

Healthcare Brand found 43% increase in Patient Footfall with IOT solution during COVID 19



Client Profile:

The COVID-19 pandemic has not only changed the private lives of millions of people but has significantly affected the collaboration of medical specialists throughout health care systems worldwide. Our client is having an hospital chain in Europe in the women's personal healthcare space. It serves as a platform for women to consult with gynaecologists and obstetricians on various health issues and questions.

The client wanted to make and remind appointments, submit and manage data, track menstrual cycle, share diagnostic findings, recommend health examinations, and call for emergency assistance.

Challenges

- Healthcare professionals had no way to track the patient's health continuously and take action accordingly. The covid19 pandemic made physical visits even more difficult for the patients.
- The existing system required patients to call their doctor or the platform's helpdesk to book and track their appointments. There was no way for a patient to know their doctor and their availability before booking an appointment
- Prior to an appointment, a gynaecologist had to rely on either paper records or no medical history when prescribing examinations to a patient.

eLuminous Solution

- Our IOT based Healthcare solution i.e., Bluetooth beacon helped for 'waiting number generation' function in the mobile app. The function used BLE (Bluetooth) beacons placed in the doctor's premises and a GPS fix of the patient's mobile phone to help the app server generate a unique waiting number. If the beacons fail to trigger the app, the waiting number is generated using the GPS fix alone.
- The application also enabled the patients to view examination reports uploaded by the doctors. Additionally, we also added a menstrual cycle tracker that syncs with the in-app calendar and provides necessary data for the doctors to make an informed decision or provide medication advice beforehand.
- We developed a mobile application for patients that offers easy registration and seamless appointment booking management.
- We designed a user-friendly admin panel to let admins/doctors manage duty rosters, new doctor additions, and use a calendar view.

A Valuable Change

- The brand saw a 43% increase in the first quarter of the launch itself.
- Our multi-platform solution helped the brand streamline operations, understand what the patient requires, build loyalty and trust and offer a better user experience.
- A goal-driven collaboration enhanced the performance of services provided by the brand and enabled them to provide improved quality of care and better patient outcomes.
- Our IoT-enabled solution reduced patients treatment journey and unlocked the potential to keep patients healthy and safe and allowed doctors to provide better care.

