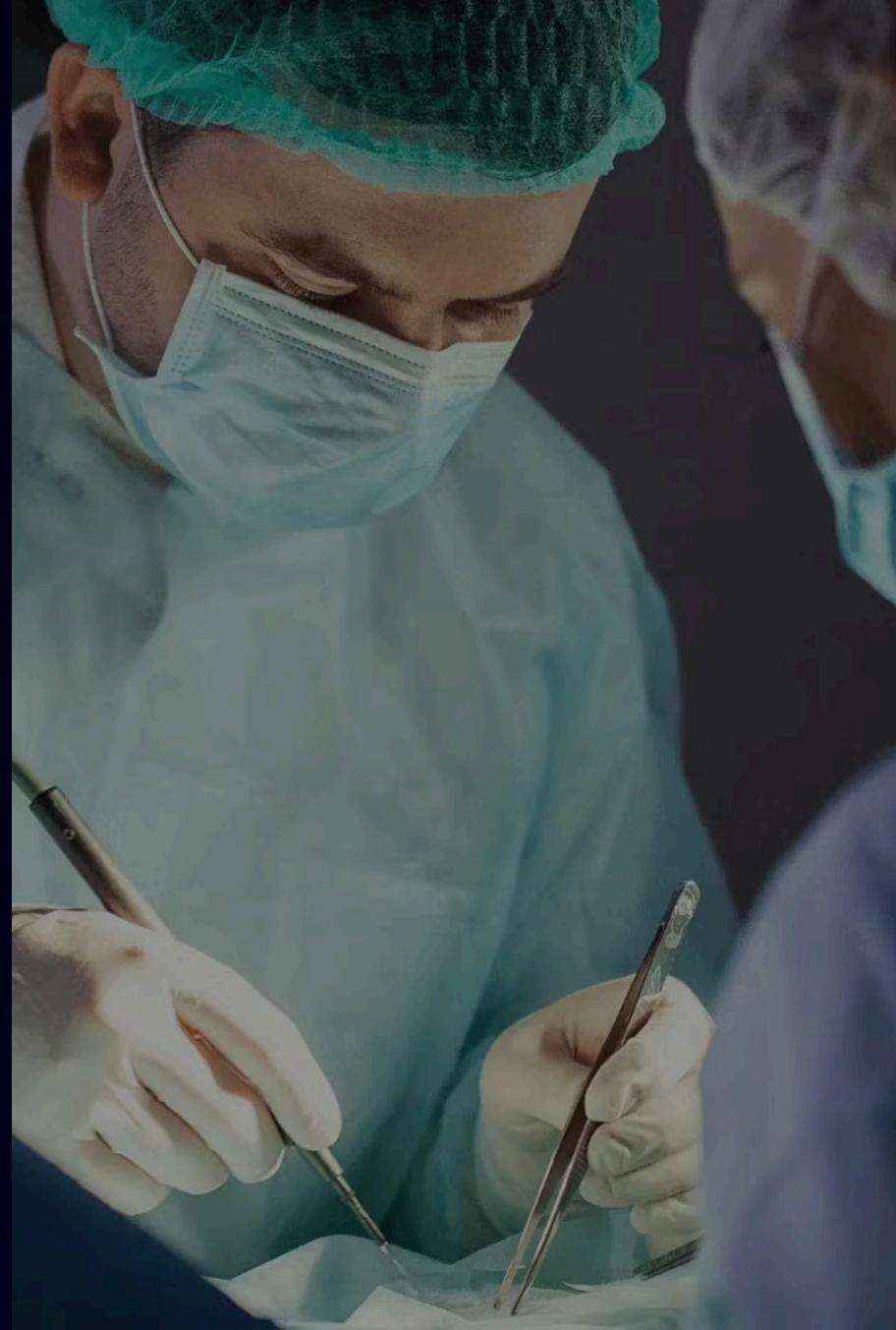


OMFS: Guiding Junior Surgeons with an Interactive Learning App

A case study showcasing how Centric transformed complex OMFS procedures into an accessible digital experience for junior doctors.



The Challenge

Senior Specialists in Oral & Maxillofacial Surgery (OMFS) approached us with a critical need: junior doctors required quick access to reliable information in high-pressure medical situations.

The existing knowledge base was:

1

Overwhelmingly extensive and complex

2

Difficult to navigate during time-sensitive scenarios

3

Not optimised for modern digital consumption

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Project Objectives



Simplify Complex Content

Transform overwhelming medical information into digestible, actionable guidance that could be quickly accessed during surgical scenarios.



Create Interactive Experience

Design an engaging interface that would encourage regular use and facilitate learning through intuitive interactions.



Streamline Navigation

Develop a navigation system allowing junior doctors to find critical information within seconds during high-pressure situations.

[View Our Work!](#)



Our Approach

Research & Discovery



We consulted with senior and junior surgeons to understand their specific needs, pain points, and daily workflows in the operating theatre and emergency department.



