

# TuftsMedicine

## Connecting consumers and doctors by turning broken glass into a chandelier

### OVERVIEW

Part of the Tufts Medicine website's Find a Doctor feature is the Doctor's Profile page, where physicians can introduce themselves and start building trust with consumers. It's their space to showcase their expertise, education, and any awards/accolades they've earned.

The profile template was originally designed with flexibility in mind, as some doctors may have significantly more to display than others. Post-launch, it became apparent the profiles were about as flexible as glass; they required significant enhancements to boost usability and help consumers get a quick insight into the doctor they're considering for their care.

**MY ROLE**  
Strategy / Content design / Component design / Usability testing / Interactive prototyping

**TIMELINE**  
Initial design: May 2022  
Post-launch enhancement: September 2024

**TEAM**  
Tom Belliveau - Project Manager  
Ofer Shaal - Software Architect  
Alfredo Martinez Garcia - Sr. Front End Developer  
Brent Thomas - Lead Content Strategist

**TOOLS**

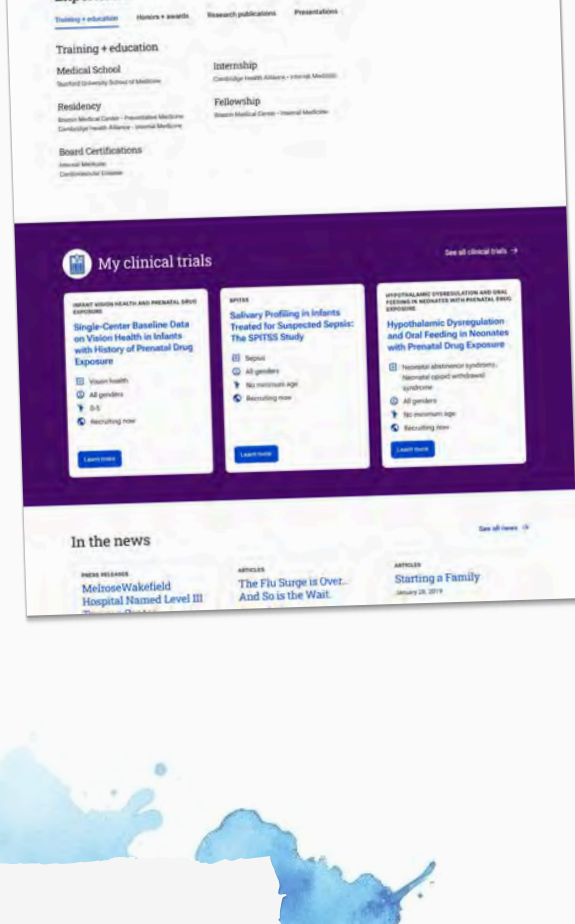
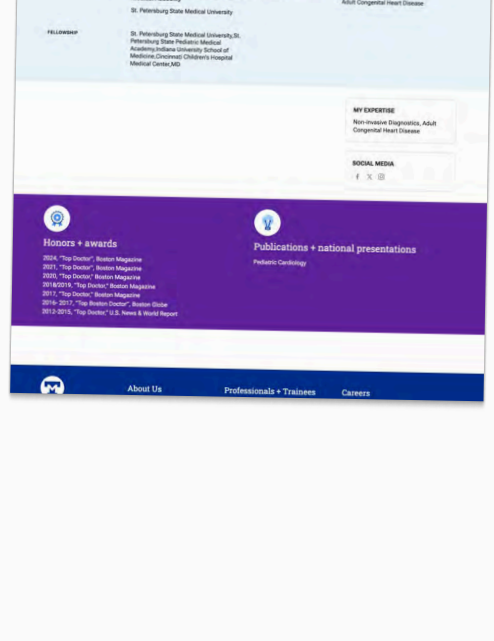
### CONTEXT

Doctor profiles are crucial for both patients and referring clinicians. They help patients see the potential for a personal connection and referring clinicians for establishing credibility as a potential addition to their referral network.

These profiles are also a key part of the site's taxonomy, essential for AI-powered searches and helping consumers see how doctors, locations, and services are interconnected.

