Citizen Experience at Work

Spotlight on AHS` Online COVID-19 Self-Assessment Tool

Alberta Health Services
Healthy Albertans. Healthy Communities. Together.

Ammneh Azeim

Digital Experience Lead
Innovation and Digital Solutions

Twitter:
@ammneh

Interests:
Runner, Mom, the World in general

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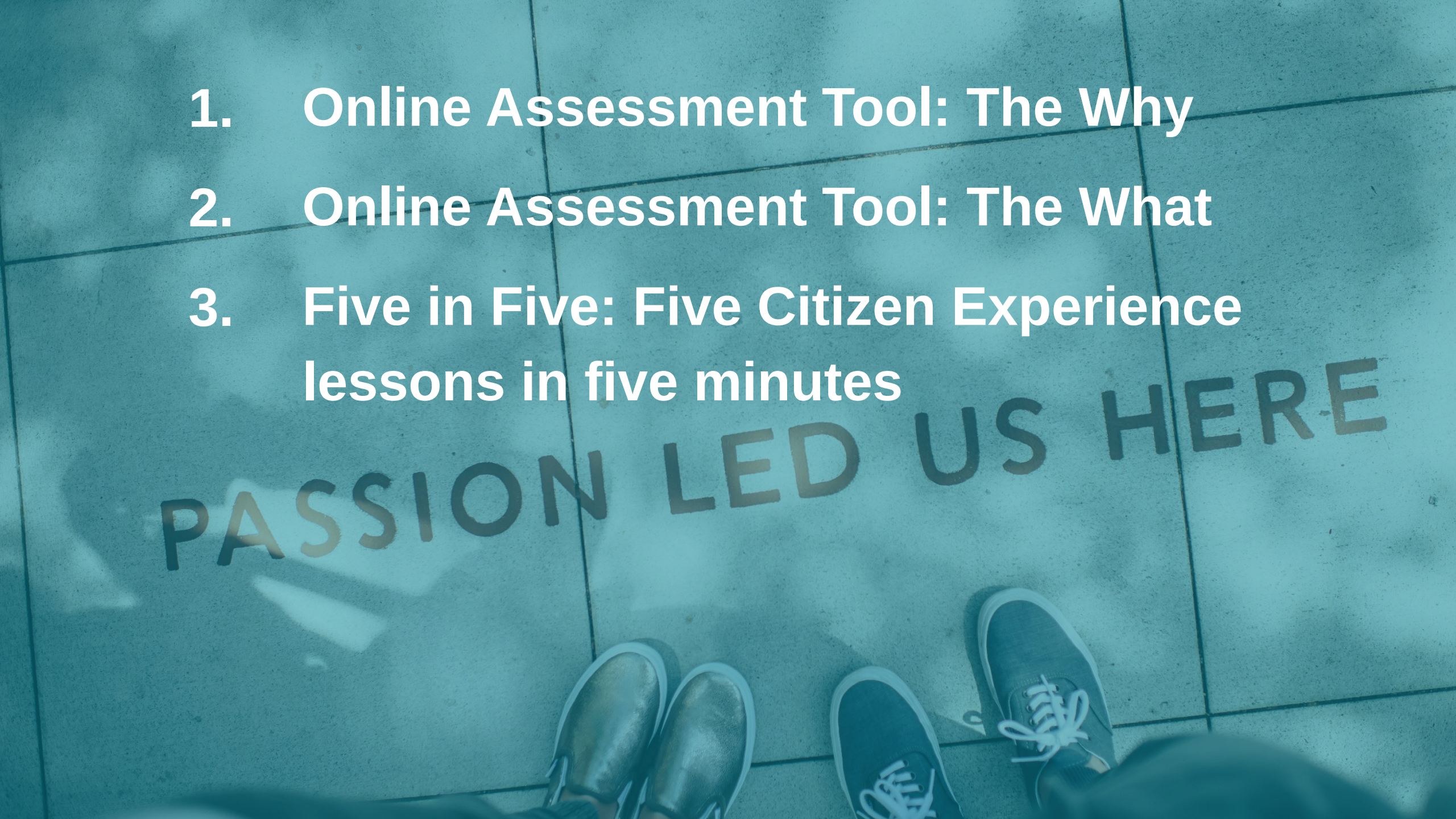

