

Loyal's Design Principles

Everyone Is, Has Been, or Will be a Patient

In order to foster health equity, we try to meet people where they are and design for their context keeping in mind inclusivity, diversity, and accessibility.

Be Human, Be Helpful

At Loyal we strive to provide a helping hand whenever needed. As hospital organizations across the country began tackling Covid-19 testing we created and shared a solution for triaging patients for free. We sweat the small stuff and create thoughtful experiences to empower health systems with the information and tools they need to better engage with their patients.

Listen to our Users

We listen to patients and our partners in healthcare, so that we can build the right thing. By sharing our insights across our teams and with our customers we work to ensure that real data drives our decisions.

Instill Trust and Confidence Through our Actions

We work to earn trust and confidence in our patients and our customers by providing clear and transparent communication in our interfaces and by making product choices that reflect our stance that privacy is non negotiable.

Anticipate and be Proactive to Change

At Loyal we look forward and seek out areas in the healthcare industry that lack definition. We do this by listening to experts and patients, examining emergent technology, and the shifts in our domain. Our goal is to proactively work towards closing the gaps we find and creating a more seamless, supportive healthcare experience.

Design with Purpose

Our teams hone in on the goals and tasks of our users in every aspect of our work, whether we are making strategic decisions, troubleshooting with customers, or designing features. We respect people's time and effort and work to ensure that users are able to focus on their task and not our tool.

Complexity Doesn't Have to be Complicated (for our users)

We believe that it is important to be comfortable with defining ambiguity and managing the unknown. We pride ourselves on being able to navigate our wide array of users, their needs, and contexts across an ever evolving, complex healthcare journey.