



Executive Summary

A digital platform is crucial for healthcare organizations to support their care management programs / initiatives for their patients. A Singapore-based private healthcare organization referred to as organization hereafter, sought to integrate its care management tools into a digital platform to enable its proprietary Ripple® Health Coaching program. Ripple® program supports health management services for patients who have chronic diseases such as diabetes, hypertension and hyperlipidemia. As these chronic diseases require long-term treatment, Ripple® partners its patients with Health Coaches who guide and work with them to build lifestyle changing habits to better manage their condition.

The organization partnered with Azodha to integrate their care management systems into Azodha's digital platform to enable a patient-facing mobile application (supported on both Android and iOS devices) and a patient intake web portal, that facilitates the care management workflow between health coaches and its enrolled patients. The organization's partnership with Azodha has thus enabled improved access to care services and patient engagement by leveraging technology to break the communication barriers between the patient and health coaches / care coordinators.

The Customer

This organization focuses on providing patient-focused habit coaching services via its health and wellness coaching programs. One of the programs offered for chronic disease management is Ripple®. By using Ripple®, chronic disease patients can better manage their condition through a healthier lifestyle established via Ripple®'s proprietary health coaching services. Ripple® patients are aligned to a Health Coach, via a GP clinic (participating in the Ripple® program) who guides them through their care journey and keeps them on track to meet their wellness goals / care plan interventions.

Given their business model, the key to Ripple®'s effectiveness is the ability for the enrolled patients to interact seamlessly with its Health Coaches patients in person as well as remotely. With its partner clinics in place, they had the necessary human capital needed for the program to be successful, however, what they lacked was the infrastructure to deliver a closed-loop digital patient engagement solution.

The Problem

To deliver Ripple®, they already had a set of tools in place that enabled their Health Coaches.

However, it lacked a platform that integrates these tools and enabled seamless patient interaction and engagement. This led to lapses in patient engagement with additional time being expended by the Health Coaches in the patient's care journey. While they did have a streamlined system for internal operations management, this did not translate into the same functionality for patients.

To solve this issue, the organization sought a SaaS platform that could seamlessly integrate and connect with their existing care management tools, without disrupting any existing operations and enabling new and innovative models of digital patient engagement. The organization also wanted the platform to enable patient-facing functionality including appointment scheduling, patient education, habit logging & management and real-time chat opportunities. Such a system would drive seamless access to data by the relevant users, innovate care delivery and reduce operational costs.



Solutions

Phase 1

Delivering an Integrated Care Management Patient App

To solve the issues with patient engagement, a patient facing app was configured using Azodha's platform that enable the enrolled patients to connect with the coaches. It allowed patients to schedule appointments and browse content relevant to their wellness journey. In addition to the mobile application, a web intake portal was also configured for patients to enroll into Ripple® Program and also schedule appointments with the health coaches. Integrating with Azodha platform and implementing the App, led to increase in operational efficiency & increased satisfaction among Ripple® patients.

Phase 2

Enhancing the Patient App to Drive Ease-of-Access to Providers

After having developed a system to intake and digitally engage patients, they sought to develop new solutions to further their patient interaction functionality. They approached Azodha to enable a module for patients to do a real-time chat with the patient's care team through the mobile app. With this in place, patients were now able to interact with the health coaches in real time, upload pictures of the food they eat, share lab results in PDF format, share exercise achievements and voice recordings in a secure way.

Security measures were put in place for uploaded images / PDF documents to be securely processed before the same are directly mapped into the patient's case record in Ripple®'s care management system.

Phase 3

Expanding organization's Product Offerings by Enabling High-Touch and Low-Touch Solutions

With a digital patient engagement interface in place, the organization looked to enable new care management programs to streamline their business operations and meet their patient's needs. Specifically, an analysis of their operations uncovered that there were plenty of patients, yet relatively few Health Coaches available to help them navigate their care journeys. Moreover, some patients expressed the desire to be able to better manage their care, independent of a Health Coach.

To achieve this, Azodha scaled up their platform to integrate with a leading learning management system into the existing mobile app. With a fully integrated learning module, organization was now able to launch a new program that provides self-management features of the patient's care journey. In this model, rather than directly working with a coach, patients could use the learning module in the app as a standalone tool to train themselves on habit building, set and track their wellness goals. With Azodha platform enhancements the Ripple® program enabled patients to take their chronic care management journeys into their own hands, leading to an improved quality of life.



With a full digital patient engagement program underway, the organization was able to leverage Azodha to implement additional capabilities they wanted to deliver for their patients:

- Surveys / assessments were incorporated into the mobile app to collect patient information and manage their brand reputation by allowing an avenue for patient feedback.
- Health trends were incorporated by enabling data input from wearables into the mobile app.
- The organization also sought a method to deliver marketing materials and collect marketing data from their patients, so Azodha modified the web intake portal to capture consent for marketing data and, crucially, map this consent back into their Care Management system.
- Azodha enabled the ability to leverage a content management system, to inform patients about any additional services they sought to offer. The organization was empowered to build configurable content to reach out to patients for special services, such as a special consultation on heart health or a unique one-on-one meeting with a coach.

The Azodha platform plays a key role in their achievement of these operational goals, to reduce administrative cost while and improving patient experience in a mutually beneficial partnership.

Testimonial

“ Partnering with Azodha has helped us to seamlessly integrate our existing care management tools into a comprehensive, patient-facing digital solution that has significantly enhanced patient engagement and operational efficiency. Their platform enables faster development and deployment of our app (as and when required). The platform's flexibility allowed us to offer both high-touch and low-touch care management solutions, meeting the diverse needs of our patient population. It has significantly helped to decrease our operational costs and increased our patient engagement digitally.

We see Azodha more as our own team rather than a vendor or technology partner. That's how passionate and dedicated their team of experts are. We look forward to continuing this fruitful partnership as we explore new frontiers in healthcare innovation.



Using Azodha Platform, democratize technology & AI, enabling innovative care delivery models to improve healthcare outcomes.

Contact us



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Let's get started

