

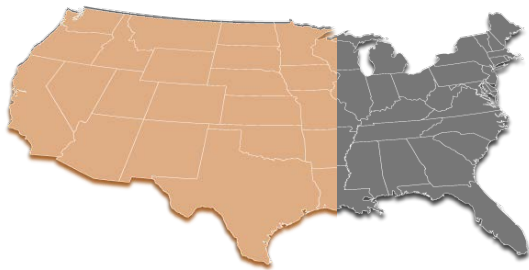
HDI Mobile Health Solutions
for Hospitals & Health Systems

- **Why Mobile Access?**
- **The HDI Approach**
- **Functionality & Design**
- **Impact & Analytics**



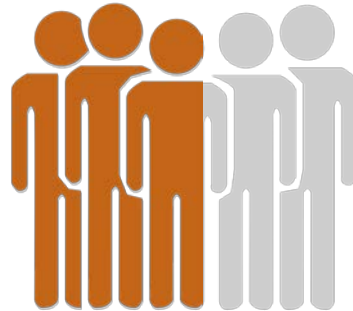
Why Mobile Access? Engagement

Percent of American adults who own a smartphone ⁽¹⁾



77%

Percent of health consumers that want to interact more with healthcare providers through apps on their smartphones. ⁽²⁾



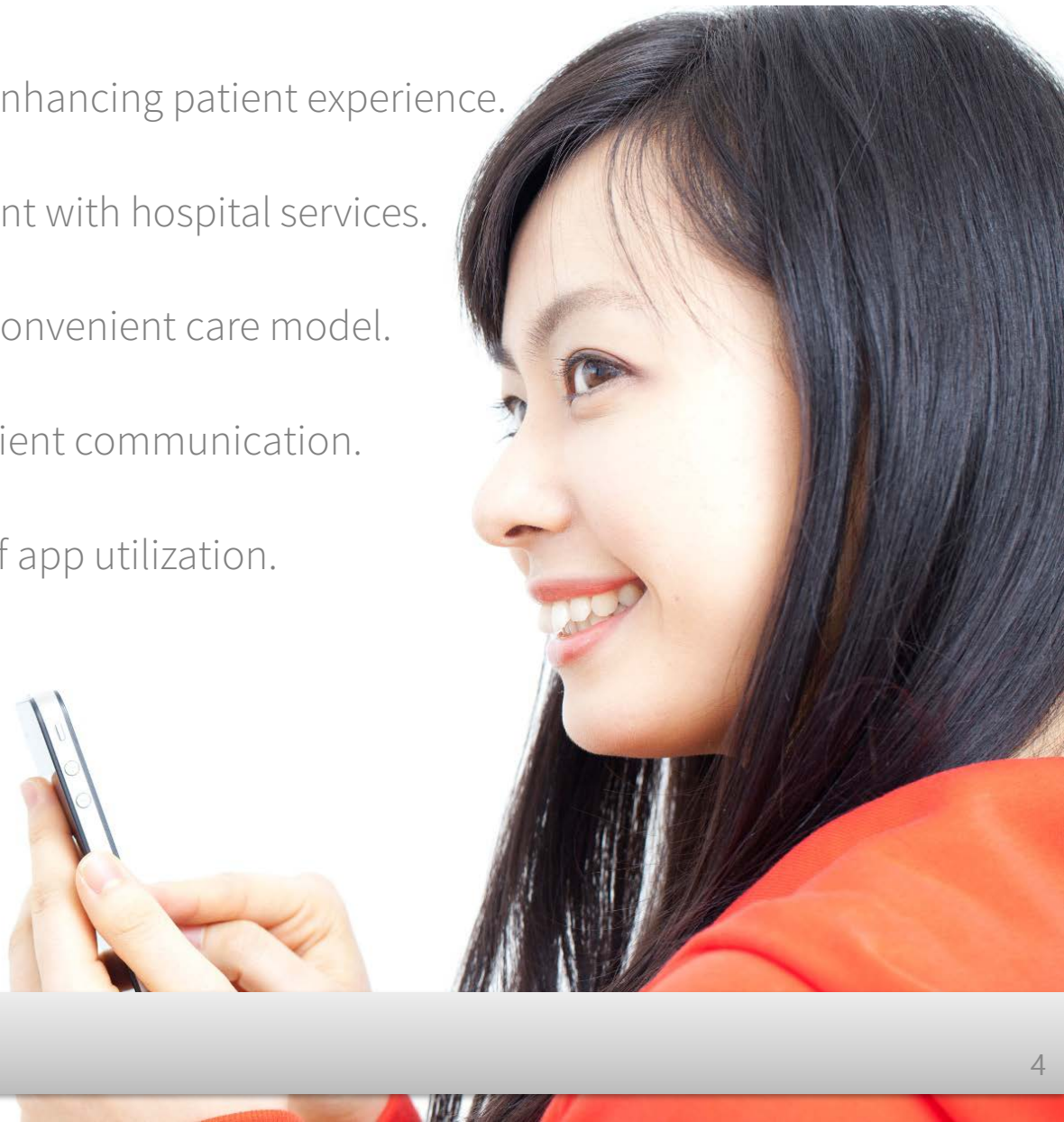
