Case Study

Enhancing Patient-Insurance Interactions: A Case Study in Cancer Care

Magic EdTech

The Client

The client is a leading healthcare institution specializing in cancer treatment and research, known for its innovative approach to cancer care. The organization offers a range of programs related to cancer diagnosis, treatment, and management while emphasizing research and education.

The Challenge

The client sought to create educational courses to help patients and survivors navigate insurance interactions within the complex U.S. healthcare system. They needed expert support to transform their vision into structured and engaging learning content and host it on a WordPress-based web portal.

Critical Success Parameters

✓ Simplify complex healthcare and insurance concepts into accessible, learner-friendly content for patients and survivors.

✓ Ensure interactive, relatable, and culturally inclusive learning experiences.

✓ Incorporate meaningful assessments like scenarios, quizzes, and knowledge checks.

✓ Collaborate with healthcare experts for precise and up-to-date information.

✓ Be agile and responsive to evolving client feedback and requirements.

Our Approach

✓ Partnered with client experts to create comprehensive and effective course storyboards.

✓ Developed three engaging sessions, each lasting 15-20 minutes, with diverse animated avatars guiding learners.

✓ Incorporated scenario-based learning, quizzes, and interactive knowledge checks to reinforce understanding.

✓ Built and hosted the courses on a WordPress portal featuring interactivity, scenarios, quizzes, and knowledge checks to encourage learner participation and knowledge application.

✓ Maintained a feedback-driven development approach with frequent revisions to ensure content alignment and learner impact.

✓ Included diverse characters to enhance inclusivity and learner engagement.

Key Result Highlights

Delivered highly engaging educational courses simplifying complex healthcare systems.

Increased learner confidence in navigating insurance interactions through interactive and scenario-based modules.

Created diverse and relatable course characters fostering inclusion and learner engagement.

Maintained a seamless and responsive collaboration process, meeting evolving client expectations.

For more details, visit: **www.magicedtech.com**