



# How Apps Are Transforming Healthcare

5 Case Studies Showing Why You Should Invest in Apps Today



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# Introduction

Web and mobile apps are revolutionizing the healthcare sector, transforming patient and practitioner experience.

## Up to \$265 billion

worth of care services for Medicare fee-for-service (25%) and Medicare Advantage beneficiaries could shift to digital by 2025.

Source: [McKinsey](#)

Valuable stats to take into consideration while reading:

- 40%** About 40% of surveyed consumers said they expect to continue using telehealth post-covid ([McKinsey](#))
- 72%** of physicians access drug information from smartphones ([Wolters Kluver Health](#))
- 44%** of physicians communicate with nurses and other staff from smartphones ([Wolters Kluver Health](#))
- 59%** of hospitals think mobile health will change how information on health is found ([Becker's Hospital Review](#))



# Patient Experience

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Apps help patient experience leaders transition to a post-covid telehealth era.

- 1) Easy access for patients
- 2) Easy booking and management of appointments
- 3) Accessible communication between practitioners and their patients
- 4) Features that accelerate patient therapy (reminders, notifications, ability to track patient medical profile)
- 5) On-demand information 24/7



# Case Study - Convenient Access to Patient Services

## Challenge

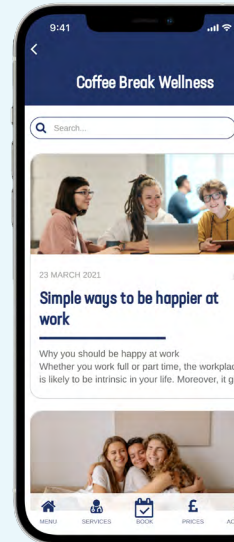
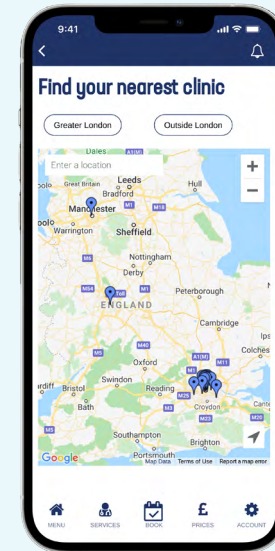
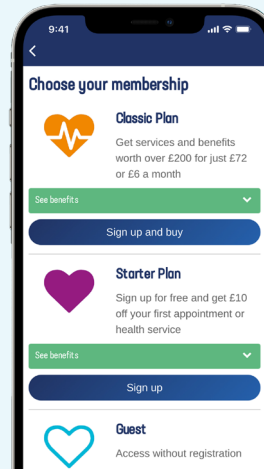
Doctor's Clinic Group (DCG) needed an app where they could offer patients a faster and more personalized booking experience. For corporate clients, the app also presents an easier way to access their employee benefits.

## Solution

This well-designed and user-friendly app enables users to easily browse through the different services on offer, find their nearest clinic location, view prices, and book appointments and access results, letters and prescriptions. The app makes innovative use of Fliplet features such as multi-user functionality, API integration, data enrichment and, personalized notifications, and e-commerce integration (which is outside of the app).

## Results

The app has been promoted via email, digital marketing and in clinic through QR codes to drive download and registration. As a result, DCG have seen very positive growth in app registrations and revenue directly attributable to the app.



# Marketing

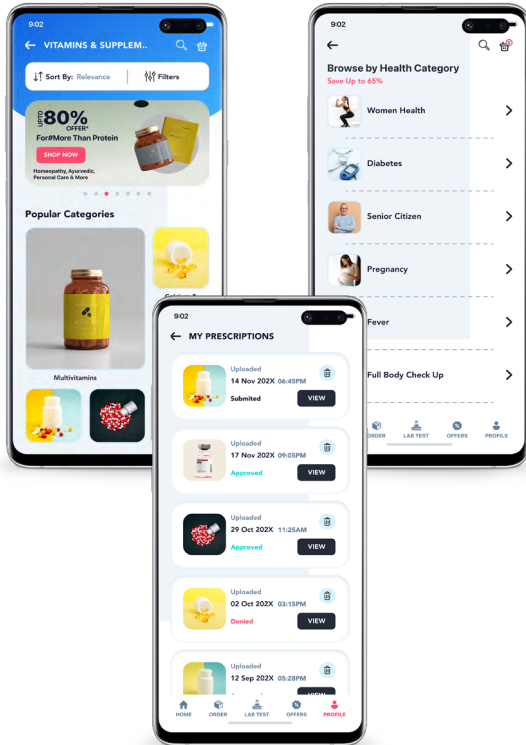
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Why apps should be part of your digital marketing strategy in the healthcare industry

- 1) Product catalogs
- 2) Opportunity for providing additional services
- 3) Opportunity for practitioners to provide additional treatments
- 4) Ease of use for users who can book appointments without having to call medicine



# Case Study - Digitizing Product Catalogs



## Challenge

A global pharmaceutical company was providing printed product directories to doctors which contained thousands of products with detailed information on their components and side-effects. Aside from the printing and delivery costs involved, changes to regulations meant that updates were often needed. As a result, catalogs had to be recalled and doctors had to wait for reprints before they could access updated information.

