

FROM PATIENT TO PARTNERSHIP

PATIENT CARE: MEDHOST

A MORE HEALTH-AWARE CONSUMER & ENCOURAGE PATIENT/PHYSICIAN COLLABORATION

CHALLENGE

MEDHOST is a mid-market provider of enterprise resource management software and systems to hospitals and clinics. A well-established B2B brand in healthcare. MEDHOST needed to differentiate itself with a patient portal offering (personal electronic medical records) that qualify facilities for Medicare and Medicaid Services (CMS) Incentive Programs under the Meaningful Use specifications.

The challenge was to build a health and wellness application to transform consumers into patients and ultimately engage electronically with MEDHOST's hospital clients.

SOLUTION

With a driving goal to encourage patient/physician collaboration beyond the domain of the hospital, VMLY&R developed a mobile app for YourCareEverywhere. The YCE app leverages emerging on-device fitness technology and an "always-on" approach to health and wellness.

A smart, predictive mobile app, the experience delivers access to electronic medical records, calendar, and fitness expectations, as well as archiving, transmitting, and alerting consumers/patients and their physicians about health-related events.

