

CASE STUDY

CellepathicRX creates proof of concept in nine days with Telerik



CellepathicRX needed to create a custom mobile app for its customer that would support its mobile workforce and run on any device. The app needed to have real-time inventory capabilities

OVERVIEW

COUNTRY/REGION

United States

INDUSTRY/SECTOR

Healthcare

CUSTOMER PROFILE

With no hardware or software to buy, CellepathicRX, an Access Mobility, Inc. (AMI) brand, creates HIPAA compliant, custom mobile solutions. It is a flexible mobile platform that delivers two-way SMS/text, mobile applications/websites in days or weeks, not months.

BUSINESS SITUATION

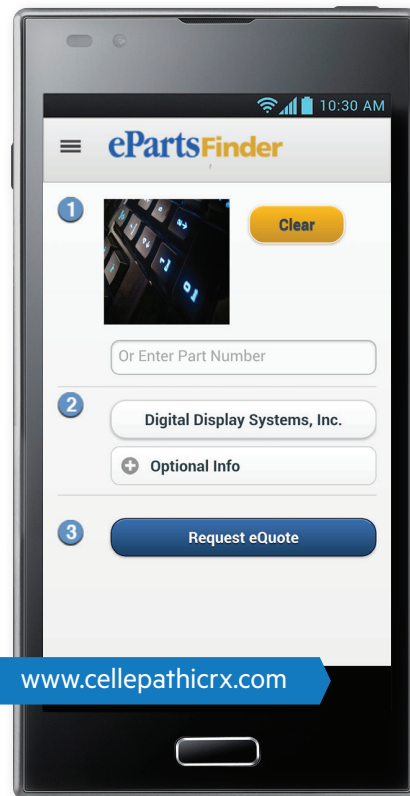
CellepathicRX creates mobile apps for the healthcare industry. One of its customers, a parts provider for medical devices, wanted an app to help with real-time inventory requests. The new app needed to work on multiple devices and had to be completed within two weeks.

SOLUTION

CellepathicRX turned to Telerik Platform because it needed to create a cross-platform mobile app in a short amount of time. It needed a “develop once deploy many” strategy where they could leverage their existing skills in HTML5, CSS3 and JavaScript.

BENEFITS

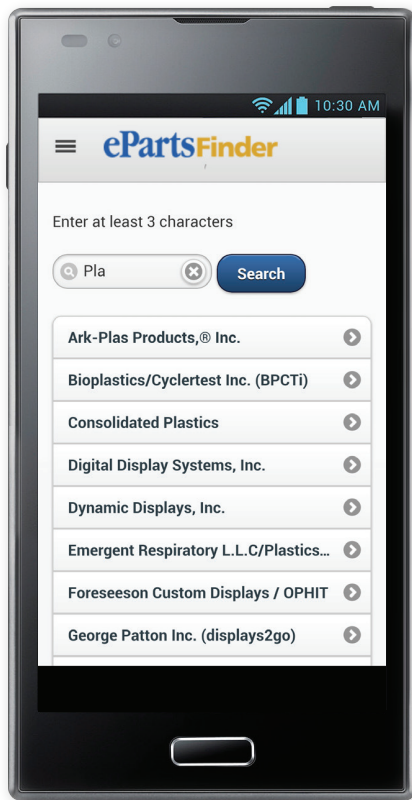
With Telerik Platform, CellepathicRX was able to create a proof of concept within 9 days. The pilot is currently deployed at three hospitals with plans for expansion to more than 30,000 users.



as well as image recognition. Moreover, the working proof of concept for the app needed to be up and running within a two-week timeframe. Through the use of Telerik Platform, not only was the POC complete, but the ease in which development was finalized enabled CellepathicRX to add functionality not previously considered.

“This app has been a huge competitive differentiator for us – none of our competitors has this level of capability and can support a true BYOD strategy like we can.”

Jeff Monteforte
CIO, CellepathicRX



WHAT'S YOUR BYOD PLAN?

In an effort to enhance the productivity of their workers many businesses have adopted bring-your-own-device (BYOD) policies. This accommodation, aimed to increase efficiency, has led to new dilemmas. Businesses are now dealing with multiple device platforms causing fragmentation for creating and managing their applications. And with tight deadlines and lean budgets, who has time for that?

Gartner states the "consumerization of IT" will be the most significant trend affecting IT for the next ten years. Our customers have been asking us to help them capitalize on this trend. We delivered Platform. Telerik Platform enables you to adapt BYOD policies without adding another layer of device management.

BACKGROUND

CellepathicRx is an Access Mobility, Inc. (AMI) brand exclusively focused on the mobile healthcare technology market. Headquartered in Cleveland, Ohio, AMI's roots are in Healthcare Information Technology consulting. With almost a decade of experience, this combination of mobile technology expertise, healthcare knowledge and regulatory compliance acumen allows AMI to bring significant experience and thought leadership to virtually any healthcare-related mobile endeavor.

