



# Transforming Healthcare

# Why AppLabb?

## Proven Success

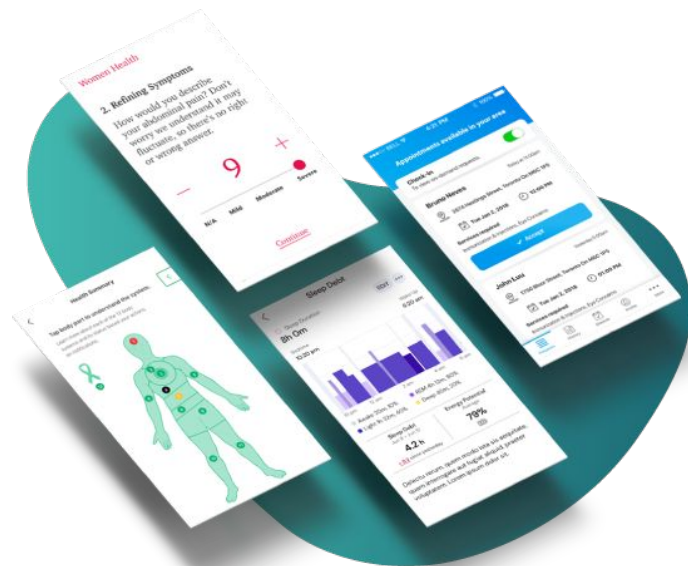
We've worked with hundreds of businesses to launch more than 600 apps.

## Innovation

We live on the bleeding edge of tech to help you increase business velocity, future-proof your tech stack, and drive revenue.

## Speed

Time to market matters. Our team knows how to make the most of your window time.



# Personal Healthcare Experiences

We don't just understand tech. We understand people and the ever-evolving behaviors and habits that shape the way they seek and receive care.

We keep it simple. Our team will curate a feature set that gives you the biggest boost for your budget.



**Human  
experiences**

+



**Technology  
innovations**

=



**Healthcare  
outcomes**



## Leverage Forward-Facing Tech

Healthcare now has the tools to become efficient, accurate, convenient, and comfortable for patients and practitioners.

These technologies can give greater insight into short- and long-term health, and encourage users to take ownership of their wellness and education.

# Metrics that Matter

## Patient Confidentiality and Data Security

Earn patient trust and innovate with confidence in a high-governance environment.

## Simplified Logistics

Scheduling and predicting appointment traffic helps you manage your staff and resources more efficiently.

## Omni-Channel Access

Patients are accessing essential services through new digital channels. Shouldn't you meet them where they are?

## Clarity and Connectivity

Integration between different providers and their patients helps facilitate the next interaction.



**MAINTAIN  
CONFIDENTIALITY  
& SECURITY**



**SIMPLIFY  
LOGISTICS**



**INCREASE  
ACCESS**



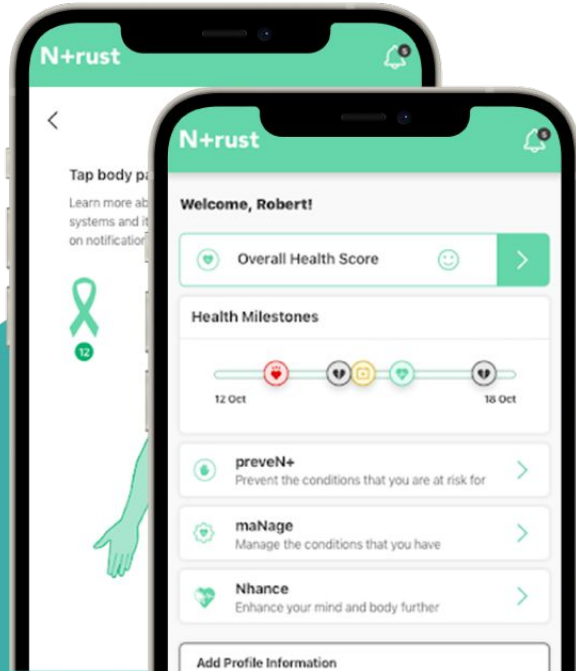
**ENHANCE  
CONNECTIVITY**



# Reduce Friction

Frictionless processes allow patients to take an active role in their wellness, all in the midst of their busy lives.