1. Online Assessment Tool: The Why
2. Online Assessment Tool: The What
3. Five in Five: Five Citizen Experience lessons in five minutes

The Why

Empowering Albertans, providing guidance and managing the feeling of the unknown

Help manage the overwhelming call volumes on our healthcare system (811)

The Journey

First two days:

- Research, flows, secure buy in
- Connect with medical staff, build prototype
- Increase scope, added connections to assessment centers

Launch day

- Team is tired
- Scope is changing
- Team is responsive and adapting
- Big ministerial announcement

Alberta Health Services

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Together.

Are you experiencing any of the following:

- severe difficulty breathing (e.g., struggling for each breath, speaking in single words)
- severe chest pain
- having a very hard time waking up
- feeling confused
- lost consciousness

YES

NO

Christine
@laissez_faire_8

Replying to @AHS_media and @FriendsOScience

Keep up the good work AHS!
You've accomplished so much in such a short period of time; all while things are changing rapidly.

You're rocking it!!

#AHS
#Alberta
#albertastrong

Tyler Shandro
@shandro

I'm very pleased that @AHS_media was able to work with @SaskHealth to share Alberta's self-assessment tool. Thanks to Health Minister Jim Reiter for reaching out to collaborate.

> **Scott Moe** @PremierScottMoe · Mar 15
> Do you have questions about COVID-19 testing? Use this self-assessment tool to determine whether you should be tested for COVID-19.
>
> You can complete this assessment for yourself or on behalf of someone else, if they are not able.

Mary Michel Green
@marymichelgreen

Replying to @AHS_media and @ghostcatbce

Can you lend it to America?

10:18 PM · Mar 13, 2020 · Twitter Web App

NEURO-detect Lab
@NEURO_detect

Replying to @dryiu_verna and @AHS_media

This is fantastic. Information is key. Well done AHS

7:32 PM · Mar 13, 2020 · Twitter for iPhone

Shane
@Shane_Peterson

Replying to @AHS_media

Feedback seems very positive for this innovative tool. Lots sayjj in g every province and state should adopt this or similar.

1:51 AM · Mar 14, 2020 · Twitter for iPhone

Dorian
@BrazenLifestyle

Replying to @AHS_media

What an excellent way to expand reach and minimize costs. Awesome work on this so far AHS!

7:29 AM · Mar 14, 2020 · Twitter for Android

Richard Deitsch
@richarddeitsch

Replying to @bruce_arthur

I know this sounds weird but seeing this link just made me feel good about the world for a moment. You have to believe in smart people or all is lost.

8:37 PM · Mar 13, 2020 · Twitter Web App

Keith King, RN, MPH, CPSO
@keetcanada

Replying to @dryiu_verna and @AHS_media

This is what an amazing response looks like Canada. Healthcare here may not be perfect, but our system is full of innovative & talented people. Congrats @dryiu_verna - you're leading an amazing team, keep leading the way. #Leadership #covid19Canada #ableg #stopthecuts #ABStrong

10:51 PM · Mar 13, 2020 · Twitter for iPhone

David Crombie
@dwcrombie

Alberta Canada site is up and had 300,000 users day 1...ask Google to contact us.

> **Josh Lederman** @JoshNBCNews · Mar 14
> Pence repeats multiple times that Google is coming out within days with a coronavirus testing website, a day after it became Google is not involved in that

LITBE 🇨🇦
@LIT_BEE_

Replying to @AHS_media

Thank you to all staff at AHS for working so hard. People are understandably panicked but we appreciate our health care workers putting in long hours and doing their best to address everyone's concerns.

8:48 PM · Mar 13, 2020 · Twitter for iPhone

cmkcalgary
@cmkcalgary

Replying to @AHS_media

Just FYI AHS self assessment tool has become viral in WhatsApp and being shared across the world....300000 is not just Albertans...need a place to input health care number....my friends from India sent those links to me.