54%

Percent of their patients hospitals have engaged using mobile apps. ⁽²⁾

> 2%

Why Mobile Access?

- Builds consumer loyalty by enhancing patient experience.
- Enables real-time engagement with hospital services.
- Supports patient-centered, convenient care model.
- Allows for more frequent patient communication.
- Allows for in depth analysis of app utilization.



The HDI Approach

All-Inclusive

Initial Design and Development.

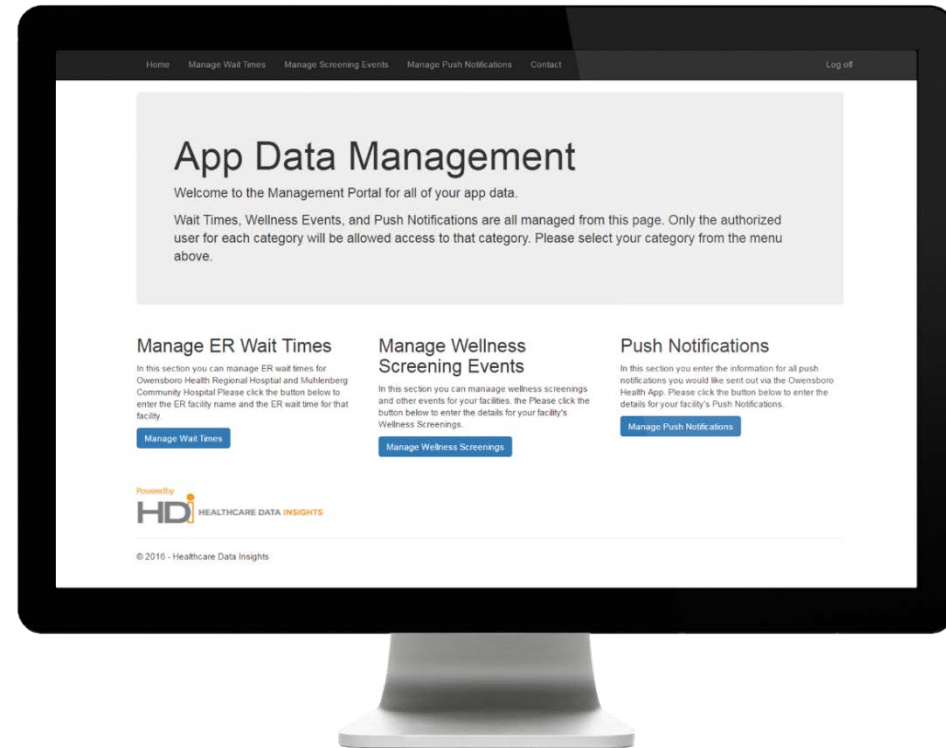
Back-End Infrastructure.