Content Strategy

We organised the extensive OMFS knowledge base into logical, intuitive categories prioritising the most common procedures and emergency situations.



UX/UI Design

We crafted an interface optimised for high-stress environments with clear typography, visual aids, and minimal interactions per screen.

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UI/UX Design Strategy

Our designs prioritised clarity and accessibility, with particular attention to colour contrast and information hierarchy.

User-Centred Design Principles

- 1 Single action per screen to prevent cognitive overload
- 2 Large, easy-to-tap interface elements for use in surgical environments
- 3 High contrast visuals optimised for various lighting conditions
- 4 Clear visual hierarchy highlighting critical information
- 5 Consistent navigation patterns to build muscle memory

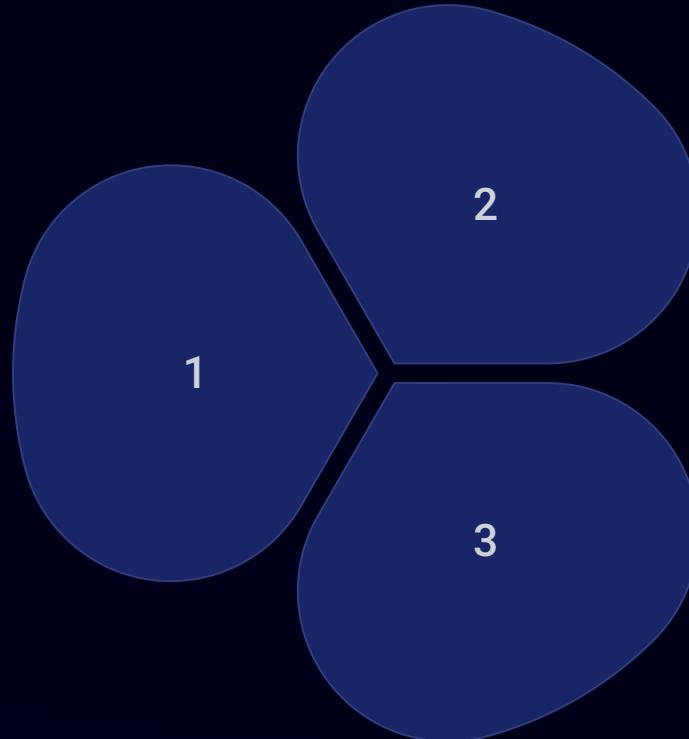
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Technical Implementation

Custom CMS Development

We built a bespoke content management system that enabled the senior surgeons to easily update clinical information without technical assistance, ensuring the app content remained current with latest medical practices.



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Offline Functionality

Recognising that hospital environments may have connectivity issues, we developed robust offline capabilities allowing surgeons to access critical information regardless of network status.

Performance Optimisation

We optimised the application for immediate response times, understanding that even seconds matter in surgical scenarios where quick decisions are essential.

Interactive Features

Key Interactive Elements

- 1** Step-by-step procedure guides with visual cues
- 2** Interactive anatomical illustrations
- 3** Emergency protocols with timing indicators
- 4** Decision trees for diagnosis assistance
- 5** Quick-access emergency protocols
- 6** Searchable medication reference
- 7** Customizable bookmarks for frequently used content

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Results & Impact

2000+

App Downloads

Rapid adoption across UK hospitals and teaching institutions within the first six months of launch.

The OMFS app has become an invaluable resource for junior surgeons, significantly reducing reference time and improving confidence in critical procedures.

4.8/5

User Rating

Exceptionally high satisfaction scores from both junior and senior medical professionals.

89%

User Retention

Strong ongoing engagement indicating the app has become an essential tool in daily practice.

[View Our Portfolio!](#)



User Testimonials

“As a junior SHO, this app has been transformative for my practice. Having reliable guidance at my fingertips has improved my confidence and decision-making in high-pressure situations.”

Dr. Sarah Thompson, Junior SHO, Royal London Hospital

“The interface is intuitive and the content is presented in such a clear manner. I can find critical information within seconds, which makes all the difference when dealing with emergency cases.”

Dr. James Wilson, OMFS Registrar, Birmingham Dental Hospital

[Explore Our Web Design & Development Services!](#)

Unlock Your Digital Potential with CENTRIC

As demonstrated through our successful partnership on the OMFS app, Centric specializes in transforming complex challenges into effective digital healthcare solutions. Our expertise in UI/UX design, bespoke development, and strategic content integration empowers healthcare organizations to enhance user engagement, elevate operational efficiency, and achieve measurable improvements in patient care and medical education.



Innovative UI/UX Design

User-centred interfaces designed specifically for healthcare environments, with attention to accessibility, cognitive load, and critical information hierarchies.



Robust CMS Development

Custom content management systems that empower medical professionals to maintain up-to-date information without technical dependencies.



Strategic Mobile App Guidance

End-to-end strategic guidance for healthcare applications, from initial concept through to deployment and ongoing optimisation.

Ready to revolutionize your healthcare solutions?

[Learn More About Centric](#)

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