8 virtual, moderated usability tests (indirect) | 10-ISH hours to design | 3,000+ doctor profiles

**Project vision**  
Reconfigure the doctor profile page template for true content adaptability with minimal development time to stay within scope and timelines.



**IMPACT**  
The enhancements were received positively by several audiences that view these pages. Tufts Medicine's doctors can highlight themselves in the best light, consumers can easily identify the most important information without their eyes needing to play Pong, and referring clinicians can efficiently identify the best specialist for their patient.

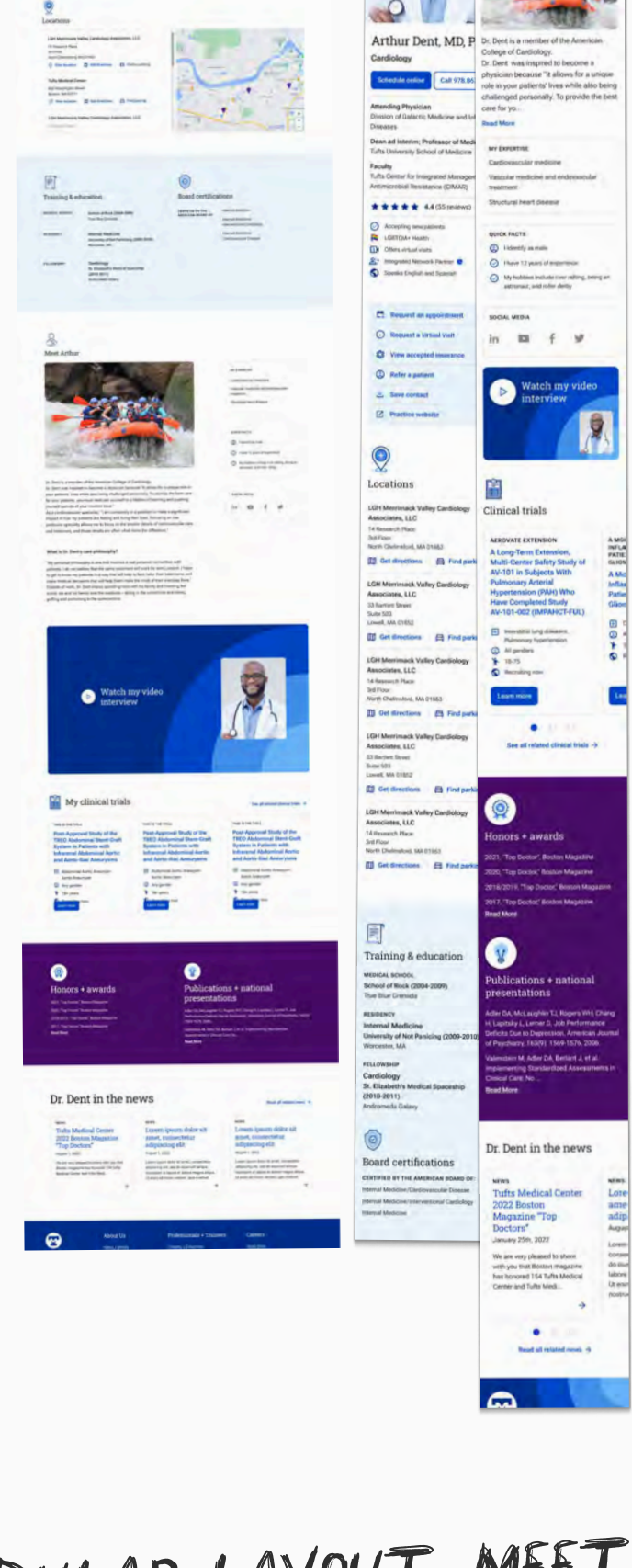
### PICKING UP THE PIECES

The initial design of the doctor profile page was intended to be flexible to accommodate various types of information. However, once integrated with Yext (their database), it became clear that the design wasn't adaptable enough, resulting in awkward spacing and layout issues.

These problems necessitated significant post-launch enhancements to improve usability and help consumers quickly get insights into the doctors they're considering.

