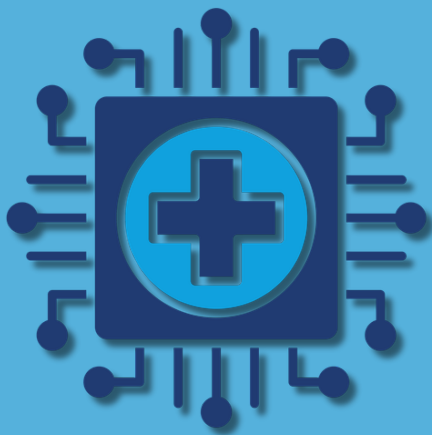




Hypothetical Healthcare Tech Case Study

THE SITUATION

A patient sits at home at 9 p.m., staring at a weird, itchy rash and wondering whether to seek care now, tomorrow, or not at all. That uncertainty was exactly the moment a healthcare SaaS company wanted to tackle with a new feature: an AI-assisted symptom checker inside its patient portal. The tool worked. The messaging didn't exist yet.

In healthcare, explaining what an AI tool **doesn't do** is often as important as explaining what it does.

1

PRODUCT

2

AUDIENCES

CHALLENGES



The feature had two audiences, patients and clinicians, each with opposite fears. Patients worried the tool might diagnose them. Clinicians worried the tool might replace them. Additional constraints shaped the messaging:

- Explain the feature quickly
- Avoid technical explanations
- Avoid overpromising AI
- Maintain a clear boundary between triage support and diagnosis
- Explain enough to build trust, but not create anxiety.

SOLUTIONS



Rather than writing one announcement and lightly editing it for each audience, I built two distinct messaging tracks anchored in one shared truth: "This tool helps patients decide what kind of care they may need next. It does not diagnose or treat them."

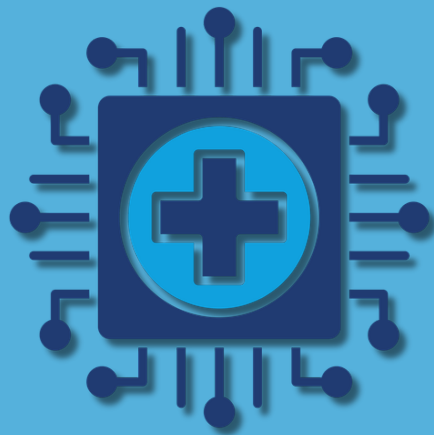
Patient Messaging

Warm, plain-spoken, and low-stakes. Lead with the real question: Do I need to see somebody about this? Make the tool feel like a helpful first step, not a verdict.

Clinician Messaging

Direct, credibility-first, and boundary-forward. Define what the tool does before clinicians imagine what it might be doing. Connect it to a familiar problem: unnecessary visits and after-hours messages.





Hypothetical Healthcare Tech Case Study

THE COPY



Patient-Facing In-App Notification

Not sure if this needs a doctor's visit? Answer a few quick questions and we'll help you figure out your next best step - whether that's home care, a telehealth visit or an in-person appointment. Takes about two minutes. Your call, every step of the way.

Clinician-Facing Provider Portal Announcement

New: AI-assisted triage support, now live in the patient portal. It helps patients decide when to seek care, not what's wrong or how to treat it. The goal: give patients useful direction before they send an after-hours message or book a visit they may not need. There are no extra steps for you, and the tool doesn't replace clinical judgment. You're still the one calling the shots.

Clinician FAQ / Talking Point

What should I tell a patient who thinks the symptom checker diagnosed them?

It didn't. The symptom checker looks at the information a patient provides and helps guide them toward an appropriate next step, such as home care, telehealth or an in-person visit. It doesn't diagnose conditions, prescribe treatment or replace a conversation with a healthcare professional.

A simple way to explain it to patients: **"It helps you decide where to go next. It doesn't tell you what's wrong."**

WHY IT WORKS



Healthcare technology has a unique communications challenge: the feature people are most excited about is also the feature they're scared to use. Leading with AI would make patients work harder to understand why the feature matters. Leading with efficiency would give clinicians a benefit before establishing trust. Neither message leads with AI.

- The patient message leads with a familiar moment of uncertainty.
- The clinician message leads with the feature's boundary.
- The FAQ gives clinicians language they can actually use.

The result is a messaging system built around adoption, not announcement. Patients get permission to use the tool without surrendering control. Clinicians get a clear reason to trust it. A feature launch isn't successful when everyone receives the same message. It is successful when everyone receives the message they need.