

COMPANY

MyOwnMed

INDUSTRY

Healthcare

TESTING TYPES

Functional

APP TYPES

Websites | Mobile Apps

CHALLENGES

Ensuring all functionalities work as intended across a variety of mobile devices after a significant overhaul

Finding a flexible QA solution as it enters a competitive market while avoiding the need to add headcount

Ensure applications translate properly across numerous geographic locations

RESULTS

Successfully extended QA team without the traditional overhead that comes with hiring testers

Extended reach to dozens of countries across the globe

Received quick feedback to meet tight deadlines which fixed mission critical bugs

CASE STUDY



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CUSTOMER

My Own Med, the Maryland based startup, is a fully integrated HIPAA compliant web-based platform dedicated to improving patients health while driving down the high costs of healthcare. In short, My Own Med provides patient's and families realtime feedback about their data either on their mobile phones or personal computers. Due to the sensitive nature of the healthcare industry, it is critical that My Own Med ensures that these apps work as intended to maintain HIPAA compliance.

CHALLENGES

Healthcare is changing, and faster than you might think.

Aside from the introduction of Electronic Health Records as a standard means of storing and transmitting individual data, the increased use of mobile devices has encouraged providers and patients to engage in dialogue or diagnosis within the digital space.

At the same time, mobile apps have become a popular way of recording personal health information, especially in terms of monitoring conditions that require prescriptions or regular contact with a medical professional. Recently released research reports predict that mHealth applications will become a significant part of treatment plans by 2017, with the expectation being that the sector will become more sophisticated as a result.

According to Dana Wershiner, Senior Program Manager at My Own Med, the future of health delivery lies in apps. Over the last 12 months, the company has been developing a customizable digital health platform that builds a bridge between the doctor, the patient and, increasingly, the caregiver with the focus on communication and collaboration.

"We're working on merging healthcare providers with their patients beyond just the hospital experience," she says. "This is bringing health care to their home through the use of our mobile application with some management from a health portal by the healthcare provider through a website."

Having recently received funding to launch into the user marketplace, My Own Med is well aware that, as an app-centric startup, it has to follow a well-traveled path. One of the prime reasons why a company succeeds in its chosen business sector is that the idea is only the first step. The effective execution of that idea is what dictates ongoing success and potential revenue. More often than not, this means that a startup needs to partner with a company that can provide an efficient means of QA testing or implementing that idea in the real world.

SOLUTION

A demonstrated need to integrate analytical data and elements such as usability, load, localization and security into the My Own Med app was one of the reasons why Wershiner brought Applause on board prior to release. "As we scale, we have less time and resources to view the internal testing." She says. "One big factor was also being able to have the different devices and operating systems available through either our web portals or our mobile applications. We still do a little bit of internal QA but Applause is doing the majority of our testing. It's been pretty valuable."

Prior to the involvement of Applause, Wershiner admits that the QA process was less formal. Most startups don't have the financial resources to hire full-time testers from the outset. This is a significant barrier when launching a new product. Deciding where best to allocate time and money is a key part of startup culture, another reason why she believes that Applause has already provided a return on investment.

"Applause made it just very simple to get started and very simple to get things going without a whole lot of setup," Wershiner says, citing the fact that flexibility was key. "Within a week we were up and running. We've gotten better and better in our processes."

