



Boehringer Ingelheim

caninebeat

Company: Boehringer Ingelheim

Agency: Digitas Health

Role: UX writer

Year: 2023

The challenge

Many vets are under pressure to provide accurate results but they lack the time and expertise to accurately diagnose heart murmurs in dogs.





The goal

Make it easier for vets to accurately diagnose heart murmurs in dogs and help them provide a more positive patient experience.



The solution

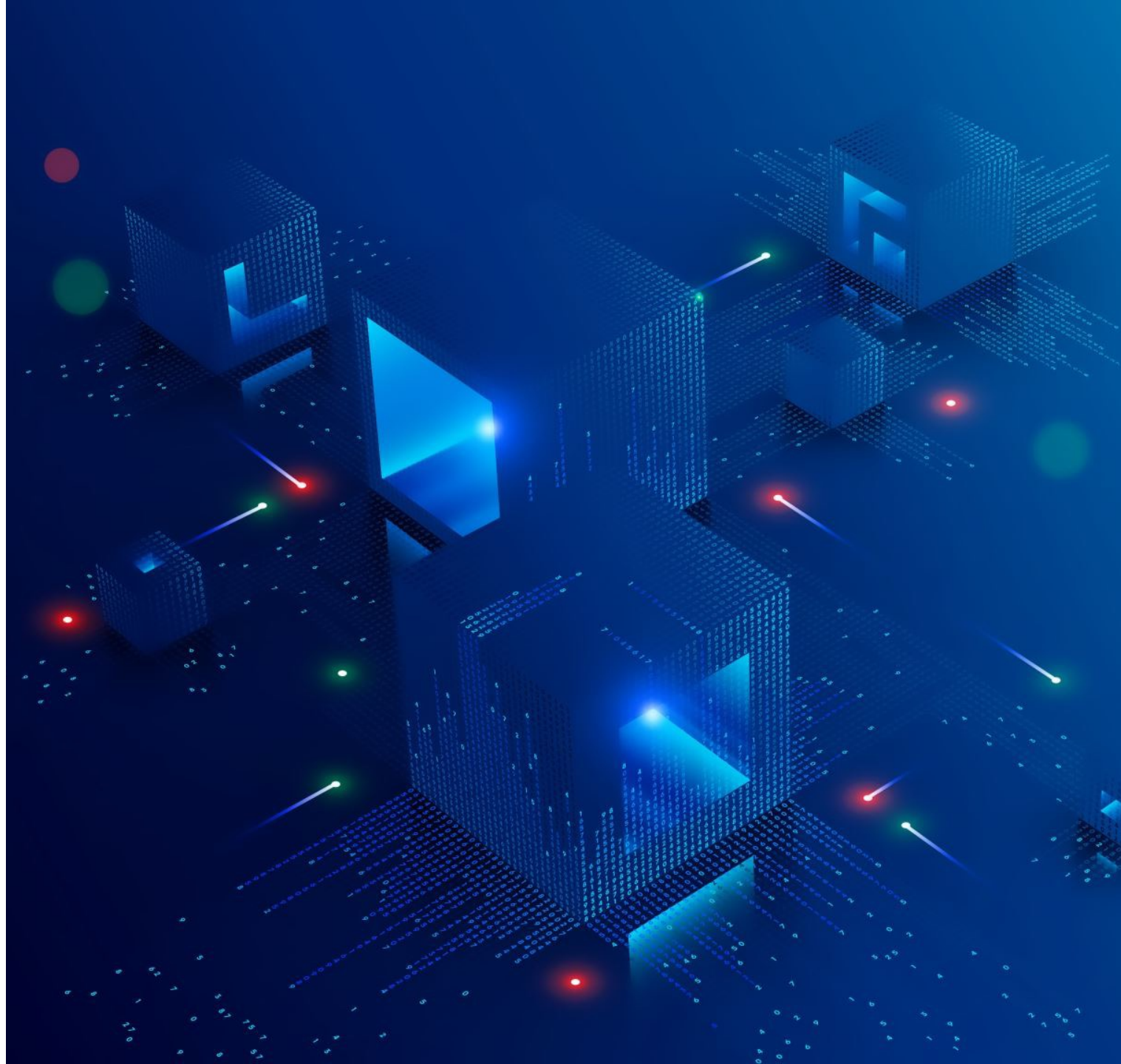
Create an app ('caninebeat') to help time-poor vets more accurately detect and analyse heart murmurs in dogs.



