

## Smart pregnancy app - creating awareness for new moms and pregnant women for informed parenting.

### Case Study



**Industry:** Healthcare

**Deliverables:**

- Android & iOS Mobile App
- Physician Dashboard

**Technology:** .Net, iOS, Android

**Country:** USA, Central level

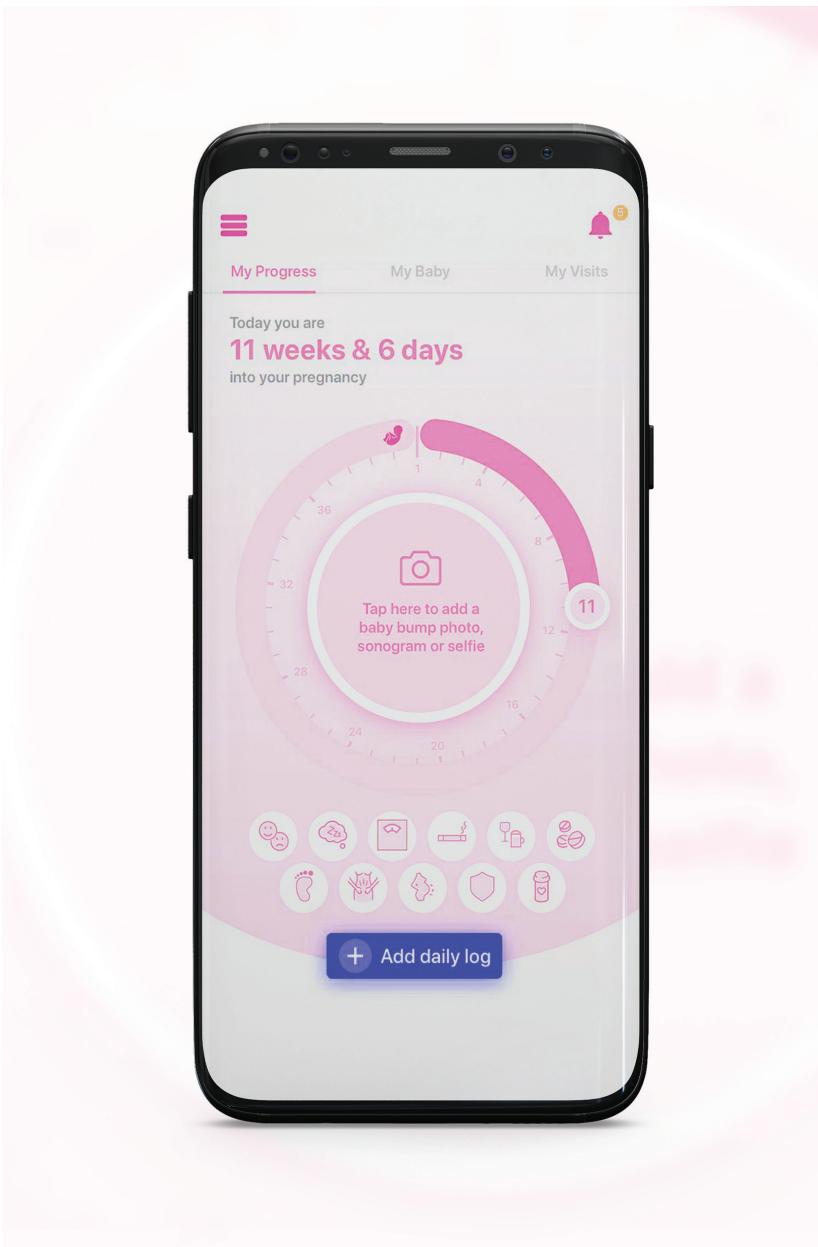
### Project Goal:

Leveraging a phone-centric baby tracker application to all the moms-to-be to monitor their baby's growth, body's pregnancy changes, and is useful in post pregnancy as well. The centralized platform helps in tracking week-to-week baby's health and growth along with keeping the log of daily vitamins and medicine schedule. Designed to help new mams focus on their health and wellness pre-and-post pregnancy the app is very handy when it comes to providing patient's information directly to their respective physicians, sending alerts for important reminders, and more.