## Solution

The company were looking for a no-code/low-code solution to solve their challenges and felt that Fliplet was the best option. The app allows doctors to easily search for the drugs, review all the information and cross-reference with other drugs. Updates can be made quickly – due to changes in regulations or to launch new promotions – and new products can easily be added.

## Results

Doctors have an easy way to educate themselves on medicines at their fingertips – no more waiting to receive new information, and no more printing and delivery costs. Eliminating these operational bottlenecks allows the company to update medical professionals at the pace the industry demands.

# Training/HR

Interactive and structured learning in the palm of your practitioners' hands.

- 1) Enhance employee skill sets and improve compliance
- 2) Staff can track the progress of their training
- 3) Give feedback on training programs
- 4) Keep practitioners up to date with new medicine
- 5) Keep practitioners up to date with new services
- 6) Streamline onboarding for practitioners





# Case Study – Transforming Medical Training for Masanga Hospital

Masanga UK is an NGO providing training and other medical assistance to Masanga Hospital, Sierra Leone. We developed an app to solve their training inefficiencies and enhance patient care.

## Challenge

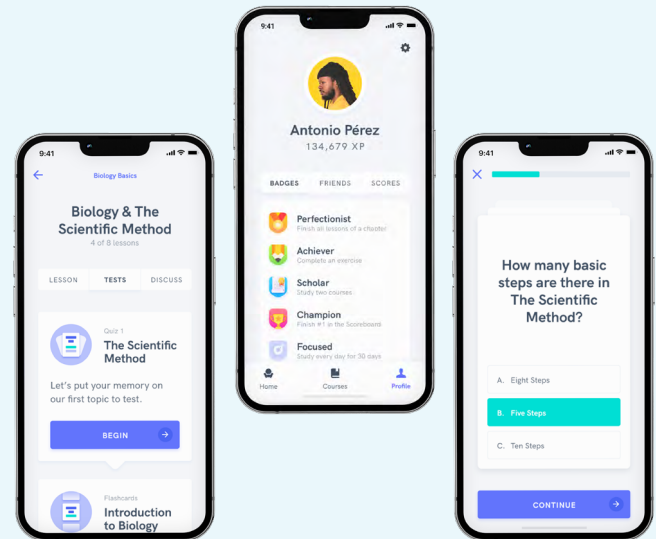
The hospital relied on outdated methods. Training could only happen if doctors visited in person and training materials were not organized efficiently – a mix of printed information and files stored on USB made it hard to cross-reference. There was no way to assess staff progress and therefore, no way to determine whether training was benefiting patients.

## Results

The app has sped up the pace of training at Masanga Hospital, reduced printing and IT costs, and ultimately, improved patient care. Diagnosis is faster thanks to the improved skill of users and the easy access to information in a centralized platform. The app updates automatically, ensuring staff do not consult outdated or incorrect information. Thanks to the success at Masanga Hospital, healthcare throughout Sierra Leone may transform.

## Solution

We built an app so that medical staff could easily access a broad range of information. That information was categorized into sub-topics and was supplemented with factsheets, other guidelines, and case studies to help users consolidate their learning and apply it in real scenarios. It allowed users to track their progress and learn how their understanding improved before and after use. The app was designed for engagement, thanks to micro-learning, gamification elements, and notifications when new information is added.



# Innovation

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Capture, manage and structure employee innovation ideas using an app.

- 1) Innovation/idea management full lifecycle process
- 2) Digitize your processes
- 3) Promote best practices among practitioners
- 4) Inspire people to put forward their ideas medicine
- 5) Gather new ideas so your organization can continue to innovate
- 6) Connect frontline with office-based staff



# Case Study – Collect, organize and manage insights

## Challenge

The pressure to innovate is always on, but most organizations fail to capture the brightest ideas from their people due to outdated, unstructured, manual processes that are largely ineffective.

