EVALUATE HEALTH
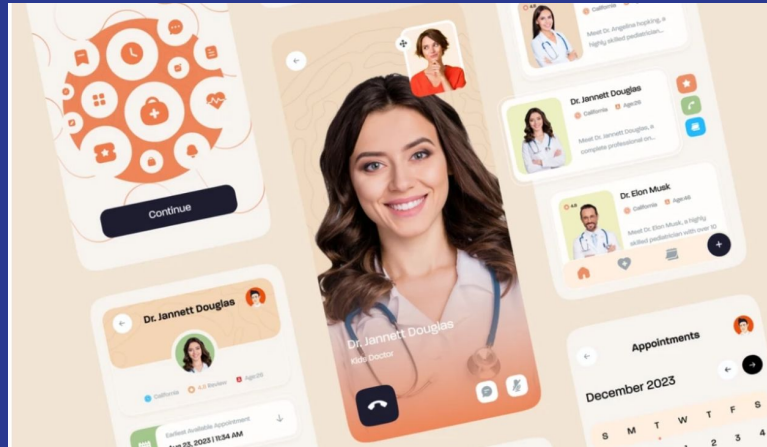
Creative Features For Healthcare App And Healthcare App Marketing: Elevate Your Strategy For Maximized Impact
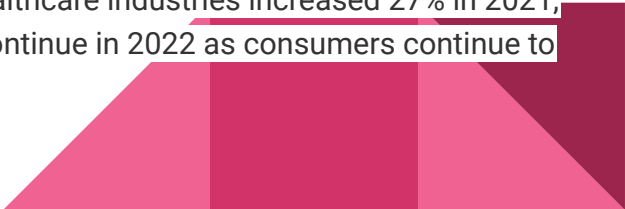
Jarpula Uday Singh
IIT Ropar

Features need to be developed based on the Rising Trends

Higher Patient Satisfaction: The convenience of on-demand digital solutions will enable your patients to access all the required features whenever and wherever. The patient's needs are met quickly without the hassle of looking for a clinic, booking an appointment, and driving.

Better Equipment Management: Medical equipment is expensive and complicated. Therefore, hospitals and healthcare providers are constantly looking for ways to make sure critical equipment is properly serviced and maintained, operational costs are managed, and relevant inventory management is managed well.

Comprehensive Patient Monitoring: Thanks to healthcare apps, both the doctor and the patient wouldn't have to worry about storing and losing the patient's health record. The health data can be stored safely on the cloud and accessed when needed. Physicians can even track data in real-time thanks to wearable devices. This allows medical experts to share the data when needed and make more accurate diagnoses while monitoring patients more efficiently.

Strong Venture Capital in Digital Health: As digital health technology becomes more popular, venture capital investment in the field has grown significantly. Venture capital investments in tech firms serving pharmaceutical and healthcare industries increased 27% in 2021, with the total deal value increasing from $33 billion to $42 billion. This trend is expected to continue in 2022 as consumers continue to embrace and demand digital health technology.

Innovative Ideas of Features for Healthcare App

Caregiver to the elderly:

One of these features can be installed on the **phones of the elderly,** the other can be **attached to the smartphone of the caregiver**.

The **neural network-based fall detection algorithm** in the app installed on the phone of the elderly **can detect whether the elderly has fallen down**. If there is a fall, it **automatically calls the caregiver** and emergency services with the location of the elderly person.

Entertainment Feature for Mental Health:

Features include d**etecting emotion by taking a picture and calculating the mood index**.

By developing a **cognitive intelligent chatbot** for the elderly person to engage with.

We customized it to recognize the current mood of the person and, accordingly,

fine-tune its conversations with that of the person.

For example, the **chatbot can recommend a motivational quote or an old song when the person is sad.**
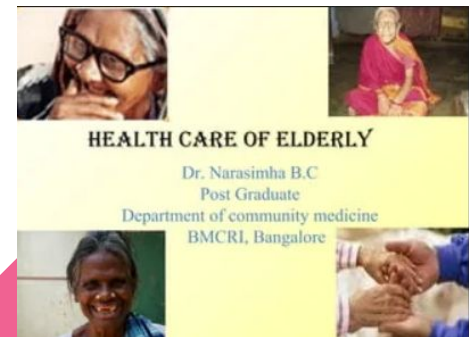
Medicine Reminder:

Feature to remind both the elderly person as well as the caregiver that it is time for the former to take medicine.

