CASE STUDY:

CLADEHEALTH
Bringing a mobile health app to market

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"Medicine is a data-processing business."
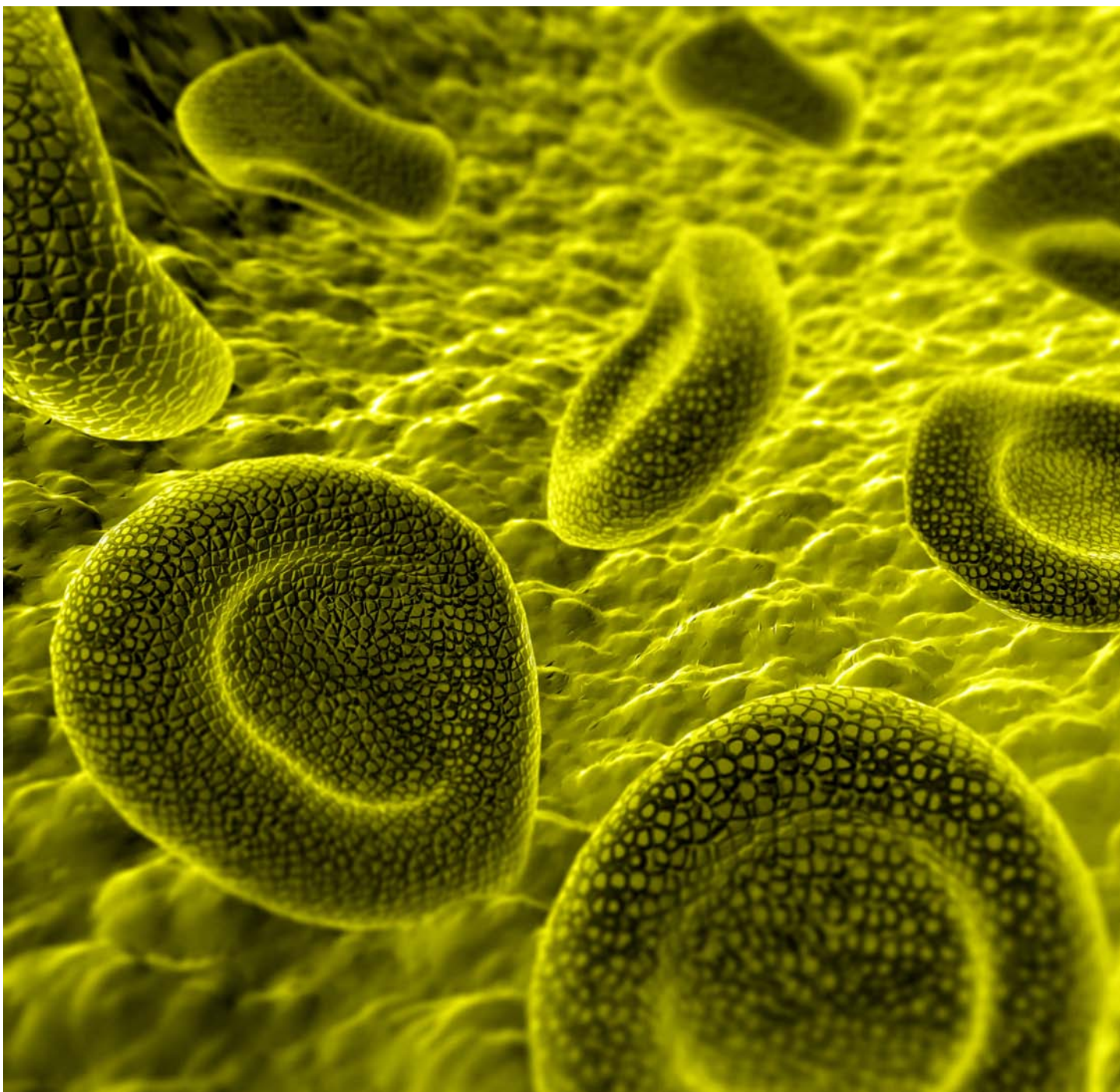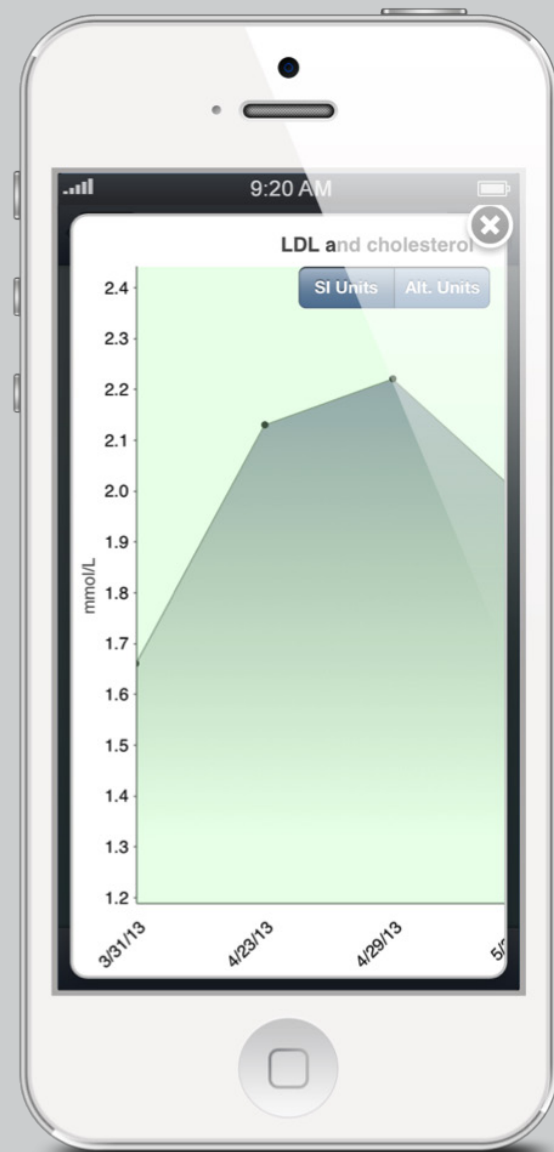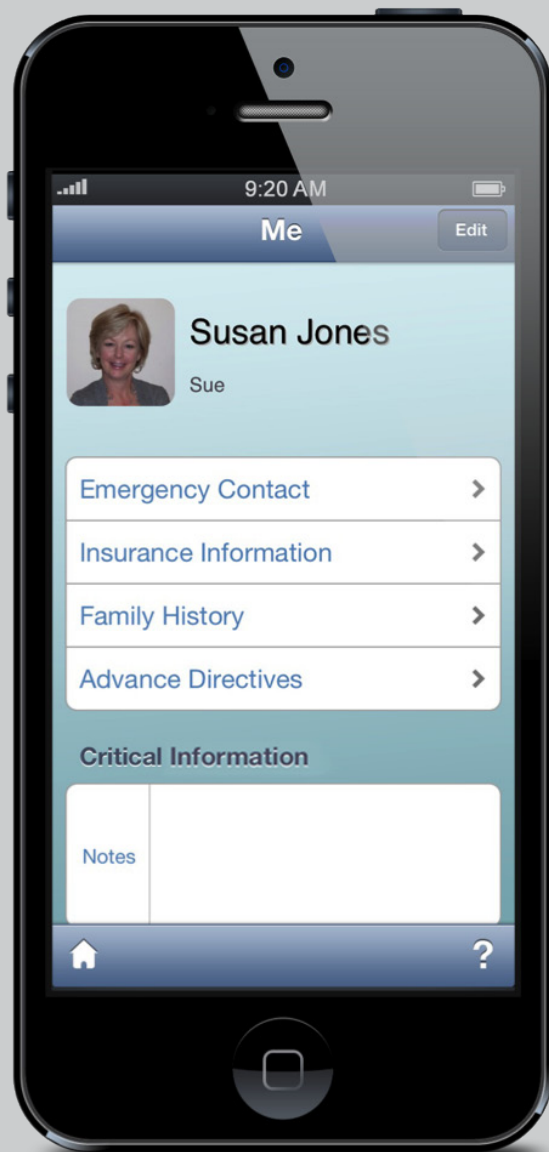
– Seth Godin