- Patient-provider matching
- Appointment scheduling and reminders
- Telehealth functionality
- Pharmacy ordering and delivery



# Digital Experiences, Better Outcomes

Digital health technology isn't just convenient. These new tools can raise the bar in the quality of care for the entire industry.

- Diagnostic chatbots can help improve the accuracy of diagnoses by 40%.
- IOT-compatible monitoring can predict blood clots, asthma attacks, and heart attacks early.
- Augmented Reality can improve medical education and training and allow computer-assisted surgery.



# Streamline Management Logistics

Running a hospital, clinic, or HMO is no small job.



**Appointment  
Scheduling**



**Lab Order  
Integration**



**Patient  
Reminders**



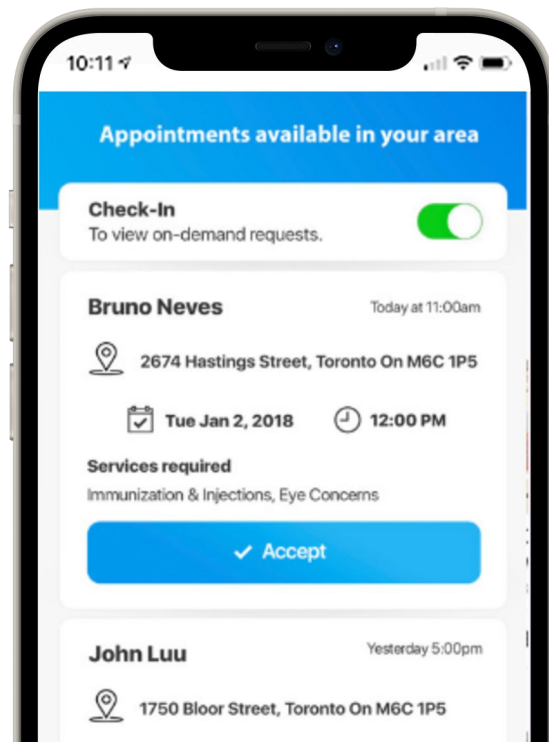
**Copay and  
Billing System**



**Document  
Management**



**Data Security  
and Compliance**





## **Facilitate the Next Interaction**

To stay on top of their health, patients cultivate an ecosystem of vendors, products, and providers. With the right technology, each individual provider can access a holistic view of this ecosystem to make the best recommendations and achieve the better outcomes.

# Our Work in Healthcare

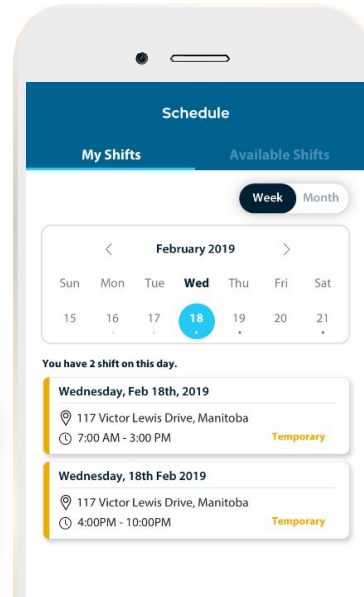
## VIIVIO

An Apple Watch app that uses algorithms to monitor and personalize daily health metrics.



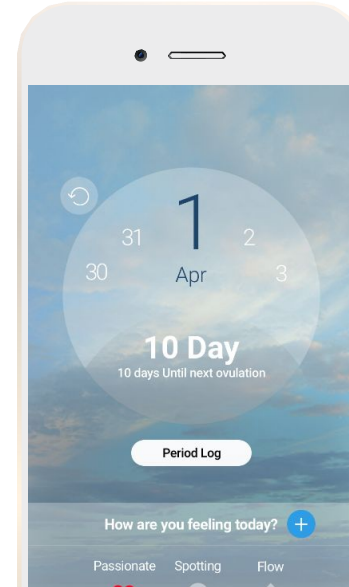
## DASCH

Schedules nurses for in-home patient appointments, allowing family members to see when a nurse has arrived in the home.