Moreover, the app can also do other activities like make a call, send a text, book a cab and so on.

It also has a record of medical histories, an account of allergies, an real-time location tracking, among others.

- *LANGUAGE SELECTION AVAILABLE IN THE FEATURES.*

HEALTH CARE OF ELDERLY

Dr. Narasimha B.C
Post Graduate
Department of community medicine
BMCRI, Bangalore

**Homeopathie Treatment:**

Giving the information about the **Homeopathie consultancy ,**

 there treatment details , nearby centers and medicines available in the center.

Medical plant importance and uses in the daily life.

**Notification of the disease all over the world:**
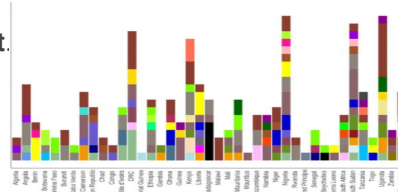
Giving information about **diseases in the world**.

And updating the **widespread** of the any disease all the world and cases that are resisted in the locality hospitals.

Giving **information about the hospitals whether it is private or government**.

**Telemedicine**

They connect patients with healthcare professionals digitally, allowing for remote consultations, prescription renewals, and follow-ups bring medical care

right into your **living room and connects users with board-certified doctors 24/7,** allowing them to get immediate medical attention without having to leave

home. Standout features include real-time video consultations, immediate appointments, and specialty care access

- _**NAVIGATION AVAILABLE IN THE FEATURE.**_
- _**Healthy cooking videos recipes available and supplying the cooking recipes.**_
- _**Medical equipment and products available for the new born babies and kids**_

Teenagers

Features addition to addiction treatment(Smoking and Drinking):

Features that **shape the users**' choice of **smoking cessation or alcohol reduction.**

Self-tracking system, location information, notification systems(family emotion remainders),

educational information and peer support were frequently used in the studies.

 Fostering motivation and autonomy. Tailoring of content, a non-judgmental communication style, privacy and accuracy were viewed as important for engagement, fostering a sense of personal relevance and trust.

Design features that enhance **motivation, autonomy, personal relevance and credibility may be important for engagement.**

Health And Wellness Gaming : Combining gaming with health and fitness can result in engaging apps that motivate users to stay active and healthy. **Zombies, Run!** makes fitness fun by turning your run into a zombie survival mission. Standout features include an immersive **audio experience, personalized training plans, and the ability to track your runs.**

Sleep Tracker :A quality sleep tracker can help users understand their sleep patterns, identify issues, and improve their sleep hygiene. **SleepScore** uses patented sonar technology to measure the quality and quantity of your sleep. Standout features include a comprehensive sleep analysis, personalized insights and tips, and product recommendations based on your sleep patterns.

Mental Health - increase in needs for mental health services due to COVID-19

It can r**efer to relaxation apps, mood booster apps, meditation apps, or even suicide awareness.** No matter what kind of mental health app, it can be categorized as a self-management app or a communication app to connect with healthcare professionals.

Women's Well-being Healthcare

Features can provide medical research articles, exercise suggestions, and connections

to a gynecologist when needed.

Period tracking apps

Feature really necessary? Can't a reminder on your phone's calendar do the same thing?
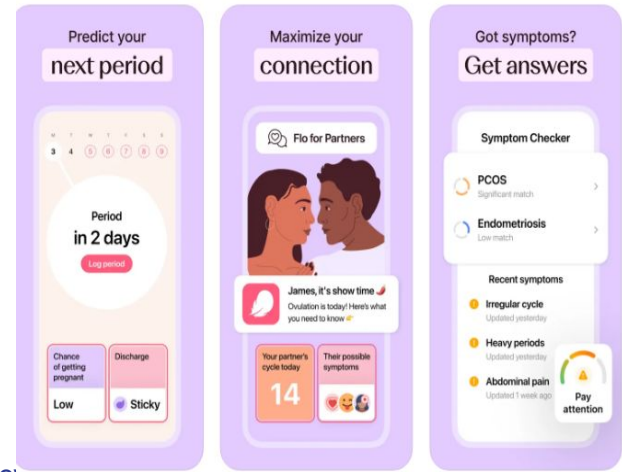
Firstly, it helps you better understand **your body and aids in predicting and managing fertility.**

Knowing when you're ovulating can be invaluable if you're trying to conceive or avoid pregnancy.

