



KORU

CASE STUDY

Transforming Healthcare UX at Scale:

How a World-Leading Cloud
EHR Platform Went From UX
Project to Practice



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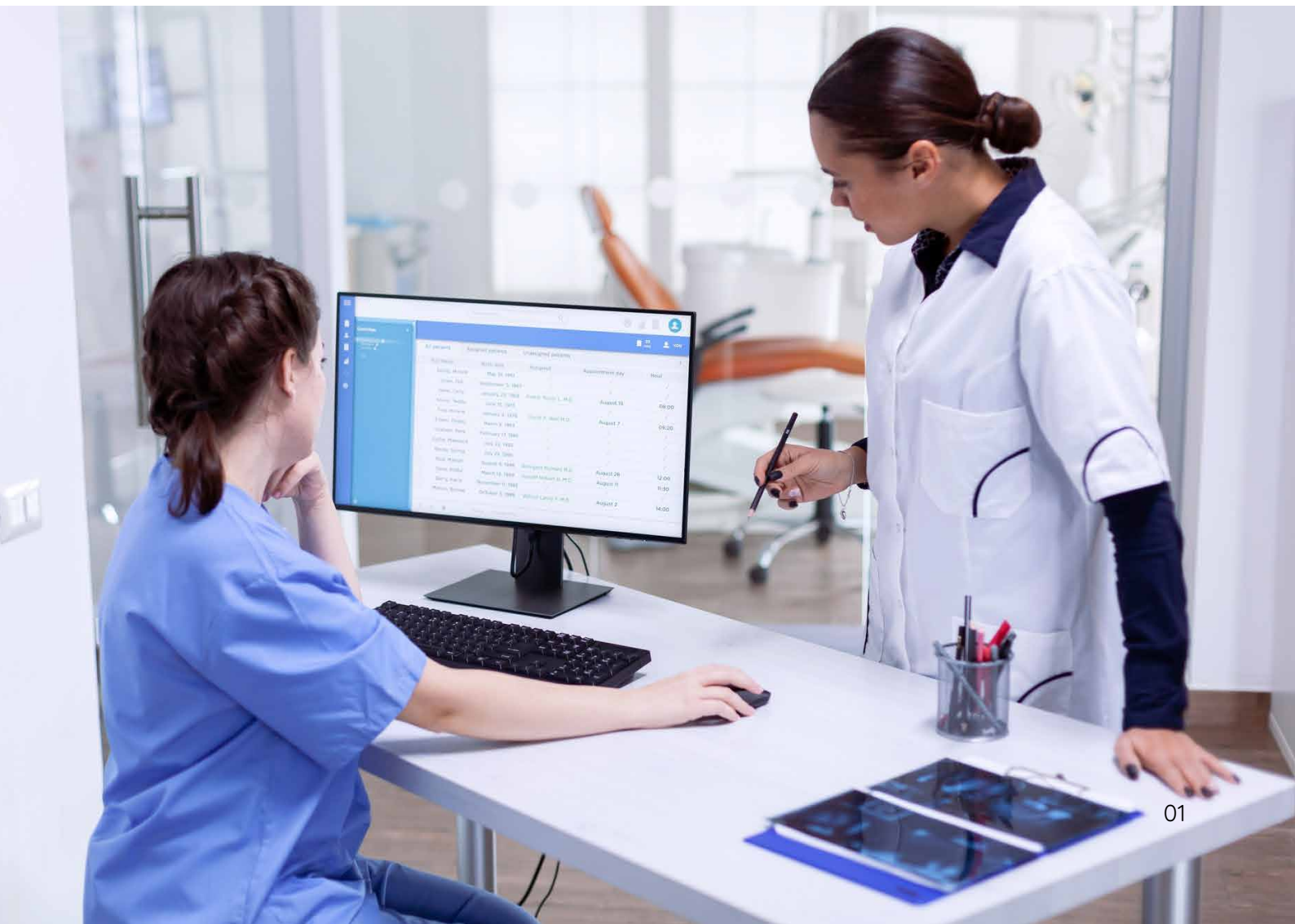
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Our client, one of **the world's largest cloud-based EHR systems**, powers healthcare for over 180,000 physicians across critical areas—from scheduling and dashboards to telehealth and AI-driven insights.

Driven to **capture business value** in a fast-evolving healthtech landscape, they moved swiftly to release new, market-leading features.

But **speed had its downsides**.

Rapid growth fueled innovation, but it also created UX bottlenecks. This meant **a constant tension** between delivering powerful new functionality and achieving the polished, cohesive user experience they envisioned.



Beating Their UX Bottleneck

When we started, the client was working with a well-regarded local UX agency. The agency's work was solid, but **they couldn't match the pace** set by the client's ambitious roadmap.

They brought Koru in for **a simple feature redesign** as a proof of concept.

We **understood their vision**—and delivered, fast.

For a large, complex product that had grown rapidly with minimal documentation or formal processes, **our alignment and ability to fill in the blanks was crucial** for the collaboration to work.

Their leadership team noticed our impact, and Koru went from handling single projects to **becoming an embedded partner**, responsible for UX across the board.

From Tactical Projects to Strategic UX Practice

With **a complex ecosystem of healthcare products**, our work quickly expanded. One project became many as product teams saw the value of **a UX partner who could scale and keep up** with their goals.

We embedded ourselves into their processes, **collaborating with their teams as if we were in-house**. Soon, we weren't just delivering one-off projects; we were **leading UX at scale**, handling all design needs across product lines.

The Turning Point: Redesign & Cloud Migration

Our partnership reached new heights when the client entrusted us with **migrating their flagship product** from legacy installable software to a fully cloud-based application—a huge, four-year project involving a **complete UX overhaul across thousands of screens**.