Frequent Operating System Updates.

Push Notification Management.

Client-Requested Real-Time Content Updates.

Tracking and Analytics Dashboards.



The HDI Approach

All-Inclusive

No Up Front Development Cost.

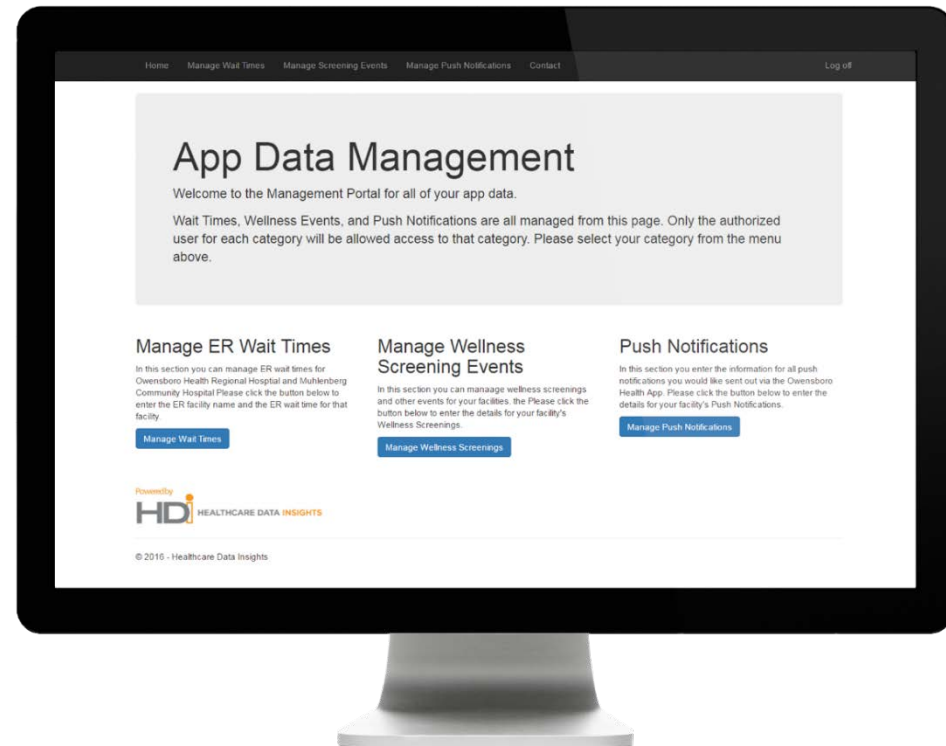
No Hardware or Software Required.

No Personnel Needed to Maintain.

All Operating System Update Management.