Secondly, it can help you **manage your menstrual symptoms**. Many women and girls experience fluctuations in mood, energy levels and

physical symptoms throughout their cycle. By tracking how you feel, you can anticipate when symptoms might arise and identify patterns,

which in turn will help you take proactive **steps to manage them**.

Tracking your menstrual cycle can also **provide insights into your overall health**. Irregularities in the menstrual cycle could be indicative of

underlying health issues such as **hormonal imbalances, thyroid disorders, or polycystic ovary syndrome (PCOS).**

https://www.femtechworld.co.uk/special/the-5-best-period-tracking-apps-of-2024/

Pregnancy Mode

Which provides you with the **information you need during pregnancy.**

You will be able to receive insight each day into **how the baby is developing, what happens in your body as a mum-to-be,**

which supplements and foods you should include in your diet and which you should avoid, how to recognise the

approaching labour, what you could expect from the postpartum period and much more.

Ensures that your data is safe with end-to-end encryption, secure access (Face or touch ID), anonymous mode (no name or email)

and control over what you share. Your data won't be shared with third parties

From general cycle **health awareness and education to fertility, pregnancy, and even navigating perimenopause**.

Wellbeing resource for teens -teen-friendly period tracker-parents and daughters alike will love.

Taking a holistic approach to health and wellbeing, luna's objective is to **educate, empower and support teens** in all the tricky situations they find themselves in – from period leaks to skin problems and toxic friends.

Teens can **track their periods, moods, skin, sleep and pain symptoms, a**nd they'll receive personalised insights and **recommendations based on that.**

Teens can ask anonymous questions, and learn about topics tailored to them. Behind the articles, videos and answers to questions is a **team of doctors and safeguarding experts,** who make sure content is medically accurate and appropriate for a teenage audience – there's no user generated content on luna, so parents know their teen is in safe hands.

Designed to **help teen girls own and understand their cycles, ensuring they know what steps to take when they feel something isn't normal for them personally** – equips them with the right tools to open lines of communication with parents, and seek support when they need.

Features designed to spark joy and keep the app sticky – whether that's a mood-boosting quote based on what members log, quizzes to help cement learning, or polling on topics they might want to share their thoughts on.

.Navigating International Regulations For Compliance :

Navigating international regulations is crucial for the global accessibility of healthcare apps. Compliance with laws like **healthcare insurance portability and accountability and GDPR ensures the protection of electronic medical records and maintains user trust**

Diet And Nutrition Apps :Healthy recipes

These applications provide **personalized diet plans, track calorie intake, and offer**

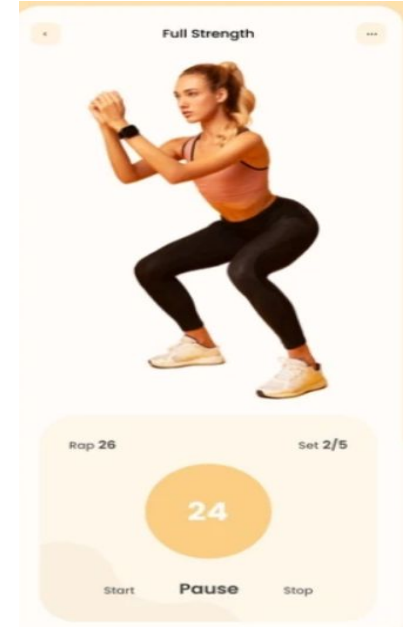healthy recipes, **assisting users in maintaining a balanced diet**.

Uses psychology-based approaches to **help users make healthier food choices**.

Standout features include personalized **meal planning, one-on-one coaching, and easy food logging**.

Health Insurance

Making **health insurance plans,** claims, and processes easily accessible via an app can significantly simplify **healthcare finance management.**

Standout **features include digital healthcare ID, doctor on-call feature, and easy tracking of deductible and out-of-pocket maximums.**

Fitness Tracking

These applications provide personalized **track calorie intake,**

and offer **assisting users** in maintaining a balanced diet.

