

## OVERVIEW

There is no question that recent innovations in mobile and internet technologies are redefining how healthcare information is created, delivered and shared. With the phenomenal growth in smart phone and tablet usage both by Health Care Providers (HCPs) and patients, receiving, sharing, and digesting healthcare information has become more digital, more personalized and more accessible than ever.

The Cypress Digital Media Digital Counseling iPad application is an innovative application that greatly improves the HCP-to-patient counseling experience by:

- Streamlining the process of delivering information and materials from healthcare companies to HCPs, reducing cost and making the system more efficient



“90% of healthcare providers are utilizing mobile devices within their organizations to engage patients in their healthcare.”

*SOURCE: 2015 HIMSS MOBILE TECHNOLOGY SURVEY*

“50% of tablet owning physicians have used their device at the point of care.”

“Mobile health is projected to be a \$26B industry in 2017”.

“93% of physicians believe that mHealth apps can improve patient’s health.”

*SOURCE: GREAT CALL SURVEY*

- Providing HCPs a modern and effective way to educate patients on various medical conditions and procedures by allowing use of innovative digital assets that improves the HCP-to-Patient experience
- Educating patients in a much better and more efficient manner, resulting in better decision making regarding patient health

## BENEFITS FOR PATIENTS

- Better education process leads to better understanding of medical conditions and procedures
- Benefit of seeing the caregiver’s notes and comments integrated with built-in annotations
- Improved interaction with physician or caregiver with self-paced learning mixed with interactive conversation

## BENEFITS FOR PHYSICIANS

- Convenience and ease of use. The iPad is an ideal platform for one-to-one patient consultations. No “boot up” time, easily start and use application, portable to fit various situations, share information in a more personal manner
- Improved education. A much more visual and dynamic delivery of information to the patient means improved patient education. Can be viewed by patient while they wait, reducing counseling time
- Personalization. Physicians and caregivers have the power to annotate any asset – from key points in a video, to important data points in a chart. These visuals can then be shared electronically via e-mail
- Reduction in paper clutter and the amount of literature in the office which takes up precious office space
- Establishes an electronic relationship between caregiver and patient
- Improved perception of quality. Elevates the perception of caregiver or office in the patient’s eyes by utilizing state-of-the-art education tool



## BENEFITS FOR HEALTHCARE COMPANIES

- Because all of the assets are now delivered electronically, there is no paper waste, and no printing and stocking costs of traditional brochures and print materials
- Your latest assets – be it video, charts, data sets – are instantly made available and always up-to-date when and where it matters most – in the healthcare setting
- The platform allows for fast and easy updates to content, so that your company’s most current information is always in the hands of physicians and caregivers
- Less visits and training required by sales force

“Healthcare ranked #1 out of 7 industries exhibiting explosive growth in tablets.”

*SOURCE: ACCENTURE'S ELECTRONIC AND HIGH TECH GROUP*

The Cypress Digital Counselor iPad solution is a flexible application that can easily be maintained as your content changes and needs grow over time.

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Cypress Digital Media is a full service digital consultancy with expertise in mobile application development, web development, and digital marketing. We have provided healthcare solutions for leading healthcare companies such as Bayer, Abbot, Natera, Auxogyn, Masimo, Neottract and others.

**To learn more visit:** [cypressdigitalmedia.com](http://cypressdigitalmedia.com)

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