THE CHALLENGE

CellepathicRX creates mobile apps for the healthcare industry. One of its customers, a parts provider for medical devices, had an online presence, but needed a mobile solution to improve the efficiency of the company's services to the "mobile" workforce of service engineers. In a typical scenario, engineers and technicians in the field would need to check inventory and pricing for parts. This involved writing down part names and numbers and returning to the office to search through online service catalogs. This cumbersome process was less than efficient, especially when a part was not easily identifiable.

The company wanted to create a mobile app that would allow the technicians to use their mobile devices to search inventory, get pricing, and even order the part in real-time, at the point of repair. They also wanted an image recognition component in which the technician could take a picture of a part and the app would help to identify the piece in order to minimize time and resource usage. Moreover, the app needed to work with any mobile device as many of the technicians preferred to

use their own phones or tablets. Finally, the app had to be up and running within two weeks to be presented to the customer's board of directors.

THE SOLUTION

The company quickly turned to CellepathicRX to address this need. Faced with a short lead time, CellepathicRX reached out to Telerik. "While there is a lot of value to native development, we just didn't have the luxury of time to hand code an app for each and every device," says Chris Jackson Software Engineer, CellepathicRX. "We needed a tool that would allow us to develop once and deploy many."

CellepathicRX was attracted by the power of cross-platform development using PhoneGap. However, the company was concerned about the administrative overhead involved in using PhoneGap. They wanted the development process to be as simple as possible. Telerik Platform offered exactly this combination of power and simplicity.

Telerik Platform enables you to use HTML, CSS and JavaScript to develop, build, and publish applications that run natively on the Apple iOS and Google Android mobile platforms by combining the convenience of a local coding environment with cloud-based compilation, data storage, and publishing. "Given the tight timeline, we needed a development environment that would not require massive amounts of training. Being a web developer at heart, Telerik Platform let me leverage my HTML, CSS and JavaScript skills easily and effectively," says Chris.



THE BENEFIT

Through the use of Telerik Icenium, CellepathicRx was able to develop a working proof of concept in just nine days. Not only did the app have the image recognition capabilities, but it went a step further. "Often times, the repair technicians and service engineers are working in locations without internet connectivity, because the devices they are servicing are often located in the basements of the acute care facilities. Thanks to the speed and agility Telerik Platform was able to provide, we were able to add an additional feature, enabling the technicians to input the data offline and cache the details until WIFI was restored," says Jeff Monteforte, CIO, CellepathicRx.

The board was pleased with the initial concept and the company began a small pilot deployment. This included the purchasing of 30 different devices to test the consistency of the apps cross-platform capabilities. This first iteration was deployed at three hospitals for 30-40 engineers and the feedback was well received. In fact, the app worked so well, there were almost immediate requests for additional features. Again, with Telerik Platform, CellepathicRX was able to update the app with the additional features within 10 days' time.

"This app has been a huge competitive differentiator for us – none of our competitors has this level of capability and can support a true BYOD strategy like we can," says Jeff.

THE VERDICT

"Although the pilot is small, there is the potential to deploy our app to more than 30,000 service engineers. While there were some trials and tribulations, as there is with any new technology, if it wasn't for Telerik Platform and its ease-of-use, develop once and deploy many strategy, we would have never hit our deadlines." says Jeff.

ABOUT CELLEPATHICRX

CellepathicRx is a market-leading provider of HIPAA-compliant, mobile and multimedia-based, "direct-to-patient" communication systems that deliver cost savings and improved outcomes for healthcare companies and their patient members. By harnessing the timely, direct and personalized power of SMS text, mobile web, smart phone apps, e-mail and interactive voice response (IVR) technology, CellepathicRx's mobile health communication platform targets patients to help them understand and adhere to medication regimens, clinical trial protocols, health coaching, and health and wellness programs. Based in Cleveland, Ohio, with offices in Raleigh, N.C., CellepathicRx is an Access Mobility Inc. company. Visit www.cellepathicrx.com or call 440-397-4884 for more information. Follow us on Twitter - @cellepathicrx.

ABOUT TELERIK PLATFORM

Platform combines the power of the cloud with the convenience of a local coding environment, enabling developers to use familiar web languages—HTML5, CSS3, and JavaScript—to

efficiently build and publish hybrid mobile iOS and Android applications without being tethered to a place or a platform. Platform is a cloud-based mobile framework containing everything required for both beginners and advanced developers. Platform provides advanced tools for coding, debugging, version control, simulation, and device deployment as well as publication assistance to the App Store and Google Play.

ABOUT TELERIK

Telerik empowers over 1,000,000 developers to create compelling app experiences across any screen. Our end-to-end platform uniquely combines industry-leading UI tools with cloud services to simplify the entire app development lifecycle. Telerik tools and services can be adopted individually or as a platform and seamlessly integrated with other popular developer solutions. More than 130,000 customers from 40,000 organizations in 94 countries depend on Telerik products, including more than 450 of the Fortune 500, academic institutions, governments, and non-profits. For additional information about Telerik, please visit telerik.com or follow @telerik on Twitter.

FIND OUT MORE

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