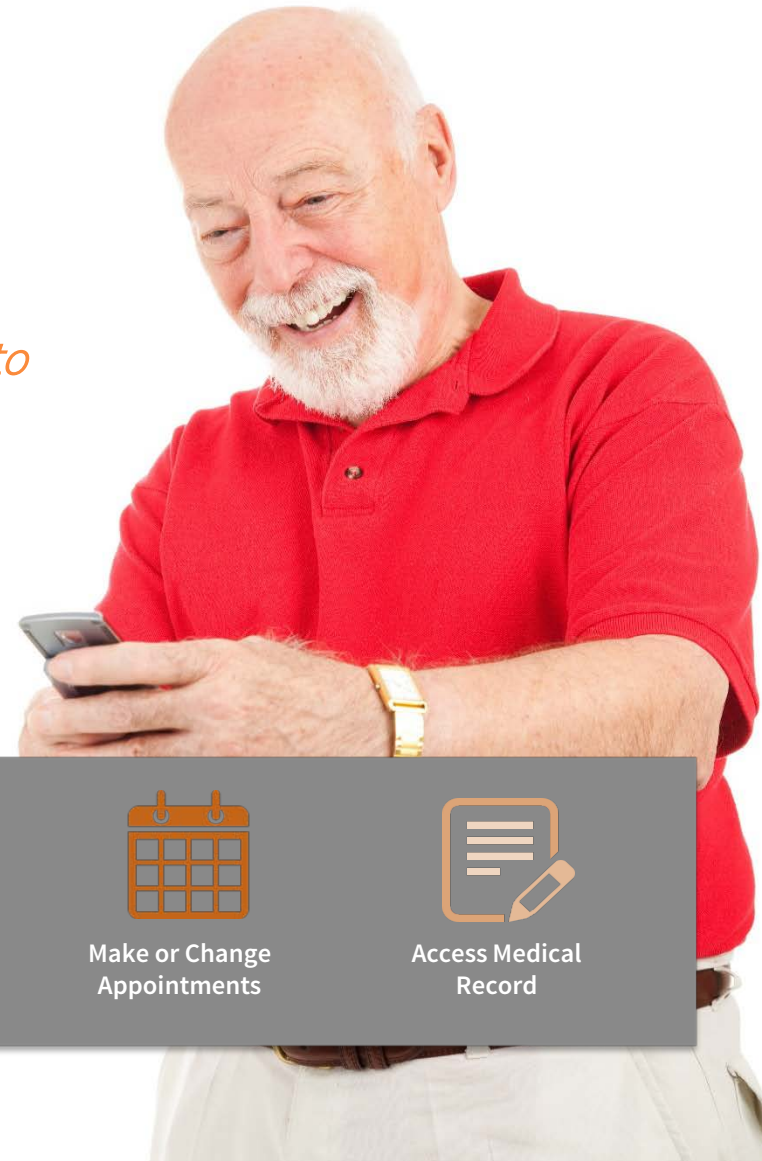
Set Monthly Fee Payment.

Client Owns the Final App Version.



Functionality That Drives Engagement

“Providers need to meet consumer expectations by going mobile and *creating user experiences unique to the mobile touchpoint* to close the growing gap between what’s being delivered and consumers’ ever evolving expectations.”⁽²⁾



Hospital App Functions Most Desired by Consumers



Refill
Prescriptions



Make or Change
Appointments



Access Medical
Record

Base Functionality

- Find a Location
- Find a Physician
- Search for Services
- Provider Favorites
- Location Favorites
- Event Calendar
- Push Notifications
- One Touch Calling
- ER / Urgent Care Wait Times
- Physician Office Wait Times
- Access to EMR Patient Portal



Locations

To ensure the app provides an experience unique to the mobile setting, locations are GPS-enabled allowing consumers to:

- Search for locations by proximity to present location
- Navigate from present location to the facility location
- Add Locations to Favorites



Locations

To ensure the app provides an experience unique to the mobile setting, locations are GPS-enabled allowing consumers to:

