



CUSTOMER SUCCESS STORY: **MED APPS**

THE COMPANY

MedApps is a medical technology company specializing in remote patient monitoring systems. Its "Healthcare Anywhere"™ system integrates FDA-cleared medical devices, wireless and cellular telephone communications, enterprise-level IVR and intelligent call routing to create a nurse alert system. Through this advanced telemedicine system, MedApps aims to help patients with chronic diseases, such as diabetes, lead more active lifestyles by seamlessly integrating patient monitoring into their daily activities.

THE CHALLENGE

In a telemedicine environment, unreliable or inconsistent communication between patient and caregiver can pose a significant barrier to effective patient monitoring and overall patient health. Negative trends in a patient's health status can take days to uncover when status reporting is spotty, and reliance on landline telephones can make proactive intervention difficult or impossible. In addition, incomplete patient information or the inability to contact a suffering patient is exacerbated in a life-saving situation where every second is precious. Even in non-life threatening situations, an ineffective telemedicine system can result in declining health, increased doctor's visits and higher overall healthcare costs.



HEADQUARTERS
Scottsdale, AZ

INDUSTRY
Healthcare

THE CHALLENGE

- Quickly provide call routing and alert system with no up-front costs
- Provide easy way to make modifications to alerts and routing options
- Report call and alert data back to MedApps databases

THE SOLUTION

Angel IVR and Call Routing Application

THE RESULTS

- Provided call routing solution with intuitive 24/7 cost-free administration
- Enabled reporting of call and alerts metrics, and customer data
- Streamlined patient and provider notification system

Redefine Voice SM

“With the health and monitoring requirements of patients changing constantly, our healthcare professionals need the flexibility to alter the handling and routing of status readings and calls on a moment’s notice. No other IVR system gives us the power to make these life-saving changes so quickly”

Kent Dicks | President | [MedApps](#)

THE SOLUTION

To facilitate the seamless communication between patient and caregiver in the company’s “Healthcare Anywhere”™ system, MedApps President Kent Dicks selected Angel for an enterprise-level IVR (interactive voice response) and intelligent call routing solution. With Angel, MedApps was able to build a solution using the Angel web-based Site Builder interface and deploy the application in a single weekend.

“As a growing company, we sought to avoid investment in equipment, software and IT personnel,” said Dicks. “The beauty of the Angel solution is that it’s fully hosted, making it very cost-effective as well as simple to deploy. “

In the MedApps system, readings are collected daily from the patient and transmitted to MedApps servers for storage and review by healthcare professionals. If a reading occurs outside of a pre-set threshold, an alert is triggered through the Angel IVR solution, and the patient will receive a call. The IVR then prompts the

patient for additional information (such as asking “Have you exercised today?”), and reports the information into the MedApps system. If the patient’s health is at risk, or if the patient does not answer the IVR-initiated call, the system will automatically alert the appropriate healthcare professional.

THE RESULTS

Dicks said the Angel IVR and call-routing system has performed as expected, allowing MedApps healthcare professionals to monitor patient health status more closely than ever.

“With the health and monitoring requirements of patients changing constantly, our healthcare professionals need the flexibility to alter the handling and routing of status readings and calls on a moment’s notice,” said Dicks. “No other IVR system gives us the power to make these life-saving changes so quickly. That’s why the Angel system is so instrumental to the success of the MedApps “Healthcare Anywhere”™ system.”

THE ANGEL SOLUTIONS SUITE

Angel empowers customers to generate more efficient and high quality IVR applications. Powered by Angel’s intelligent IVR application, ProspectConnect delivers a personalized call experience for your inbound leads, facilitating data collection and verification. The Angel hosted platform enables ProspectConnect users to deploy a complete solution quickly and easily; a complete lead management application can be built and deployed in under two days. With Angel’s flexible design interface, updates and changes can be made at any time – at no charge and in near-real-time.