Myriad
genetics

Myriad Genetics
Improving Provider Experience in Genetic Testing

Eric Shumake: Senior UX Researcher, Clinical lead in Neurology and EMR, 2022

Context:

Myriad Genetics is a genetic testing and precision medicine company that employs a number of proprietary technologies that permit doctors and patients to understand the genetic basis of human disease and the role that genes play in the onset, progression and treatment of disease.

Challenge:

As a pioneer in genetic testing Myriad held a majority share of the market until recent competition on EMR and provider platforms from both established competitors and startups. The challenge was to improve provider ordering experience in pharmacogenomic testing.

Solution:

Leading formative and summative UX research initiatives to improve the genetic testing provider experience within personalized precision medicine.

Defining & scoping research efforts in collaboration with key stakeholders in Neurology, Oncology, and EMR to accelerate product insights and get them quickly and safely to market.

Results:

- Driving UX research impact across the organization, as measured by improvements to features, strategy, product, and product roadmap.

- Measuring UI and microcopy optimizations with adoption of standardized evaluation frameworks

- Defining department allocation structure and cross functional operations model.

- Improving research impact by lowering exception and error rates on incoming test orders by 11.2%.