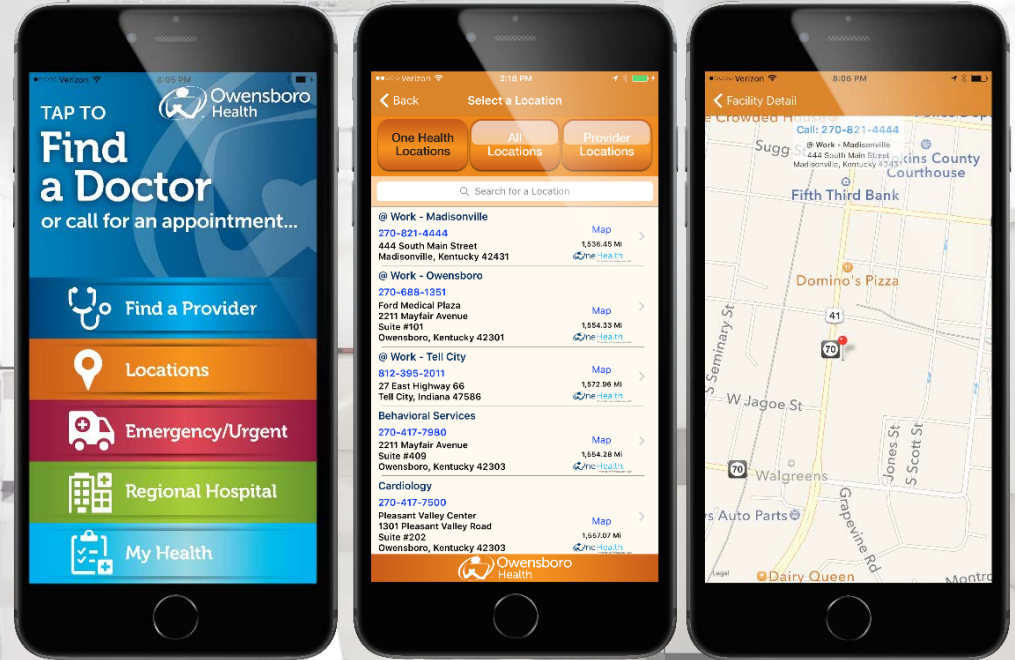
- Search for locations by proximity to present location
- Navigate from present location to the facility location
- Add Locations to Favorites



Locations

To ensure the app provides an experience unique to the mobile setting, locations are GPS-enabled allowing consumers to:

- Search for locations by proximity to present location
- Navigate from present location to the facility location
- Add Locations to Favorites



Physician Finder

Consumers can search the physician finder using any field provided by the hospital. Additional functionality is available within the Provider Bio:

- One touch calling to practice
- View all Provider locations
- Obtain directions to the practice from the current location
- Add Provider to favorites



Physician Finder

Consumers can search the physician finder using any field provided by the hospital. Additional functionality is available within the Provider Bio:

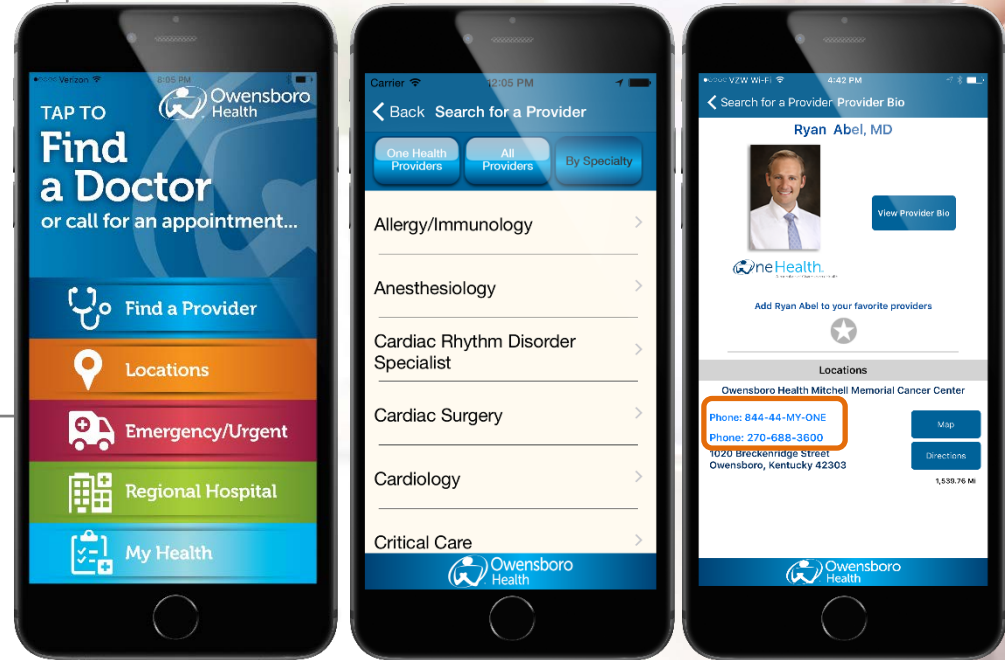
- One touch calling to practice
- View all Provider locations
- Obtain directions to the practice from the current location
- Add Provider to favorites