11:35 AM · Mar 15, 2020 · Twitter for Android

A Zee
@AZee0509

Replying to @dryiu_verna and @AHS_media

Please share this with other provinces and the US. I'm sure it can be easily and quickly adapted to fit their needs. Great work.

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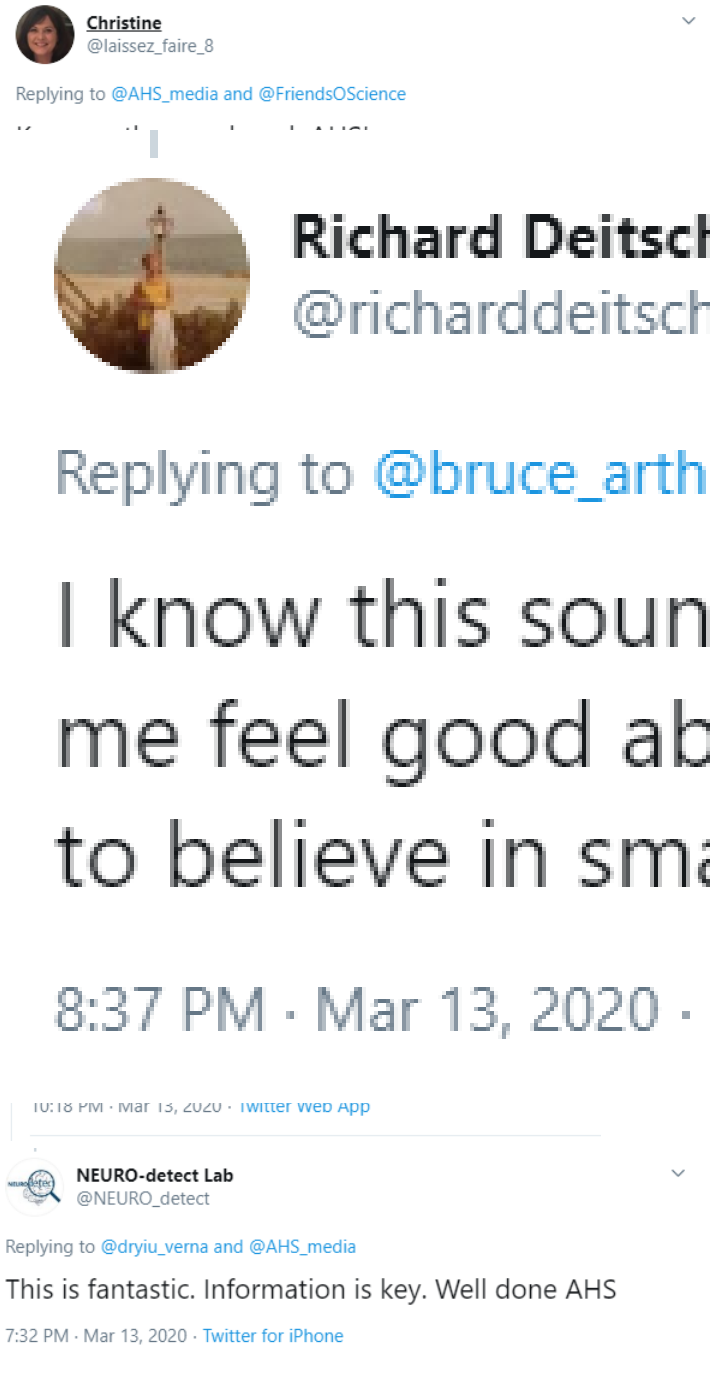

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Day 4 and 5 (weekend):

- Content updates
- Sharing with Saskatchewan and Ontario

Day 6 and 7:

- Usability evaluations
- Iterations
- Shared with other national and international jurisdictions

Following Weeks:

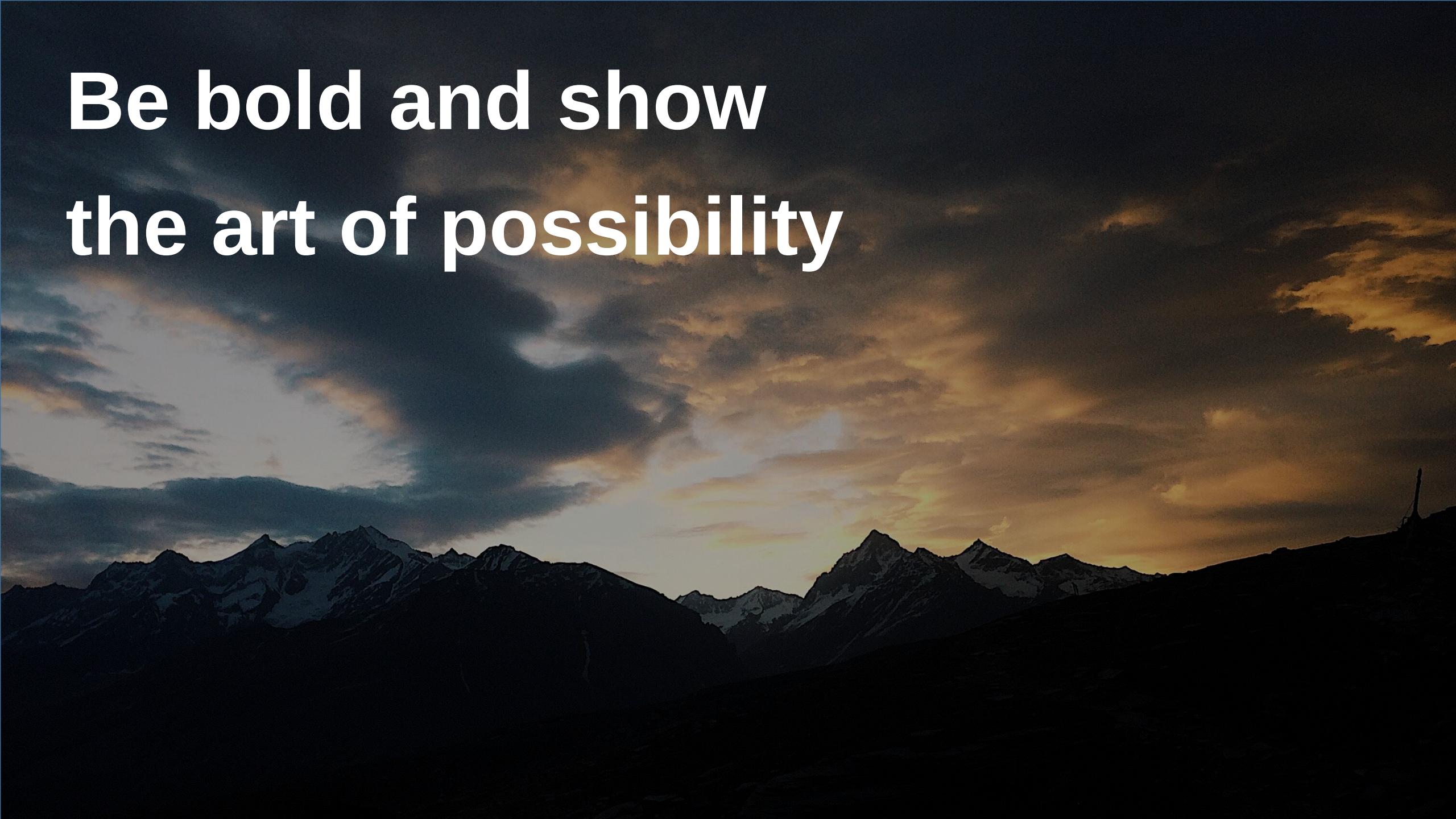
- Expand to Healthcare workers
- Complicated logic and set of stakeholders
- Build a separate tool, lots of collaboration through the night and over the weekend
- Added the booking module
- End-end digital transformations (integration with lab system, results using text messages)

Current:

- Evolving with Alberta's changing testing strategy.
- Model used for vaccine and flu booking

