

# Exploring User Engagement Through a Data-Centric Approach

Graduation Opportunity – Zimmer Biomet

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The Data-Centric Design Lab collaborates with Zimmer Biomet, a global leader in musculoskeletal healthcare transitioning from implants to solutions provider. They are transforming the surgical journey and patient care with ZBEdge, their integrated digital technologies, robotics, implant solutions, and consultancy services. The MyMobility care management platform is a core data technology of Zimmer Biomet to address the pre- and postoperative phases of a surgical journey. Its patient-facing side usually works on mobile devices and provides education and guidance to patients via text and videos while allowing patients to communicate remotely with their care teams. It empowers patients to take an active role in their recovery. For the care teams, it provides constant updates on how their patients are doing since it collects mobility and patient-reported data (surveys). MyMobility is present in 22 countries across five continents and already helped dozens of thousands of patients.

## Goal

Following up on an SPD project, we aim to better understand users' (patients and healthcare providers) engagement or non-engagement with Zimmer Biomet digital services. When, how, and why do patients and healthcare providers actively engage or lose engagement? When does engagement matter for Zimmer Biomet, and what is the minimum engagement for the solution to effectively support patients and healthcare providers?

## Profile

We seek two talented IPD or Dfl students to dive into this engagement challenge. While we expect active collaboration between these two projects, each student will dive into one of the two main stakeholders: the patient and the healthcare providers. You have experience with the medical field and the use of data. Ideally, you speak one of the EU big 5 languages to interact directly with Zimmer Biomet stakeholders in their native language effectively (opportunity to do the graduation in your EU home country).

## Approach

This project will take a data-centric approach, where (behavioral, personal) data is used as a collaborative design material. It will involve:

- Exploring and accessing the availability of behavioral data from Zimmer Biomet's digital services and beyond through data donation to capture situated and contextual insights into user interactions.
- Visualizing and pre-analyzing data to collaboratively analyze/interpret them with users (i.e., data donors).
- Co-designing future solutions with patients, healthcare providers, and Zimmer Biomet based on generated insights

To this end, the DCD lab will support you in exploring opportunities with data, responsibly dealing with the ethics of personal data, conducting data donation campaigns to collect data, and participatory data analysis.