience when doing so.

As a leading care provider, Dignity Health also needed to ensure its apps and website were accessible to all its patients, particularly for those using assistive technology. To live up to its mission of giving all people medical care regardless of circumstance, Dignity Health uses Applause’s accessibility testing services.

The Applause solution isn’t solely an online endeavor. Some of the functionality for Dignity Health’s My Home app involves helping patients in the physical world. The compass part of the app acts as a virtual volunteer that takes care of patients in the hospital and guides them to where they need to be. It’s one more thing that patients don’t have to worry about while they are at a Dignity Health facility.

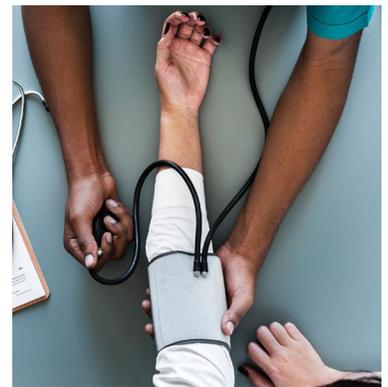
While these compass app features were being developed, they needed to be tested on multiple devices, in multiple locations, and in real hospitals.

“We had Applause testers actually walking around with the application, making sure that they could get where they needed to go,” McNeill said. “This was very helpful because we needed to test the in-hospital experience without taking up development resources. It really worked out.”

## RESULTS

The Applause solution has enabled Dignity Health to ramp up its development process, helping the organization get applications and software out and updated on time, and on budget. Dignity Health has achieved a monthly release schedule, and is also moving towards major releases at the end of every spring. Without Applause, this schedule wouldn’t be possible.

Something that was close to Dignity Health’s mission was delivering accessible experiences that could be used by everyone. With 15% of the



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world living with a disability, offering accessible experiences helped Dignity Health reach more potential patients and improve more lives. Working with Applause testers, McNeill reports that developing accessible solutions has gotten developers excited and engaged; they're learning something new, and helping a group of patients that are often overlooked.

"Applause had all of the answers when it came to accessibility," McNeill said. "Anything that we threw at them, they knew, which gave us a base of knowledge that we normally wouldn't have."

One more important result that is a little bit tougher to quantify, but that any good QA person can absolutely relate to, is peace of mind and confidence in the process and results. Applause works to augment existing teams, becoming an integral resource for internal QA departments. And the results speak for themselves. After beginning its partnership with Applause, Dignity Health's website visits grew by 64% and use of online scheduling grew by 470%. It also improved its HCAHPS (patient satisfaction) score by 24%.

"One of the best benefits that we have seen from real-world testing is that when Applause tests for us, I feel like it's as if I was testing," McNeill explained. "To have someone testing who you know is a QA person provides that trust and peace of mind – it feels like there's 10 of me doing the testing."

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## ABOUT APPLAUSE

Applause is the worldwide leader in crowd-sourced digital quality testing. Software is at the heart of how all brands engage users, and digital experiences must work flawlessly everywhere. With **highly vetted testers available on-demand around the globe**, Applause provides brands with a full suite of testing and feedback capabilities. This approach drastically improves testing coverage, eliminates the limitations of offshoring and traditional QA labs, and speeds time-to-market for websites, mobile apps, IoT, and in-store experiences.

**Thousands of leading companies** — including Ford, Fox, Google, and Dow Jones — rely on Applause as a best practice to deliver high-quality digital experiences that customers love.

Learn more at: [www.applause.com](http://www.applause.com)