![Suyati logo] **Suyati**
dream. dare. do

CASE STUDY

Suyati helps a medical research start-up to scale up with an innovative mobile app

About Suyati

Suyati is a fast-growing digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We are digital-first and we focus on delivering digital transformation solutions that support your various engagement strategies.

Learn more: **www.suyati.com**

Get in touch: **services@suyati.com**

Executive Summary

A US-based medical research start-up in search of new innovative solutions wanted to leverage technology to facilitate their research in curing chronic diseases. As a pioneer in their field, they wanted a digital solution that would incorporate researchers, patients, pharmacies and health companies.

The Impact

High visibility at the world medical conference and bagged a couple of angel investors

About the Client

A pioneer in medical research, the client had an interdisciplinary team of experts in medicine, engineering, and data science that worked together to develop technologies that validate the clinical performance of medicine in real world settings. Their ultimate goal is to use technology to understand the therapeutic efficacy of alternative medicine, including medical cannabis on how it would impact individual patients, and provide the right insights to researchers, dispensaries and digital health companies.

Business Painpoints

The key goal of the client was to address the pain points of the three main "customers" which was fragmented at that moment.
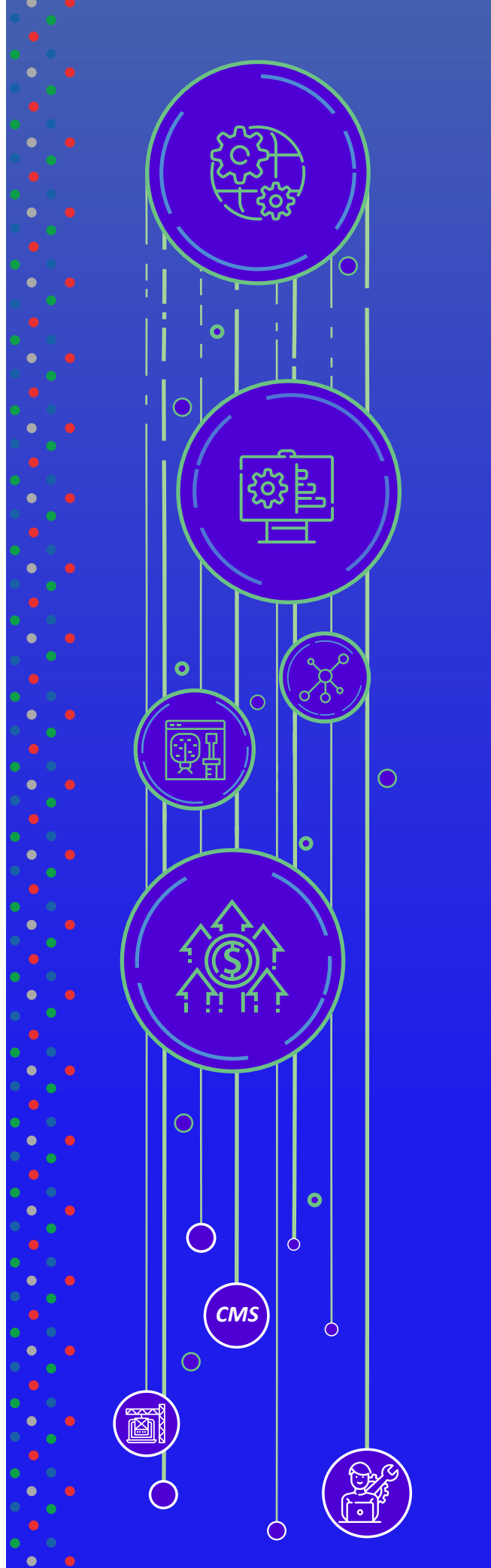
Patient

- My pain level is high, which medicine should I take?

- I'm feeling anxious, is the medicine dosage accurate?

Physician

- How to get insights about patient while he takes the medicine?

- On what dosage does the symptoms reduce?

Dispensary

- How can I track purchase history? Or patient feedback?

- How much medicine did the patient consume?

Business Requirements

To connect these three entities, the client wanted to develop a patient app to track the effectiveness of the medicine, and a web portal for clinics and dispensaries to get insights about how different group of patients adjust to the alternative medicines.

Suyati Solutions Overview

Suyati's Digital Transformation solution consisted of:

- A web portal for Clinics and Dispensaries where the physicians and pharmacists can on-board patients to their health tracking system, recommend a care plan for the patients, track patient purchase and have insights into how specific medications will impact individual patients.

- An iOS app for patients which would help them track their daily medication, track symptoms pre- and post-usage of a particular medication, view their care plan details and purchase history.

Business Outcomes

The client presented the solution during their medical conference and were able to on-board a couple of dispensaries and clinics to use this solution.

Technology Landscape

Suyati's Digital Transformation solution consisted of:

- Drupal
- MySQL
- iOS
- AWS

What's Next?

Projects in the pipeline include:

- Hybrid version of the patient app
- Web Portal on a new technology stack
- Tracking Health Parameters using fit bit devices.