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CHALLENGE

Medical decisions are made based on data. But online data storage in the medical field is chaotic and disjointed. When patients visit a new doctor, they start from scratch. The onus is on the patient to track, understand, and remember the relevant information, completely and accurately. This process is obviously fraught with opportunities for mishap, ranging from benign to disastrous. Technology providers have recognized an opportunity to leverage emerging mobile platforms; however, none have yet been successful in offering a solution that provides real value to consumers.

OPPORTUNITY INTO ACTION

Mobilized by the insight that helping people better manage their medical records could literally save lives, Aegis recognized the opportunity to create a simple, user-friendly personal health record in the form of a mobile application. Such a tool would be relevant to everyone, implying a huge revenue opportunity, with particular relevance for those managing serious medical conditions of their own or of others, making it a powerful agent for improving health outcomes. Aegis's in-house team of highly skilled programmers, with deep expertise in complex science and innovative technology, was uniquely suited for the task.

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RESULTS

The result is CladeHealth®, a personal health record application for the iPhone and iPad that allows a patient to track medications, conditions, procedures, vaccinations, allergies, lab results, family history, and advance directives. A charting feature allows for easy monitoring over time, and a reporting feature enables doctor-patient information sharing between office visits. A forthcoming update will allow for easy and secure syncing between devices. CladeHealth represents a fundamental shift in health care management that puts the individual in control of his or her own health.

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