## Solution

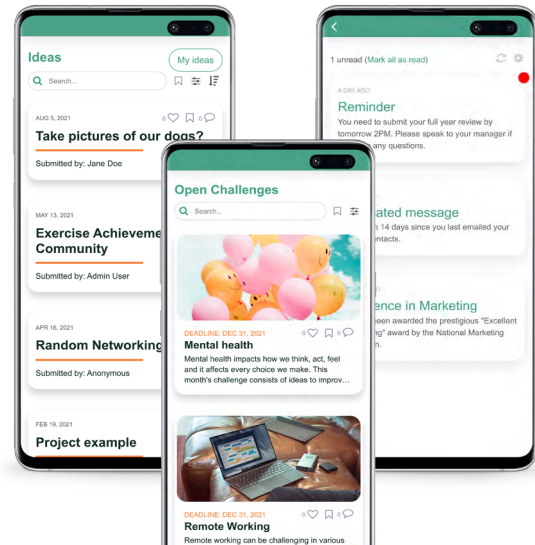
Our innovation management solution lets ideas evolve into something tangible so you can serve your patients to the highest standard.

Our solution provides an easy to use platform where all employees can share their ideas. The best ideas may come from the people we least expect – and our solution includes everyone.

Our customizable innovation management solution provides a framework for capturing and managing ideas, and gathering feedback from key stakeholders. It also lets users subscribe to idea categories, highlight urgent ideas, and monitor app usage through analytics for continuous improvement.

## Results

Gain the competitive edge by being at the forefront of healthcare innovation, reduce costs, and align employees with strategic goals. By making employees feel that they have a real stake in your success, patient care can reach new heights.



# IT

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Accelerate development time using no-code technology.

The benefits of no-code/low-code apps are endless:

- 1) Ease of use
- 2) Provide more value to customers – clients can use your service at their convenience
- 3) No-code solutions reduce IT backlog
- 4) Enable anyone outside of IT to develop apps - no technical experience needed
- 5) Fliplet is ISO 27001 compliant



# Case Study – Creating a Bespoke App in Less Than 2 Days

The company is a team of 60+ anesthesiologists providing care for over 100,000 patients each year at 19 locations in the US. We developed an app to help employees have easy access to vital resources.

“Fliplet gives us the opportunity to build high quality apps at a low cost”, Information Management Officer

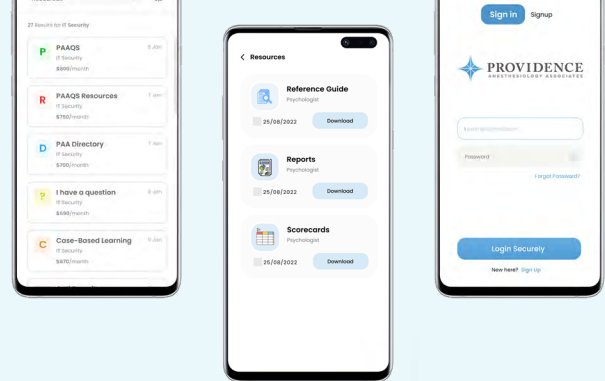
## Challenge

The company was investing in expanding their IT services. A top priority was giving employees access to vital tools and data on mobile devices. DIY app builders were not good enough – they couldn’t support the custom integration they needed for their existing cloud storage solution. Developers were too expensive.



We can create one template app that can then be scaled really easily using Fliplet – and the content can just be changed to suit the client.

Information Management Officer



## Solution

The app’s seamless integration with backend systems allows it to pull in all the internal resources. This gives clinicians and employees a centralized place to access everything they need. The company had unique requirements which we catered for using bespoke customization. The app complies with HIPPA regulations, is available for use offline (an important requirement in this case) and user authentication is fast. The best part? The initial prototype was put together in two days – no technical skills needed at all. A 15 minute training session allowed staff to edit the app.



## Results

The centralized solution is saving physicians time and making security easier to control – no more trawling through PDFs and web pages. The success of the first app inspired the company to scale their mobile strategy, with four client apps in the pipeline.



## Enabling anyone to create useful app experiences.

As simple as building a presentation...  
As powerful as your imagination.

Patient Experience, Marketing, Training, HR, IT, and Innovation – all departments will benefit from the use of apps. To remain competitive, healthcare companies must build intuitive digital solutions to improve patient and practitioner experiences. Effortlessly secure your organization future with Fliplet’s no-code/low-code technology.

### Benefits of Apps in Healthcare Sector:



Enhanced patient experience.



Digitized Healthcare



Opportunity for upselling additional services.



Access Assets from Anywhere.



Improved Practice Efficiency.



Improved Data Privacy with Strict Cybersecurity Measures.

Distinguish yourself amid the competitive healthcare landscape. Our open-source architecture makes the platform easily extensible for highly custom features. Furthermore, our no-code/low-code technology empowers citizen developers (non-tech users) to create applications – in return supporting the IT team with technological transformation. Use our existing library of components or create your own. We also have a suite of pre-built app solutions for innovation management, staff training, employee engagement, directory apps, patient experience, and much more.

Unleash your imagination with Fliplet...





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