HOW IT WAS SUPPOSED TO LOOK

WHAT ACTUALLY HAPPENED



REMEMBER KIDS: FIGMA != PRODUCTION

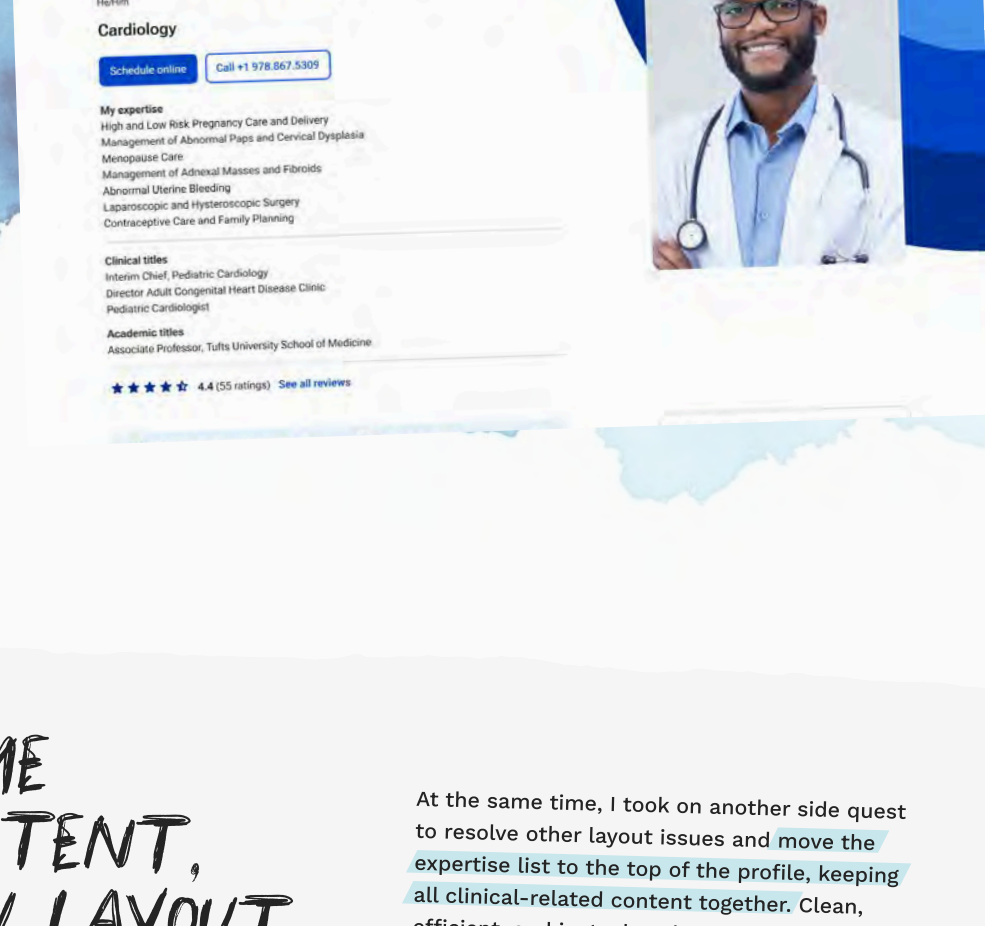
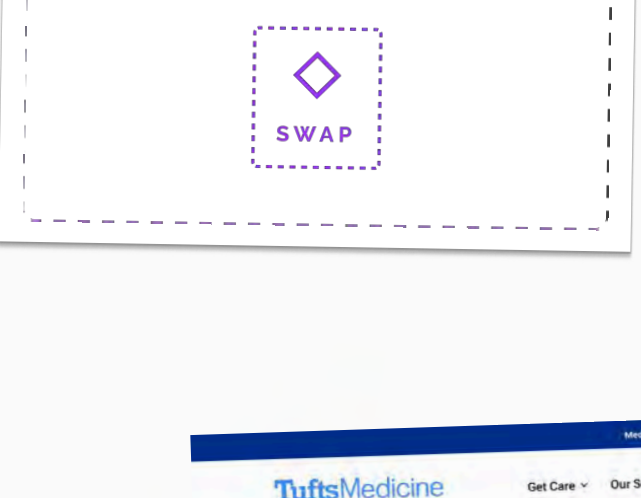
### MODULAR LAYOUT, MEET TABS

MEDICAL SCHOOLS | RESIDENCIES | HONORS | FELLOWSHIPS  
ACCOLADES | PUBLICATIONS | BOARD CERTIFICATIONS  
AWARDS | PRESENTATIONS

**FIRST UP, TACKLING THOSE PESKY LAYOUT ISSUES.**  
The challenge was to display a range of information, from only a single medical school to multiple levels of training, awards, and 20+ research publications. (Also while reusing components to stay within development scope.)