This wasn't just a facelift; it was a **complete transformation and redesign** aimed at modernizing the user experience while preserving familiar UI elements for long-time users.

With **up to 50 Koru team members** embedded alongside their engineers and product teams, we struck a delicate balance between introducing fresh, cloud-ready responsive designs and **retaining the essence** that users had come to love. Every design decision respected the brand's heritage while aligning it with a modern, cohesive UX standard.

Invisible Resource Management

Fast forward to today...

Over 120 stakeholders are permitted to send us design requests—from minor updates to full product overhauls. **UX has become a seamless part of product development**, allowing them to focus on innovation, instead of talent and logistics.

Our client never has to worry about design capacity. We stay ahead of their needs, scaling up or down without disruption, ensuring they always have the UX design capacity they need, plus buffers—and **they only pay for what they utilize.**

For them, **resourcing has become invisible.** No headaches around recruiting, retaining, or managing hard-to-find healthcare UX talent.



Designs Developers Love

The design files we provide aren't just beautiful; they are **built for seamless integration**.

Nothing kills an engineer's momentum like **reworking designs to fit backend frameworks**. It's tedious, unnecessary, and pulls them away from their highest-impact work.

That's why we deliver **pixel-perfect 'plug-and-play' front-end files** that fit directly into their backend. This keeps engineers focused, speeds up deployment, and wins back valuable hours in our release cycles.

Tailored Collaboration & Rapid Iterations

We adapt our collaboration and workflows to match each team or individual's preferences. **Everyone works differently, so we flex accordingly**—whether it's workshopping a rough sketch, diving into a deep discovery session, or providing instant feedback.

Working on their Microsoft Teams instance, we create **real-time collaboration** that feels like we're sitting right across the cubicle from the engineers and product teams we're supporting. Ideas and feedback flow seamlessly in Figma, with **multiple design iterations issued daily**.

While we align with their work hours, we also **leverage time differences** to work through their night, ensuring **new designs are waiting in their inbox by morning** — it's just one of the ways we help speed up releases and meet urgent demands.

Feedback & Education for Better Collaboration

We made it easy for the client to see exactly **what we were working on, how long it took, and the status of each task** through clear, detailed reports.

As more teams joined the collaboration, we developed processes to **educate stakeholders** on things we as designers take for granted (e.g. the difference between wireframes, designs, and frontend work). This enables them to **provide more effective briefs**, speed up turnarounds, and set their projects up for success.

We also provided **practical guidance around collaboration tools** like Figma, helping them get the most out of each interaction and making every project smoother and more successful.

First-Mover Advantage on AI & LLM

Our client **recognized the potential of AI early** and moved swiftly to capture the business value it could unlock. We supported them through this opportunity, ensuring that new AI-driven features felt as **trustworthy and intuitive** as their existing tools.

Our design approach prioritized **trust, control, and confidence**.

We crafted modular experiences and interfaces that **let users engage AI features at their own pace**—from toggling on/off features, exploring regular features with AI-enhanced overlays, adopting new AI modules as needed, and utilizing standalone AI tools.

We relied heavily on **transparency indicators** and **confidence ratings** to help clinicians validate AI-generated content, striking the right balance between usability and the trust required to adopt new technologies.

One such major AI project involved transforming their embedded transcription feature into a **standalone AI-powered medical scribe**, designed to capture patient-provider interactions in real-time across various modalities, devices, and settings.

Beyond simply moving fast, our approach ensured that innovation aligned with the trust clinicians needed to **confidently adopt AI experiences** in their daily practice.

Formal UX, Usability & Accessibility Processes

To **minimize design debt** and maintain a consistent, accessible user experience across their extensive product suite, leadership now mandates that **all designs must go through our team**. With multiple product teams pushing their own initiatives, this approach ensures usability, accessibility, and visual standards remain aligned across every feature.

We work closely with the client's in-house usability team, **embedding WCAG compliance and accessibility checks** directly into our workflows. This collaboration ensures each product update is not only **visually cohesive and intuitive** but also **meets accessibility standards**, creating a seamless and inclusive experience for all users.

A Lasting Impact: From Project to Practice

What began as a single project evolved into a transformation. We help the client shift from managing isolated projects to building **a mature UX practice that works** as fast as they do. Today, we're more than their UX agency: we're an extension of their team, **committed to moving mountains** to keeping them at the forefront of digital healthcare experiences.



Bansi Mehta

Founder & CEO, Koru UX Design

Bansi Mehta is the Founder-CEO of Koru UX Design. A UX practitioner with over a decade of experience, she specializes in design ops and innovation discovery at the business level. She has led interdisciplinary teams to revamp B2B SaaS and legacy products in the HealthTech sector, curating superior, user-centric experiences.

About Koru UX Design

At Koru UX Design, we help growth-oriented HealthTech companies to meet ambitious product roadmaps.

With over a decade of experience in solving complex UX challenges for HealthTech companies from startups to enterprises, we provide designs that are simple and streamlined to deploy.

Our niche expertise in HealthTech has enabled us to deeply understand the industry's intricacies and collaborate as an extension of your in-house team.

Our work portfolio covers a wide range of HealthTech solutions for EHRs, Pharmacy Management, Patient Portals, Lab Information Systems, Telemedicine Apps, Revenue Cycle Management, Patient Engagement, Home Health Solutions, and more.

We've been recognized globally for our HealthTech UX expertise, bagging top design awards for innovation and excellence of craft, including 6 iF Design Awards, an A'Design Award, and a UXDA nomination.

Let's talk about how we can help you build a world-class UX team for smarter, more efficient product cycles.



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