My process

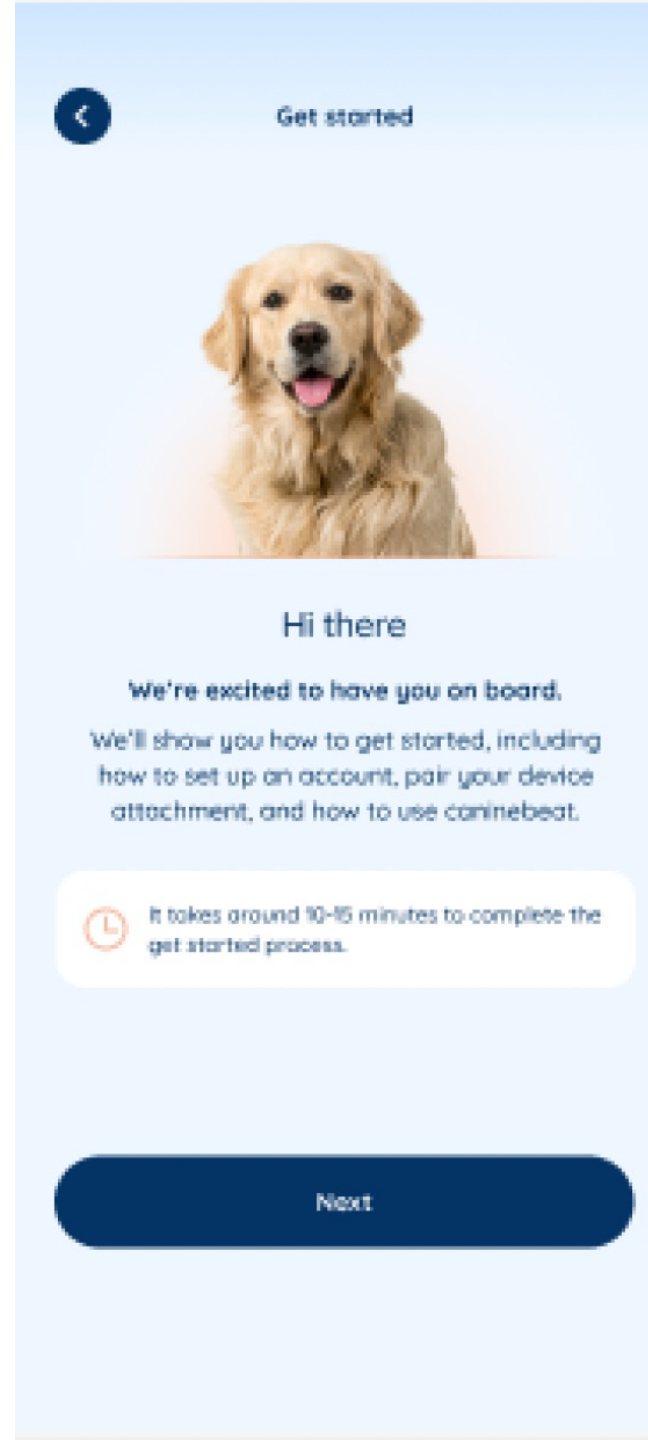
Partnering with the Product Designer, I created in-app copy for the welcome, set-up and how-to screens, FAQs, tips and error messages in Figma.

I created a spreadsheet that served as the source of truth for the copy, interaction notes and error messages. This spreadsheet went to engineering and QA to verify all the copy.



My process

I established a conversational tone and focused on human benefits, to build rapport with the user.



About caninebeat

caninebeat is a digital cardiac auscultation solution that helps vets in their everyday practice accurately detect and analyse heart murmurs in dogs easier and earlier.



Helping you help your patients

At caninebeat we're on a mission to make it easier for vets to detect and record heart murmurs in dogs. Being able to hear and diagnose a heart murmur isn't easy, but with caninebeat, we've removed some of that complexity.

caninebeat works with any stethoscope. Simply complete the digital auscultation, get a result in seconds, and share the recording with your patient's owner.

The app is based on a unique algorithm that calculates the percentage probability of there being a heart murmur in your patient, based on the sound recording and patient details provided.

While caninebeat does not provide a clinical diagnosis, you will know how likely your patient is to have a heart murmur and what to do as a next step if the algorithm identifies there is likely a heart murmur.

caninebeat has been carefully crafted with vets in mind, by a team of dedicated cardiology experts.

My process

I created a central place for vets to find all the answers they need.

FAQs

Discover quick answers to commonly asked questions about caninebeat.

What is caninebeat?

caninebeat is a digital solution for vets that uses a unique algorithm to identify and analyse heart murmurs in dogs.

How does the algorithm work?

Based on the sound recording and the patient details caninebeat uses a unique algorithm to calculate the probability of a heart murmur and its likely severity rating. The result from the algorithm is not a clinical diagnosis but it will inform your clinical decisions.

How do I add or change a patient's detail?

Once the recording is saved, you can add your patient's ID or name. You can change these details at any time.

I'm having trouble getting good quality sound

Make sure you're in a quiet room with minimal background noise. [See tips](#). Take as much time as you need to get 10 seconds of good quality sound. You can play back the recording to check the quality, and re-do the recording if you're not happy with the sound quality.

