

Verivo Software Customer Success: Healthrageous

Healthrageous gets its innovative health tools into customers' hands

Healthrageous is a personalized health technology company spun out of Boston-based Partners Healthcare in early 2011. Healthrageous uses biometric devices to collect key health statistics from its users, integrating that data with personal profile information to create customized, long-term health programs. Healthrageous targets customers struggling with a range of different health challenges, including hypertension, diabetes, and obesity.

As a startup company, Healthrageous understood from day one the need to embrace mobility. "Our primary goal is to help people whenever we can, from wherever they are," says Doug McClure, Healthrageous' Chief Technology Officer and VP of Operations. "That means mobile." Healthrageous' mobile application, h!GO, provides users with instant access to health data and progress reports, and serves as an extension of the company's core platform. "Our mobile application is the primary way that users get information and coaching about their health," says McClure, "which makes it a crucial part of our offering."

HIT THE GROUND RUNNING

Healthrageous originally planned to develop h!GO using its in-house team. But as the company came to understand the resources required to build and manage an application internally, it realized that utilizing a mobile enterprise application platform (MEAP) would allow it to build and deploy more quickly, a key consideration in today's market.

Healthrageous evaluated several different MEAP solutions, but ultimately chose Verivo Software to power h!GO. "The development tools offered by other vendors were less mature," says McClure. "More engineering resources on our side would have been needed."

CROSS PLATFORM. CODE FREE.

A primary concern of the Healthrageous team was one shared by most organizations developing mobile applications today: "It was absolutely essential that h!GO run on all the different mobile devices carried by our users," says McClure. Because h!GO targets a diverse range of customers, developing an application that ran on a single platform would limit its appeal and made little business sense.

Verivo's platform provides a configure once, run anywhere, change anytime architecture that allowed Healthrageous to rapidly develop a rich mobile application able to run on BlackBerrys, iPhones, and Android devices, delivering an experience native to each device type. Using the Verivo platform, Healthrageous was able to design and build h!GO for three different platforms in just three months. "We probably could have done one platform in that time, but not all three," McClure says. "The time-to-market gains, which are very important to a startup like ours, were all in our ability to execute a broad market deployment."

Because all application updates, changes, and modifications are made once, without coding or scripting, Healthrageous can manage h!GO in house without technical staff proficient in multiple programming languages.



- Industry: Health Care
- Challenge: Create a customer-focused mobile application that integrates data from biometric devices and delivers it as a personalized health solution.
- Solution: Verivo's mobile platform
- Outcome: Over 1,000 new customers in six months

Verivo Software
1000 Winter St.
Waltham, MA 02451
781.795.8200

sales@verivo.com

With Verivo's intuitive development environment, the Healthrageous team designs and manages every aspect of h!GO in real time via a single WYSIWYG interface. "The depth of the software allowed us to move development back into our shop," says McClure. "And that means we can align it very closely with our ongoing product development."

Using the Verivo platform, Healthrageous also has the option to offer a "private label" version of h!GO that clients can brand as their own. "The capability to put a logo on the app is very intriguing to our customers," McClure says. "It is definitely something we're interested in moving forward."

PAINTING A COMPLETE PICTURE

Verivo's integration capabilities have also played a key role in the success of h!GO. A major part of the application's value is its ability to draw data from a range of different health devices. Because Verivo's platform comes packaged with a wide-range of pre-built plug-ins for simultaneous integration with any internal or external data source, Healthrageous can create custom programs that leverage data from pedometers, weight scales, blood pressure devices, glucose meters, and the company's own Microsoft SQL Server Database. "Core

to what we do is use a dynamic personalization engine to that helps users understand where they are today, what they want to work on, and what tools can help get them there," says McClure. "Delivering this kind of experience requires pulling information from a range of different biometric and monitoring devices."

A PLATFORM FOR TODAY - AND TOMORROW

"We're excited about the competitive advantages that Verivo brings," McClure says, citing the flexibility and agility the platform will provide as the mobile health market evolves. "We need our platform and application to change alongside the requirements of our users. Verivo gives us the ability to integrate new devices and make changes to the user interface. For a company like ours, that's crucial."

McClure says he's confident that Verivo will serve as a long-term foundation on which h!GO - and Healthrageous - will continue to grow. "We're very happy with the value that the platform is providing today, and very, very excited about where it is going next."

"We considered another solution, but the development platforms were less mature. More engineering resources on our side would have been needed"