Physician Finder

Consumers can search the physician finder using any field provided by the hospital. Additional functionality is available within the Provider Bio:

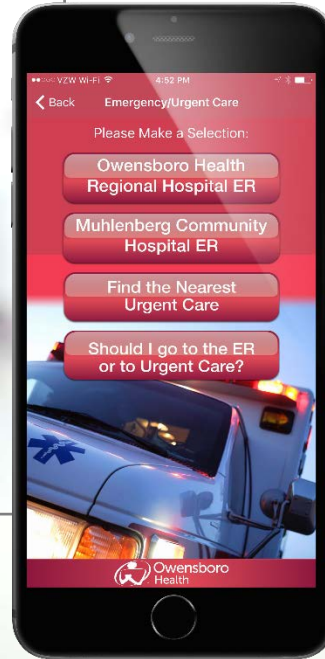
- One touch calling to practice
- View all Provider locations
- Obtain directions to the practice from the current location
- Add Provider to favorites



Emergent/Urgent

This function allows consumers to determine which care location is most appropriate to their needs:

- Determine if urgent or emergent care is needed.
- Search for locations by proximity to present location
- View average wait times.
- One touch calling to care center
- Navigate from present location to the facility location



Emergent/Urgent

This function allows consumers to determine which care location is most appropriate to their needs:

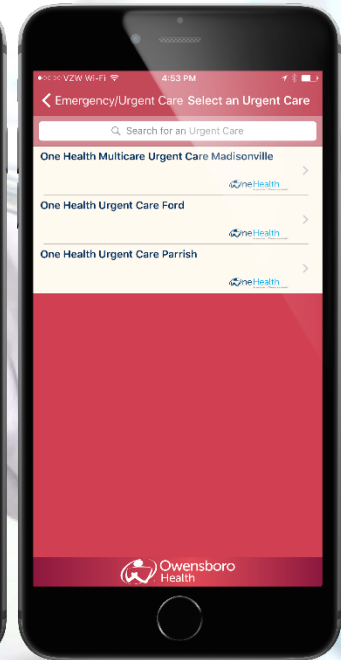
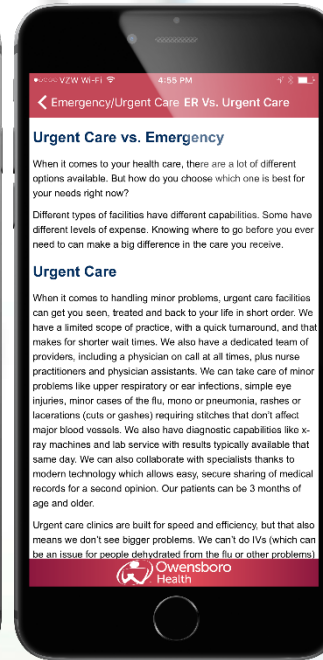
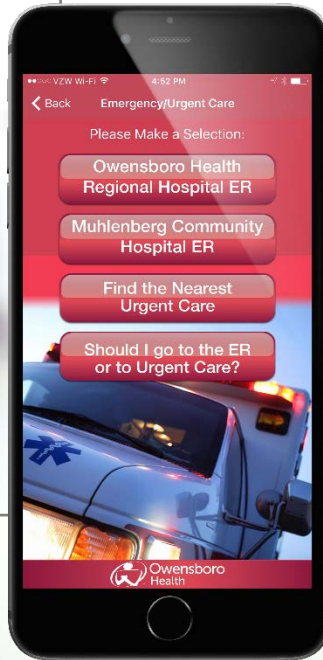
- Determine if urgent or emergent care is needed.
- Search for locations by proximity to present location
- View average wait times.
- One touch calling to care center
- Navigate from present location to the facility location