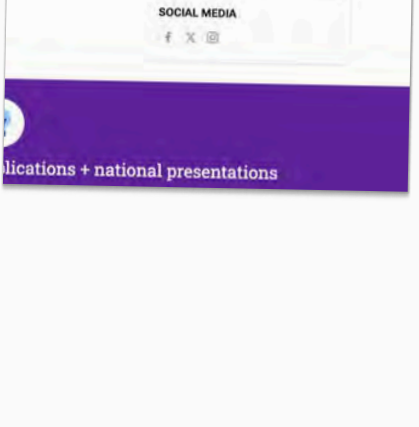
Enter a secret ally: the unused tab component from the Tufts Medicine design system. Using tabs, I consolidated experience, training, honors, awards, and publications, allowing for high content variation without breaking the layout. Empty states within the tabs encouraged doctors to fill in missing info, and components like biographies, clinical trials, or news were hidden automatically if that content was not available.

**GETTING BUY-IN**  
To sell the idea to stakeholders, I whipped up an interactive prototype in Figma with real content, convincing them that this layout works in any situation.



### SAME CONTENT, NEW LAYOUT

At the same time, I took on another side quest to resolve other layout issues and move the expertise list to the top of the profile, keeping all clinical-related content together. Clean, efficient, and just what the doctor ordered.



### NEW LAYOUT, NEW OPPORTUNITIES

As I neared the end, another challenge bore its head: adding ratings and reviews. This post-launch enhancement lets consumers make informed choices and build trust. It also allows consumers to see how other patients rated their care through overall and categorical breakdowns.

As a bonus, these ratings can be pulled into search results and AI overviews, equipping consumers with vital information before they enter the website.

★★★★★ 4.4 (55 ratings) See all reviews

#### Patient reviews

All reviews come directly from patients who have seen this healthcare provider.

- 4.2 ★★★★★ Recommended Provider
- 4.9 ★★★★★ Provider Gave Clear Explanations
- 5.0 ★★★★★ Provider Showed Courtesy and Respect
- 4.1 ★★★★★ Provider Listened Carefully
- 4.1 ★★★★★ Provider Spend Enough Time

55 ratings | 48 comments

★★★★★  
Dr. Dent is amazing! My appointment was on time, and he answered all my questions with patience. Highly recommend!  
Mar 19, 2024

★★★★★  
Dr. Dent is the best! 5 stars!  
Mar 13, 2024

### RETROSPECTIVE

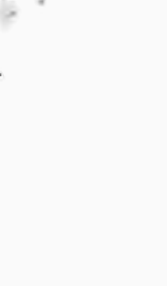
“Yeah, I mean, this page isn't missing anything. I can see their expertise, if they're accepting new patients... it makes it easy to know who to refer my patient to.”  
REFERRING CLINICIAN  
USABILITY TESTING PARTICIPANT

#### BIGGEST CHALLENGE

After you've already designed something, it can sometimes be really difficult to reimagine the same thing, just better, with the same component library you had the first time. It took quite a few iterations and trial and error in Figma to finally land on something that feels like it belonged there all along.

#### WHAT MADE THIS FUN?

Being able to present the new solution to Tufts Medicine stakeholders after figuring out this Rubik's cube of a problem and seeing their reaction knowing they'll stop hearing complaints from the doctors (at least about this) was worth all of the headaches along the way.



### FINAL THOUGHTS

This project is one of many enhancements being worked on post-launch. Where do you see opportunities for improvement? Let's chat!

LIKE WHAT YOU SEE?  
LET'S GET IN TOUCH

I'm always open to meeting new people. If you're in Baltimore/DC, let's grab a tea or beer. Not local? No problem, let's do it virtually!

https://justinkalasky.com  
jkalasky@gmail.com  
https://www.linkedin.com/in/justin-kalasky/