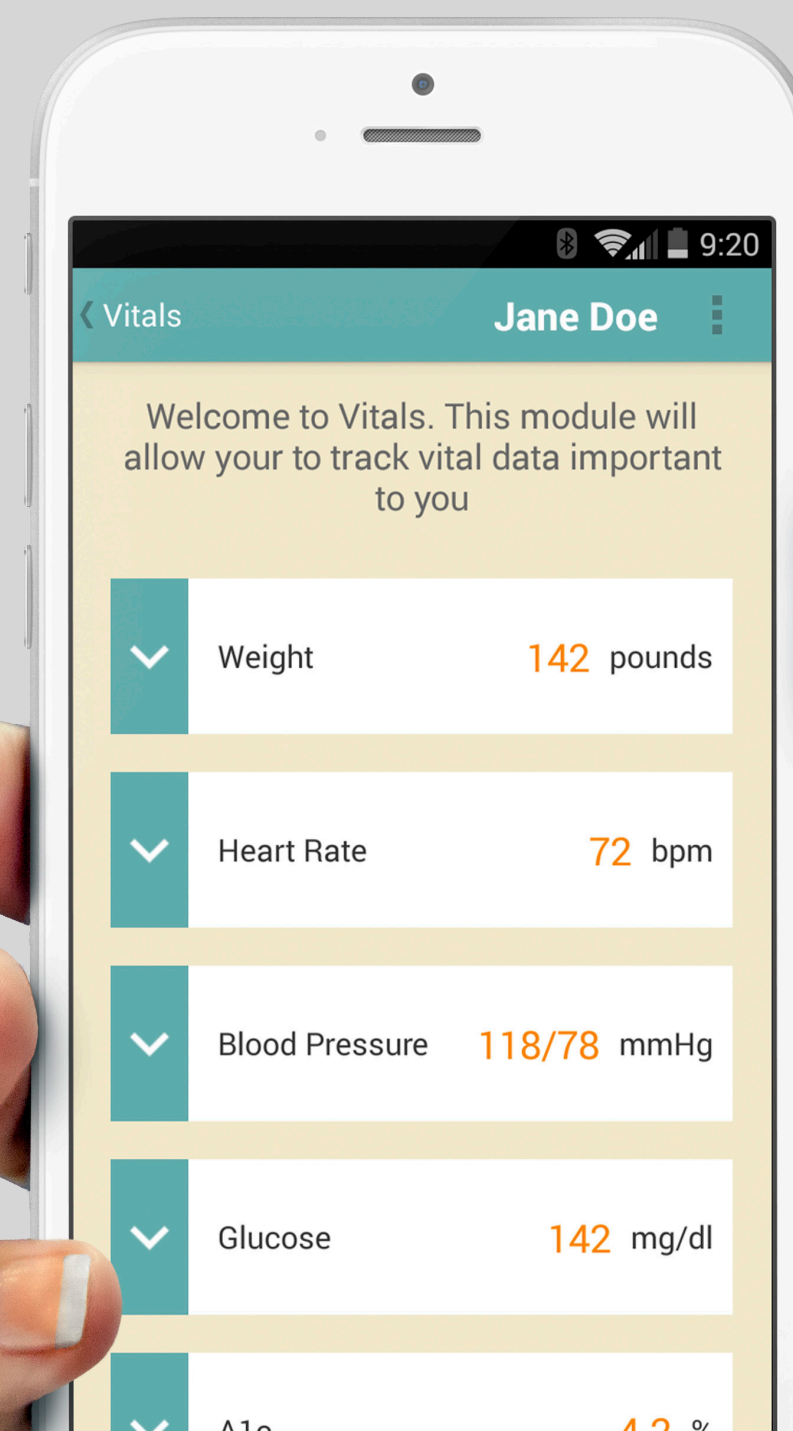
RESULTS

For a startup entering a competitive marketplace such as mHealth, having access to a managed testing service like Applause was an important part of app development. My Own Med is targeted toward a large user base, not only in the United States but also on a global basis, and catching potential issues before the release is a vital part of the software development life-cycle -- especially when considering a bad user app experience can occur anywhere in the world at any time.

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Dana Wershiner

Senior Program Manager



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ABOUT APPLAUSE

Applause empowers companies of all sizes to deliver great digital experiences (DX) – across web, mobile and IoT as well as brick-and- mortar – spanning every customer touchpoint.

Applause delivers unmatched in-the-wild testing, user feedback and research solutions by utilizing its DX platform to manage communities around the world. This provides brands with the real-world insights they need to achieve omni-channel success across demographics, locations, devices and operating systems that match their user base.

Thousands of companies – including Google, FOX, Best Buy, BMW, PayPal and Runkeeper – rely on Applause to ensure great digital experiences for their customers. Learn more at www.applause.com.

“I think the big thing, being that we have so many different projects worldwide, is the level of testers and the different locations for the testers. That had a huge impact on why we chose Applause,” says Wershiner. “The fact that we could have testers in Beijing, China as well as local here in the US was a big plus for us, and it continues to improve our process and improve our product because we have that local testing outside of the United States. That’s why we continue to use Applause.”

While there is little doubt that the healthcare sector is still in the early stages of universal mobile app adoption, there is no reason to believe that it won’t continue to grow and develop. An important part of that app development will be in removing any QA barriers that limit the chances of success, a scenario that Wershiner believes can be achieved by using a managed test service as part of the process.

“There’s lots of things about Applause that we really like,” she says. “We love the project management support, we like the testing, the level of skill of the testers, the different environments, the different global testers, I can’t just say one thing.”

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