

Building a #1 healthcare application for lymphoma sufferers

Across Health LLC

Across Health LLC is an international marketing company that serves as a strategic partner for many global medical organizations. Across Health ran a tender for the development of a mobile tool for The Lymphoma Research Foundation (LRF), the largest US-based non-profit organization devoted exclusively to funding innovative lymphoma research.

The challenge

Digiteum (formerly Migrate2Mobile) won the Across Health tender and were tasked with building a mobile application to help people with lymphoma manage their everyday lives, track their symptoms, communicate with their doctor, fulfil prescriptions, and get the most recent information about their type of lymphoma.

As well as facing the challenge of delivering this information, Digiteum recognized that the app would not exclusively be used by the young and tech savvy, and therefore had to have an interface suitable for an older audience, as well as being flexible enough to be used by either patients or caregivers.

Challenge:

- Build a mobile application for sufferers of lymphoma
- Find a way to organize vast swathes of medical data
- Create an intuitive, easy-to-use interface



Digiteum's role

Digiteum offered Across Health a consultancy service, analyzing a variety of technical approaches to help overcome the numerous challenges of taking a large, complex application to a mobile network.

Our solution focused on categorizing the vast volumes of data needed to ensure patients got the information they required, and delivering a user interface suitable for a demographic not ordinarily associated with mobile application use.

The Digiteum team worked with the Across Health design team in Argentina on everything from wire frames through to information layout. They optimized navigation for a mobile interface and created a simplified user experience for the new demographic.

After technical testing, Digiteum again worked with Across Health to test usability on end users through a focus group made up of lymphoma sufferers. To do this, the team created a special environment to easily install the product and to collect feedback.

Digiteum's role:

- Analysed various approaches to development and functionality
- Worked with Across Health to design a suitable, mobile-friendly interface
- Designed an intuitive, reliable UI
- Conducted technical testing and evaluated the ease of use for lymphoma sufferers

“Migrate2Mobile (now Digiteum) provides exceptional mobile development capabilities at great value. They helped identify the perfect solution by taking various development approaches into consideration. The result was an app for iOS and Android which was featured in the Apple App store in September 2013 as one of the best new medical apps available.”

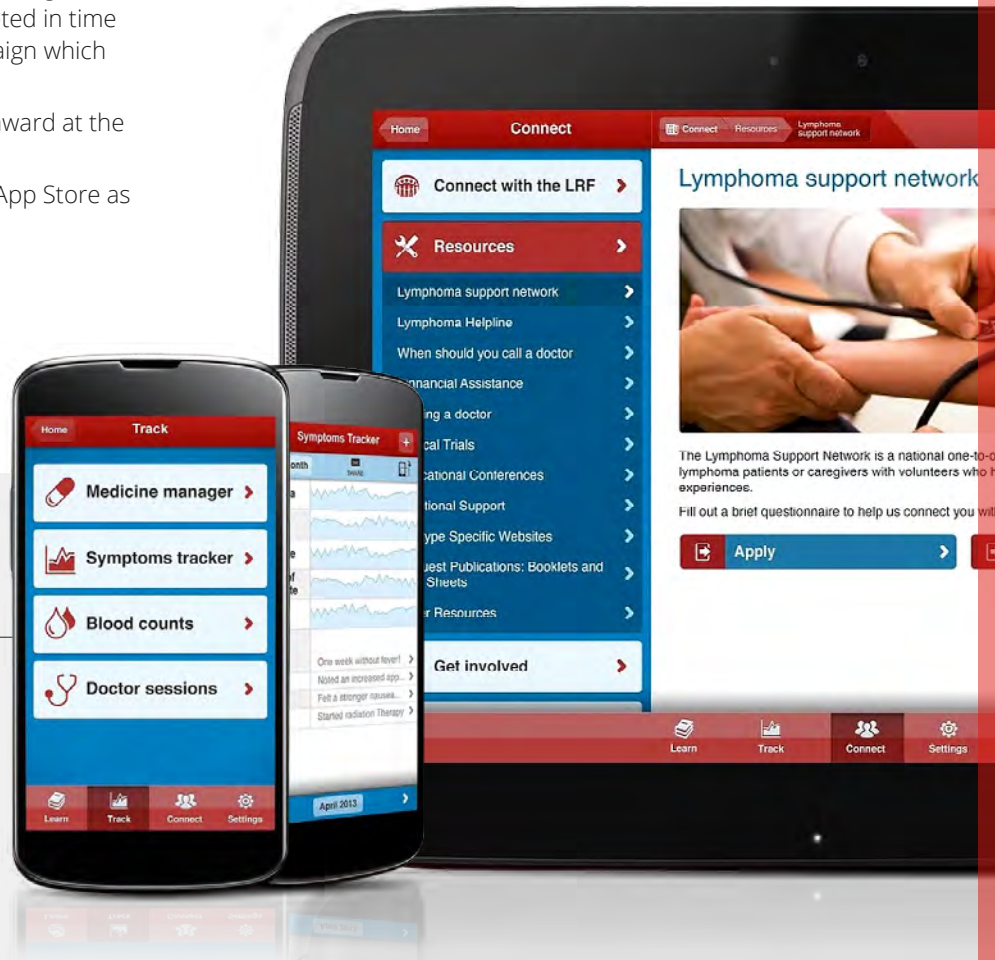
Josh Caggiula, Senior Consultant, Multichannel & Digital Strategy at Across Health North America, LLC

Find out more

For more information visit us online at:
www.digiteum.com

The result

- The Focus on Lymphoma app was built using iOS and Android best practices, and was completed in time to coincide with a new marketing campaign which included a promotion at Times Square
- The application went on to win a silver award at the National Web Health Awards 2013
- The application was featured in the US App Store as the best medical application



[iPhone version](#)



[Android version](#)