 Its standout features include **personalized workout plans**, an extensive

 food database, and a supportive user community.

Medication Reminder

Non-adherence to medication can lead to serious health complications. Apps that send reminders to take medicine on time can be a game-changer in healthcare management. It also provides information about each medicine, tracks doctor appointments, and monitors health measurements like blood pressure and weight.

Chronic Disease Management Apps

 Designed to monitor and **manage chronic conditions like diabetes, hypertension, and asthma can help patients manage their health better**. Its standout features include automatic blood sugar logging, insulin bolus calculator, and integration with other diabetes monitoring devices.

Personal Medical Records

This app should include f**eatures like effective healthcare document management, intuitive interfaces, and, most important of all, security functions.**

More advanced features, like **comparing test results,** can be considered, too.

Appointment Booking

 This feature is useful for both users and medical professionals because it has features like **searching for nearby doctors, looking for open appointment times,**

Booking an appointment, and rescheduling. Doctors only need to **enter their free time slots**, and patients can **immediately check for free slots** to book appointments
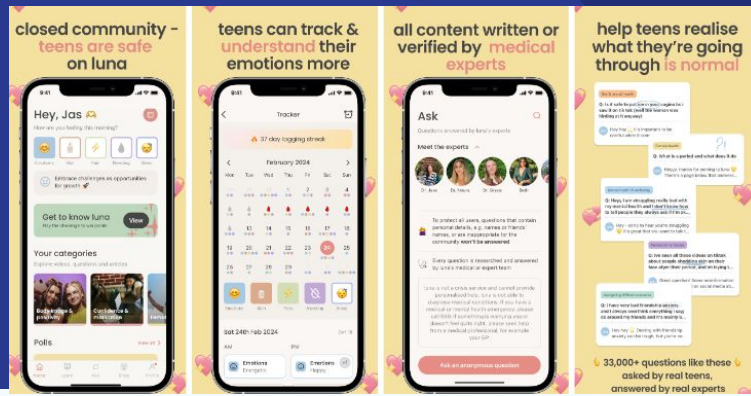
whenever it is convenient for them.Other features that may be include **notifications to remind patients of their appointments and video consultations.**

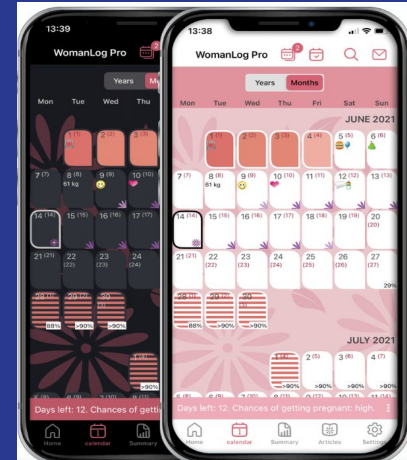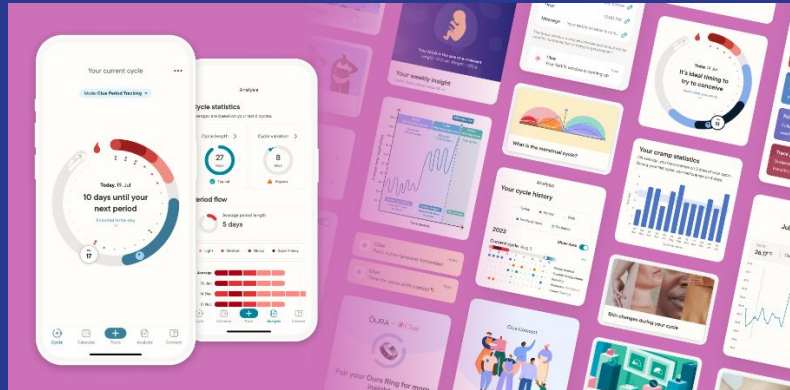### Doctor-On-Demand Application(SWIGGY-getting the cheapest)

 Provide its users with features involving **browsing for a physician in the area, booking online consultations, and even seeing reviews of previous patients.** This can be targeted towards elderly patients who have trouble moving around or those who don't have as much access to modern healthcare.

