

# Healthcare Company Case Study

## THE TRADITIONAL PATIENT EXPERIENCE IN PHARMA IS LACKING

Compliance correlates with quality of life for patients diagnosed with chronic disease.

### Which is why it might surprise you to discover that:

- 20-30% of patients never start the chronic disease therapy they are prescribed
- 50% of those who start chronic disease therapy drop off by 12 months
- \$300B in average annual costs in US healthcare are attributed to poor medication adherence
- 5.2 out of every 100 patients are likely to recommend their Pharma company to someone else (Net Promoter Score / NPS)

VMS BioMarketing believes better outcomes are possible. And that's why they're on a mission to help the healthcare industry connect, motivate and empower people to engage in their health.

## TRANSFORMING PATIENT AND PROVIDER WITH TECHNOLOGY

Human motivation is both an art and a science. That's why VMS BioMarketing combines advanced technology with human connection and behavioral science. What they discovered is that the biggest predictor of patient compliance over the longer term is the onboarding experience after the therapy decision is made. And that make or break moment depends on effective, empathic, easy engagement between providers and patients.

Providers and patients are busy. And that's why VMS Biomarketing engaged Engineered Innovation Group (EIG) to automate the experience. Together, VMS BioMarketing, EIG and design partner InnovateMap collaborated to create an app to help patients adhere to their prescription plans by providing education, motivation, and resources tailored to each user and their prescription plan. EIG built the mobile application using Typescript, React-Native, Expo, TestFlight, Axios, useQuery, and Native-Base. EIG built the backend API using Typescript, Node, Express, AWS, Amplify, Elastic Beanstalk, and Code Pipeline. One of the most significant technical challenges EIG solved was how to track user check-ins daily, store the check-in data within the database, average out weekly data, and populate a dynamic chart with that data.

### The resulting Wellkind patient app offers:

- Ability to schedule nurse interventions
- In-app nurse chat and video
- Medication and journey overview
- Gamification and progress tracking
- Surveys and feedback capture
- Brand-provided content and resources





## FROM IDEA TO IMPLEMENTATION TO IMPACT

When it comes to quality of life, it's worth keeping score. The WellKind App is making a measurable impact on patients.

67%

Average reduction in medication abandonment

61%

Average improvement in persistency at 12 months

92%

Average Net Promoter Score (NPS) rating of VMS patient programs



“Working with EIG was an incredibly positive experience for our team. They helped us develop our product in a remarkably quick timeframe, allowing us to test our MVP ideas and get them in front of real customers. The architecture they helped create was efficient and scalable, giving us confidence in our ability to expand as needed. EIG also worked seamlessly with our own internal engineering team, providing clear communication and collaboration. Overall, we highly recommend EIG to anyone looking for a reliable and effective development partner.”

**Mike Young**

*CTO, VMS BioMarketing*



About [VMS BioMarketing](#)

VMS BioMarketing is a leading provider of patient support solutions. We drive lasting behavior change by building technology-enabled and data-driven human connections with patients and HCPs. Our solutions improve adherence and help providers ensure an effective patient start after the therapy decision has been made.



About [The Engineered Innovation Group \(EIG\)](#)

EIG designs, builds and engineers innovative B2B SaaS products for entrepreneurs, enterprises and educational institutions. Our mission is to help companies create products and build their software organizations from insights to impact. We specialize in making the complex simple.