Why isn't my app working?

caninebeat works with a eKuore One Wireless device. If you're pairing your device for the first time, you'll need to turn on Bluetooth, and make sure the device is turned on, fully charged and connected. [See troubleshooting tips](#).



Tips for good quality sound

A clear and good quality sound recording will give you the best heart murmur analysis results.

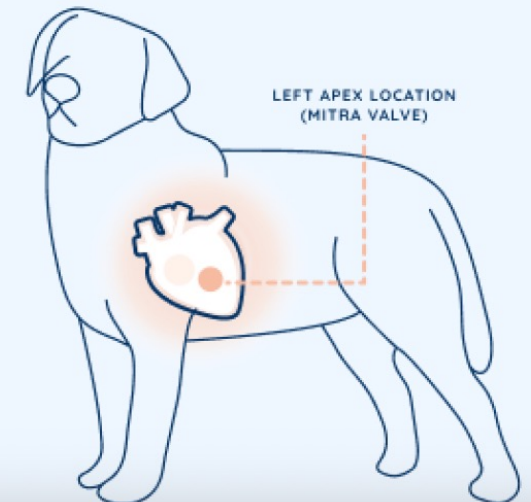
What is a "clear and good quality sound"?

A clear and good quality sound is one with little background noise and clear S1 sounds.

How can I achieve a "clear and good quality sound"?

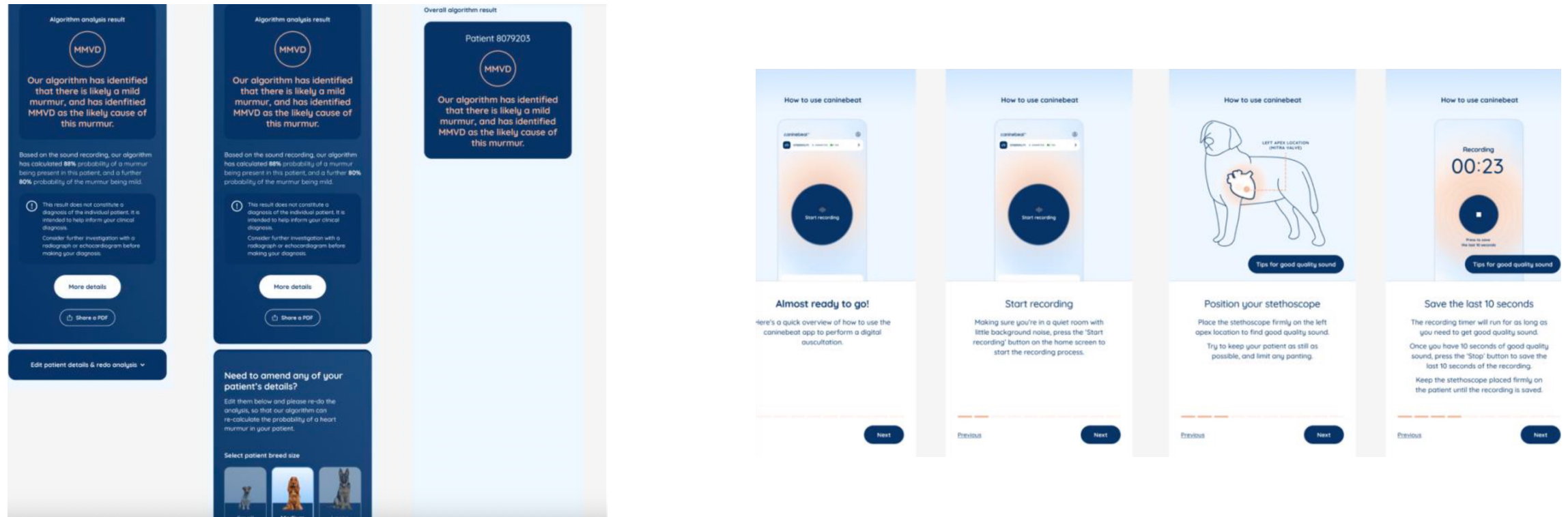
Make sure the stethoscope is placed firmly on the left apex location, and try to keep the patient as still as possible.

Make sure you're in a quiet room, with as little background noise as possible.



My process

I guided and supported the vet as they navigated through the app.



My process

The following is an extract of the language guidelines I created for the caninebeat app.

Be warm and clear

Keep the conversation going but be succinct.
Use active language.
YES: Looks like Bluetooth isn't switched on.
NO: Bluetooth needs permissions.

Empower the vet

Allow them to feel in control.
YES: You have 10 seconds to get ready.
NO: We'll give you 10 seconds to get reads.

Be reassuring

We recognise that their job is difficult, we are here to remove some of that complexity.
'caninebeat works with any stethoscope.'

Be specific

The light is blinking blue.
A murmur can be mild, moderate or loud with a thrill.