### Challenges:

- I The client wanted to digitally provide the parents-to-be and the parents with support, helpful information and tools during their pregnancy and the first few months of their baby's life.
- I With a market full of pregnancy apps, the client wanted intuitive yet simple pregnancy app with high security features.
- I Absence of a proper digital platform that guides a pregnant woman during her pregnancy periods and a few months after the birth of their child.
- I Lack of a centralized platform to gain different statistics regarding the health of women during pregnancy and after childbirth to conduct a survey on a higher level.

“ Smart Pregnancy App is a highly accessible HIPAA Compliant solution delivering reliable information and tools for expected mothers, helping them maintain their health pre & post pregnancy. It allows them to record daily logs, appointments, and gain reports while digitally staying connected with their physicians. ”



## Features:

### Mobile App

- AI
- Baseline Quiz
- Dynamic Dashboard
- To-Do Alerts
- Intelligent Notifications
- Journal Writing
- Doctor Visit Reminder
- Kick / Contraction Counter
- Appointment Management
- Daily Logs
- Demographic Reports
- Photo Gallery
- Weight Tracker
- Post – Partum
- Contact Support
- User Guide
- Offline Support

### Physician's Dashboard

- Digital Files of the Patients
- Emerging Alerts
- Analytical Graphs
- Intelligent Notifications
- Demographic Reports

## Commitment to HIPAA COMPLIANCE

Due to the sensitive and personal information being stored, data needed to be extremely secure. We are dedicated to precise data integrity and protection. We rendered hospital app in a way that did not entail increased risks related to compliance with HIPAA regulations and other industry standards.

## Solution

We conducted extensive qualitative research and co-operation with healthcare professionals and new parents to understand health inequalities in US. We precisely developed an Android and iOS mobile application for pregnant women to track their entire pregnancy and 12 weeks postpartum following the birth of the child. It helps the users to track their pregnancy regularly and know their baby's progress instantly.

- **My Progress** – It helps the users to track their pregnancy using daily questionnaire and various other trackers such as mood, sleep, weight, symptoms, safety etc.
- **My Baby** – The users can simply stay informed on their baby's development with the articles and tips approved by their doctor.

- My Visits** – It helps the users to book and manage their appointments and tests regularly while allowing them to set reminders and view their past records.
- Daily Logs** – The to-be mothers can simply fill their daily logs including their mood, health, weight, relationships, sleep, and symptoms.
- Learning Center** – The users can simply gain knowledge on the basis of various categories like food & eating, Medications, Newborn Feeding, Personal Hygiene, Tips, Relationships and many more through approved articles as well as blogs.
- Kick Counter & Contraction Timer** – It allows the users to effortlessly track the baby's kicks and the contraction experienced by the users.
- Resources** – The resources include various categories like Addiction, Family Services, Hotlines, Classes, After Baby and many more to get information and contacts of distinct places the users wish to visit during or after pregnancy.
- Smart Notifications** – It sends different reminders to the users regarding their appointments or daily intakes or where they require high attention.
- Photo Gallery** – It allows the expected moms to add the pictures of their entire journey.
- Journal** – The users can write daily journals and view them any time whenever they want to.

Moreover, we have also developed a web portal that is a physician's dashboard. It allows the physicians to easily access their patients' detailed and graphical reports whenever required. Also, it allows them to view their patients past reports.

Xealth Integration allows the healthcare teams to easily order digital content and services. The patients can effortlessly access these digital health prescriptions from the physician's portal. So that they can actively manage their health.

## Result:

Our team of experts delivered stellar solution to meet the client's requirements in the best possible manner. Our highly qualified professionals delivered a solution to create an interconnection between the patients and their care team members. Our solution helped the expected mothers understand their pregnancy better providing weekly updates about them as well as their baby's health progress. They were able to understand their baby's growth via visual information and content. The tools like kick tracker, contraction monitor as well as weight monitor allowed the patient to keep a track of changes.

On the other hand, the physicians could simply get visibility over all their patients, their vitals, health status changes, events, emerging conditions and much more. They can contact patients whenever required. Our solution not only improved the health of the expected mothers but also simplified various operations of the physicians in just few clicks. We left no stones unturned to deliver the best to the client.

Surveys conducted found that our solution helped more than 80% of users learn more about pregnancy and almost a 100% parents felt it helped them improve their own health.



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