Emergent/Urgent

This function allows consumers to determine which care location is most appropriate to their needs:

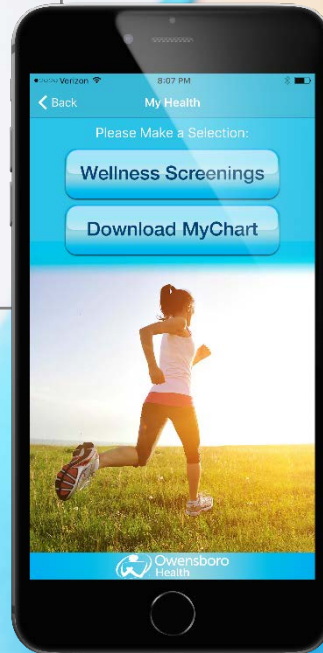
- Determine if urgent or emergent care is needed.
- Search for locations by proximity to present location
- View average wait times.
- One touch calling to care center
- Navigate from present location to the facility location



Events

Consumers can search upcoming events including education, screenings and health fairs:

- One touch event add to calendar
- One touch calling for event registration
- Navigate from present location to event location



Events

Consumers can search upcoming events including education, screenings and health fairs:

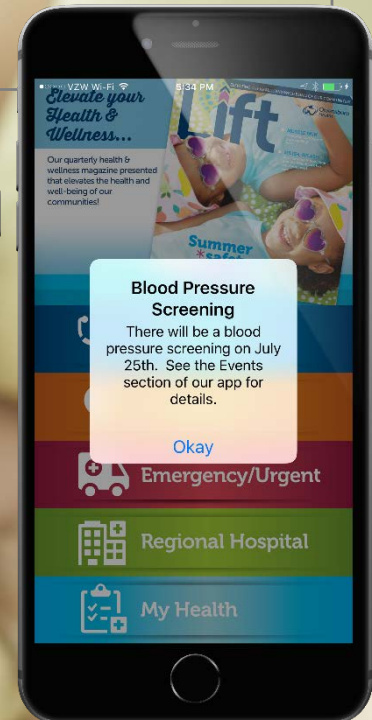
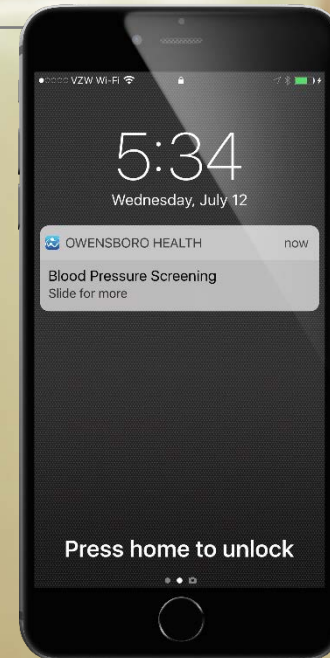
- One touch event add to calendar
- One touch calling for event registration
- Navigate from present location to event location



Push Notifications

Consumers can subscribe to push notifications. Examples include: events, health alerts and new physician announcements.

Push notifications will appear in the app when it is launched and on the lock screen when the app is not in use.