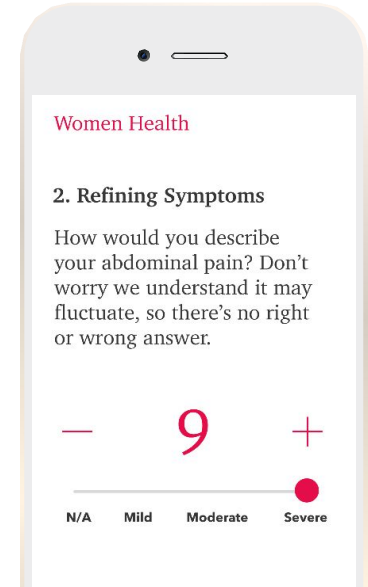
## ARYA

A health and fertility tracking app that builds an intelligent user history, all while providing the conventional functions of a fertility app.



## WOMEN'S HEALTH APP

Uses patient-provided info to diagnose health conditions, increasing accuracy as more user feedback is gathered.



## CASE STUDY:

# Mental Health App

The Mental Health App elevates mental wellness resources for college students.

TheAppLabb designed and developed a mobile app experience that matches students seeking mental health services with students studying mental health to create a human-centric support system.



# The Challenge

The collegiate world is suffering a mental health crisis, as institutions report as much as a 40% increase in demand for on-campus mental health resources in recent years.

TheAppLabb's client needed a robust digital platform to match students in need with mental health students while maintaining privacy and quality of care.

- Provide intelligent matching between patients and learners.
- Enable omni-channel access to counseling.
- Create an interface allowing supervisors to shadow counseling sessions while maintaining client anonymity.
- Stay compliant with HIPPA regulations around privacy, security, and accessibility.

# The Challenge

The client knew its concept could evolve along multitudes of different paths across a wide array of settings.

They needed TheAppLabb's help in defining a minimum viable product, then delivering the app to market as fast as possible.

The client planned to bring future iterations of the tool in-house, but it needed a strong foundation built for scalability, flexibility and success.

# Our Roadmap

## PREPARE

# 1

TheAppLabb conducted an intensive Design Thinking exercise with the client to produce a thorough understanding of the product goals and prioritize the product features that would best resonate with the end user. These features were designed to ensure scalability, dependability, ease of use, and security.



## FOCUS

# 2

Using an Agile framework and development sprints, our team focused on a key set of deliverables that provided optimum business value. With a prioritized product roadmap in hand, our team could accelerate its time-to-market and deliver a fully functional MVP.



## EXECUTE

# 3

TheAppLabb deployed both a project manager and a project owner to ensure the successful completion of the project, along with a design team consisting of one UX and one UI designer. The total timeline of the project spanned 32 weeks, including seven three-week sprints for design, development, and testing.



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# The Solution

TheAppLabb built iOS, Android, and web-based applications. The app's administrative backend controls user provisioning, access to the app, and provides a bird's eye view into the app's users.

The Mental Health App delivers an interactive and intuitive digital solution that lets patients communicate through secure text, audio and video. Additional features help simplify the administrative logistics of management and delivery of mental health services.

# Key Features

- A matching algorithm to pair patients with the perfect counselor based on their indicated objectives and preferences.
- A seamless UX journey for easy appointment setting.
- In-app note taking functionality for supervisors to provide performance feedback of student counselors.
- Anonymity features that allow supervisor review without identifying the patient.
- Provisioning rules allowing anyone with an institutional email address to access the service.
- HIPPA-compliant standards of security and accessibility.

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# Outcomes

The Mental Health App's first iteration delivered a solid minimum viable product that proved the concept to be powerful and worthwhile.

After TheAppLabb developed this initial version, the client had the perfect platform to bring in-house and continue evolving the product.

Today, the Mental Health App is used on several college campuses and in a variety of other fields, including professional sports teams.



# Headline

Lorem ipsum.