Medical Tourism :

One of the **best feature idea** in healthcare that you can consider is **medical tourism services.** This may involve **helping people to travel to different countries to get more professional care or extra expertise to make a decision regarding a surgery**. This can help make healthcare more accessible for **people living in urban areas, organizing the entire trip through digitalization.**

HEALTHCARE APP MARKETING: ELEVATE YOUR STRATEGY FOR MAXIMISED IMPACT

Ensuring Exceptional App Performance

Users expect fast, reliable, and efficient apps that make managing their healthcare needs effortless.

To achieve this, we must focus on optimising app speed, ensuring ease of use, and providing valuable features that meet the users' needs.

Regular updates and bug fixes are also crucial to maintaining high performance and user satisfaction.

Role Of Push Notifications And Innovation

Feature can be used to remind patients about prescription refills, appointments, and health tips.

Innovation keeps the app relevant and ahead of competitors.

 By continuously introducing new features and technologies, such as secure messaging between patients and medical professionals, healthcare apps can provide more value to their users and enhance patient engagement.

Targeted marketing: By focusing on the specific needs and preferences of their target audience.Can create personalised marketing campaigns that resonate with potential users.

This tailored approach helps in attracting users who are more likely to engage with the app and utilise its features, thereby ensuring a higher return on investment for the marketing efforts.

Digital marketplace: paid advertisements and social media marketing

Crafting Compelling Content Marketing Strategies

By creating valuable and relevant content, healthcare organisations can showcase their expertise and the benefits of their app.

This strategy helps in building trust with the audience, encouraging them to download and use the app.

Effective content marketing can include blog posts, videos, and social media content that addresses common health concerns and promotes healthy lifestyles.

Leveraging Public Relations To Build Trust

Public relations (PR) can be a valuable asset in building trust and credibility for a healthcare app.

By securing positive media coverage and endorsements from reputable sources, PR efforts can significantly enhance the app's reputation.

Preparing For A Successful Healthcare App Launch

Understanding the target audience, developing a comprehensive marketing plan, and establishing a support infrastructure to address user inquiries and concerns.

Can create a positive user experience from the start, which is critical for retaining users and encouraging long-term engagement with the app.

Developing A Press Kit That Catches Attention

A well-crafted press kit is essential for attracting media attention and generating buzz around the healthcare app.

The kit should include key information about the app, such as its features, benefits, and user testimonials.

High-quality screenshots, logos, and videos can also enhance the press kit, making it more appealing to journalists and bloggers.

By providing a comprehensive and engaging press kit, healthcare organizations can increase their chances of securing valuable media coverage.

Showcasing User Reviews And Adhering To International Regulations

Enhancing User Experience For Increased Engagement

The Role Of Data Security And Privacy In Marketing Strategies

Comparison of Apps

Main Features that the app as :

Ayushman Bharat Health Account :

Heart rate monitor app

Medical Records & PHR

Vitals Monitor

 Manage your Cowin Services

Awards and Recognition

Main Features that the app as :

Order Online Medicine Delivery

Avail Lab Tests at Home

Benefits of Booking Lab Tests from Apollo 24|7 Healthcare App

Online Doctor Consultations

Ask Apollo (Symptoms Checker)

Medical & Healthcare Oriented Blogs

Specialities list

Developed their own website : www.apollo247.com

The way to develop an app, as a CEO

MY MOTO :"*Winners don't do different things, but do things differently"*

Firstly ,I would aim for the creative idea of the feature which is on the present issues of the world which not only benefits the customers but also the world.

And by making trending features of the app.

And secondly ,I would be implementing **target marketing.**

By segregating the customers into the 4 categories.

1. Elderly people
2. Teenagers
3. Husband and wife
4. Childrens

I would the developing the the new trending features in the app, so that all the 4 categories would the benefited and make use of our app.

Example:

Elderly People :   **Teenagers :**   **Husband and Wife**   **Childrens**

Caregiver to the elderly   Features addition to addiction treatment(Smoking and Drinking):   Navigating International   Health and wellness gaming

Entertainment Feature for Mental Health   Wellbeing resource for teens   Regulation For Compliance :

<u>Marketing Strategies:</u> Developing the own website

 Giving fee pess kits ,offers of free consultancy   - according to our feasibility of money and trend .

Social media marketing -   Slogan or quote, song, Reel