



**DIUS**   
WHERE IDEAS ARE ENGINEERED

Case study :

Medibank

# Testing new markets



DiUS partnered with Medibank's strategy and innovation team to improve their ability to test new ideas and get them to market quickly with a product prototyping approach using lean and agile principles. The first product using this approach, Healthcare Search, was delivered on budget and on time, in just six weeks.

Like many large organisations, Medibank wanted to improve its innovation capability so it could more quickly validate and test ideas and markets, as well as improve speed to market for new ideas.

DiUS was asked to partner with Medibank to leverage lean and agile approaches as part of the health care insurer's desire to better utilise rapid prototyping and experimentation. As DiUS is experienced in helping organisations develop an accelerated ability to deliver their ideas, the technology company was a good fit for helping Medibank achieve its vision.

There was an aggressive deadline for the pilot project to develop this product prototype. The Digital Marketing team at Medibank wanted to validate whether consumers would value the ability to find, compare and book medical providers online through a new product called Healthcare Search.

Two DiUS consultants were embedded into Medibank's cross-functional team that included a product owner, iteration manager, business analyst, visual designer and user experience designer. The team worked together to shape the idea into a lightweight version of a product that they could build and get to market quickly, and get feedback and data from real users.

One of the keys to the success of this project was an accelerated software development model. The DiUS team established a delivery model that used a modern technology stack and development practices. Using Ruby on Rails and the cloud to minimise the development and infrastructure overhead, the team further streamlined development by automating testing and deployment. These technologies and practices were instrumental in allowing the team to be fluid and adapt to change as the project progressed.

**"DiUS was instrumental in building the new Medibank healthcare search pilot from scratch in six weeks. They went above and beyond to ensure the pilot got up with a MVP, as well helping to upskill the project team."**

**Mark Alexander, Strategy Development Manager, Strategy & Innovation, Medibank.**



Lean product development principles were also important to the project. Being diligent about what to include in the Minimum Viable Product allowed the team to quickly and inexpensively get to market where the product's appeal could be validated.

The DiUS team also helped look for ways to reduce red tape and overcome obstacles. Weekly showcases of the project's progress to a broad group including IT, hosting, legal and governance helped engage stakeholders early. It also allowed the team to gather important feedback and build confidence in the project.

Healthcare Search went live after just six weeks and is now being used by Medibank customers. By quickly and inexpensively getting a lightweight version of the team's original idea to market, usage data and feedback from real users ensured that the product met their customers needs. Following the successful delivery of Healthcare Search, the Medibank team are intending to deliver more new products using this prototyping approach.



Celebrating 10 years of helping companies innovate and grow. We make it happen by delivering the right solution to get an idea to market or make a business of any size more responsive.

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[www.dius.com.au](http://www.dius.com.au)

**DiUS Melbourne**  
Level 10, 99 Queen Street Melbourne 3000 Phone: 03 9008 5400

**DiUS Sydney**  
Level 8, 220 George Street Sydney 2000 Phone: 02 8014 6640