Five in Five –

Five lessons in five minutes


Be bold and show
the art of possibility

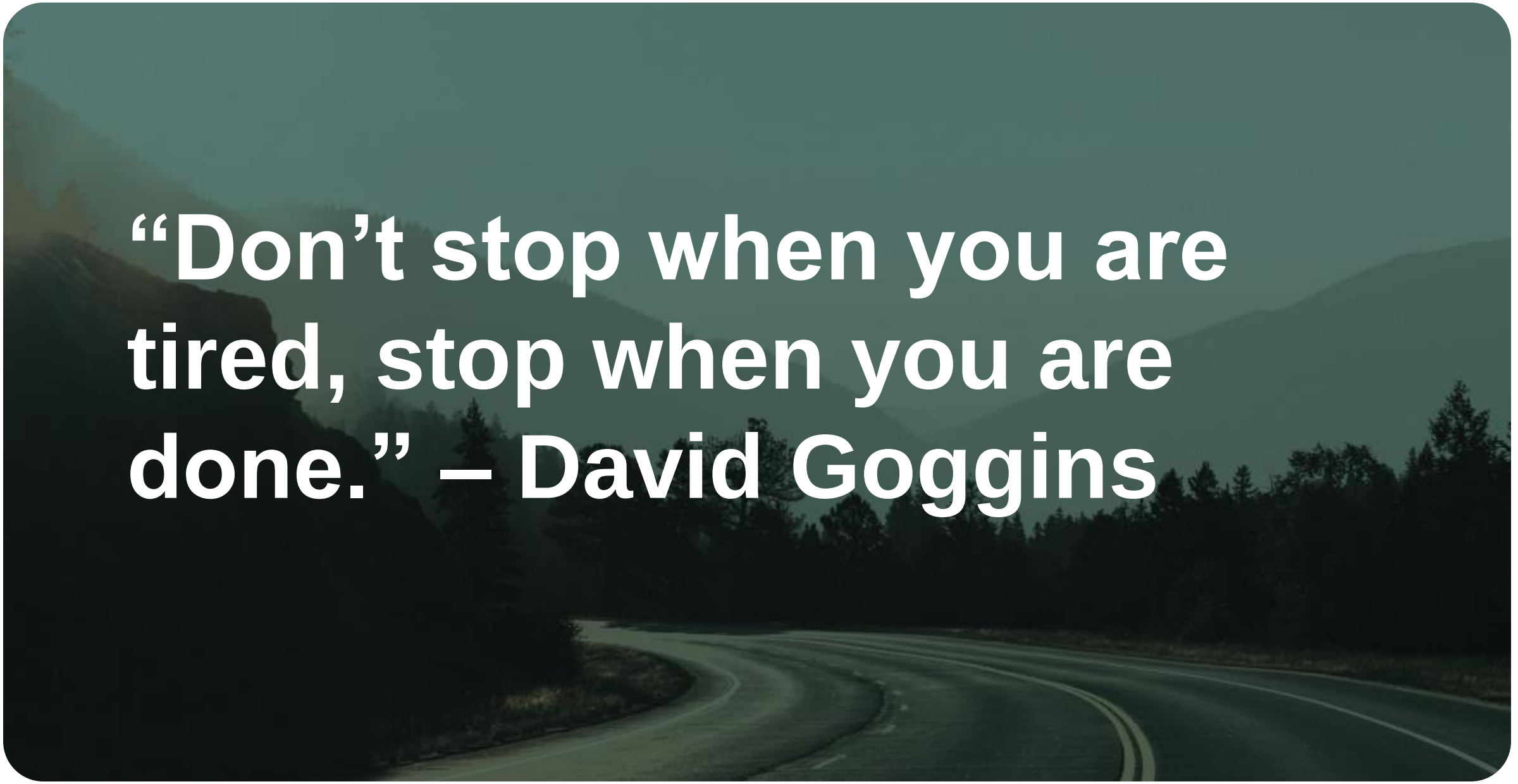
Keep it simple

Society is unity in diversity

Have your user advocates and user experience people at every table

Be a people person; manage energy and build connections

- Clarity and context
- Laughter
- Accessibility
- Individual attention
- Comfort with going beyond your role
- Be kind



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Thank you!

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