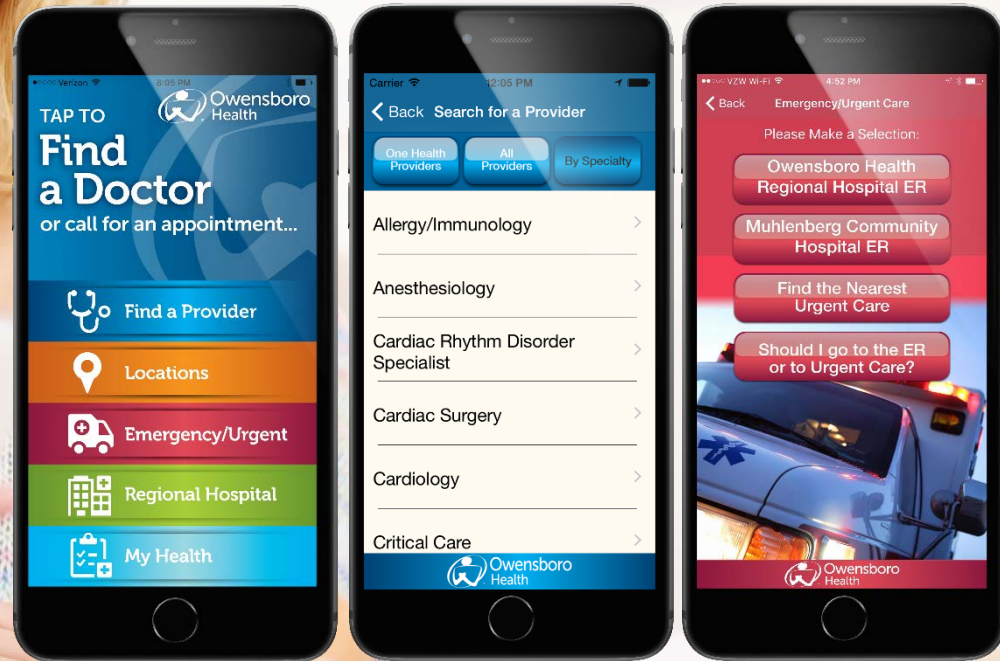
HDI Advanced Functionality

Advanced and custom functionality is available dependent on the Hospital's capability to support the service. Examples include:

- Appointment Scheduling via App
- Request a Refill via App
- Health Trackers
- Donations / Philanthropic Giving
- Account Management / Bill Payment
- Community Partnerships / Discounts

Graphic Design & Brand Standards

HDI will utilize the Hospital's Brand and Graphics Standards to ensure the app visually reinforces the Hospital's brand.

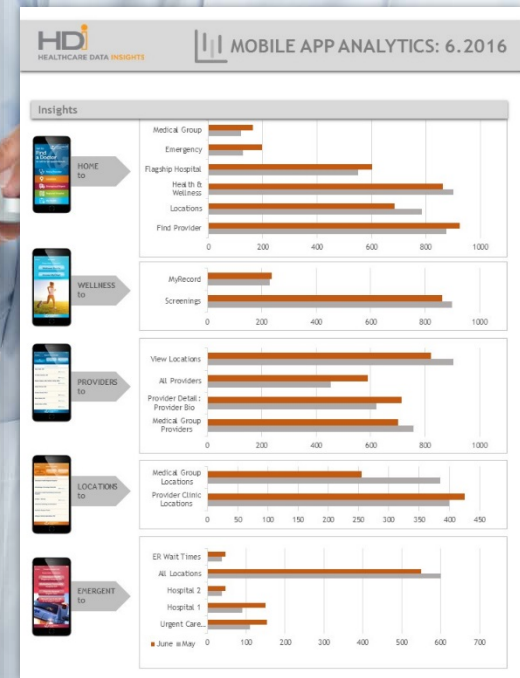


Impact & Analytics

Monthly, customizable reporting will provide insight into app utilization and patient engagement.

Typical fields include:

- Total Users
- Active Users
- Sessions
- Installs by Platform
- Push Notification Subscriptions
- Navigation Within App
- Most/Least Viewed Functions
- Utilization Trends





Contact Us:

Healthcare Data Insights, LLC

6234 E. Tropical Parkway / Las Vegas, Nevada 89115

888.459.2692 / www.healthdatainsight.com



References:

- (1) "Mobile Fact Sheet," Pew Research Center, January 2017
- (2) "Losing Patience: Why Healthcare Providers Need to Up Their Mobile Game," Accenture, 2016