



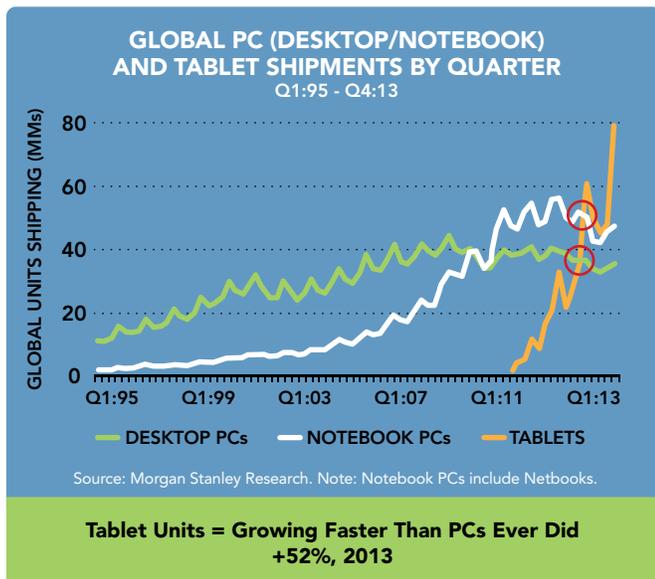
# A Foundation for Expansion: How Building the Right Software Orchestrates Business Growth

Presented by MobileHelp

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Trends in Silicon Valley around the development of hardware vs. software have morphed over the years, with the pendulum swinging from heavy investment in hardware to heavy investment in software and then back again – ultimately reflecting the nature of consumer demand (see chart below, which shows how consumer demand has escalated around tablets).



Today a global consumer base is purchasing hardware in record numbers, allowing companies to scale in rates similar to software revenues in years past. Part of that trend has been bolstered by the more advanced merging of both hardware and software (as seen in the tablet space above) – a collection of apps on a platform that can link assorted hardware devices together.

At this point in time, consumers only need one electronic gadget to achieve what previously took many. For example, the smartphone provides a hardware platform which in turn provides the basis for the software platform, which enables ecosystems to interact and generate a vast number of solutions to address diverse human needs.

In the past decade, numerous high-profile companies observed the writing on the wall for the merging of hardware and software to offer consumers a wider breadth of product offerings (think Apple, with its initial iPod and iTunes offerings), and sought to create software platforms that could amplify the features of hardware product lines in a way that would not simply complement them, but provide the long-term basis for the company's growth.

**Case in point:** MobileHelp unveiled its first medical alert device almost a decade ago with a complementary software support solution, MobileHelp Connect. Initially developed as a web interface to allow caregivers to check in on their loved ones from a distance, the MobileHelp Connect portal has evolved to allow the company to offer a bevy of new product solutions, from fall prevention tools such as medication reminders to a health management system.

## Humble Beginnings

According to Jean Robichaud, Chief Technology Officer at MobileHelp, **MobileHelp Connect®** was built out of necessity due to the company's desire to create more modern twists on personal emergency response system (PERS) technology.

"Prior to our entering the PERS space, the industry had seen very little advancement in almost thirty years," he said. "Because we employed newer hardware technology, we recognized there was an opportunity to create a supporting software platform that would serve as a connection point between caregivers and our customers. Once we built that platform, we saw opportunities to add value to the product that were different than anything else in the industry."

The first renditions of MobileHelp Connect allowed authorized caregivers to log on to the system to check in on the MobileHelp customer. So if, for example, daughter Jane was wondering about where her father, Bob, was and he wasn't answering his phone, she could log in to MobileHelp Connect and electronically "ping" her father. This would show her on Google maps exactly where her father was located at that point in time, allowing her to see he was at the donut shop or the grocery store.

With this simple communications portal as its initial platform, the company was able to build in unique capabilities that would eventually be able to adopt more advanced features.

## MobileHelp Connect

While the company has maintained an easy user experience, the MobileHelp Connect capabilities have evolved significantly from its first iterations. Robichaud points to the potential to incorporate social media into how the technology works.

"If we could share messages to Facebook in a family group, instead of having a user log into our portal, that would allow them to use preferred media to communicate with loved ones as it relates to the use of our product," he said.

This interconnection is what has made MobileHelp Connect successful. Aside from the initial web presence, there is now a dedicated app available in **iOS** or **Android**, SMS alert/communication functionality, interactive chat features, email and more.

As it added components and features to the initial platform, the company began to explore how it could take its platform to the next level and began moving from emergency response into fall prevention.

This led to the addition of medication reminders to the MobileHelp Connect platform. Statistics and research clearly demonstrate that as medication use increases, so does the risk for

falls. According to Robichaud, the team also found numerous studies that indicated hospital readmission rates drastically dropped when patients remembered to take their medication at the proper time.

So the development team implemented a new feature called medication reminders, by which customers could enter their medication information into the MobileHelp Connect platform, along with timing and dosage information, and their medical alert device would remind them to take their medication at the appropriate time. This information would then be updated in the MobileHelp Connect system as well, allowing the user and caregivers to log in and see if the reminder had been acknowledged.

"On the consumer side, that adds tremendous value to the product," Robichaud said. "With medication reminders, we've been able to add an aspect of prevention into our system, in addition to its response functionality. This feature has been key to the development of our healthcare management solution, as numerous healthcare providers have highlighted the need for medication support in their work with patients."

## Moving into the Telehealth Sphere

The current capabilities of MobileHelp Connect have made a merge with the telehealth space almost inevitable. As MobileHelp's devices have evolved, the company can still apply the same model in terms of implementation and architecture as far as aggregation of data and events: data points will simply be more robust and include vital signs as well.

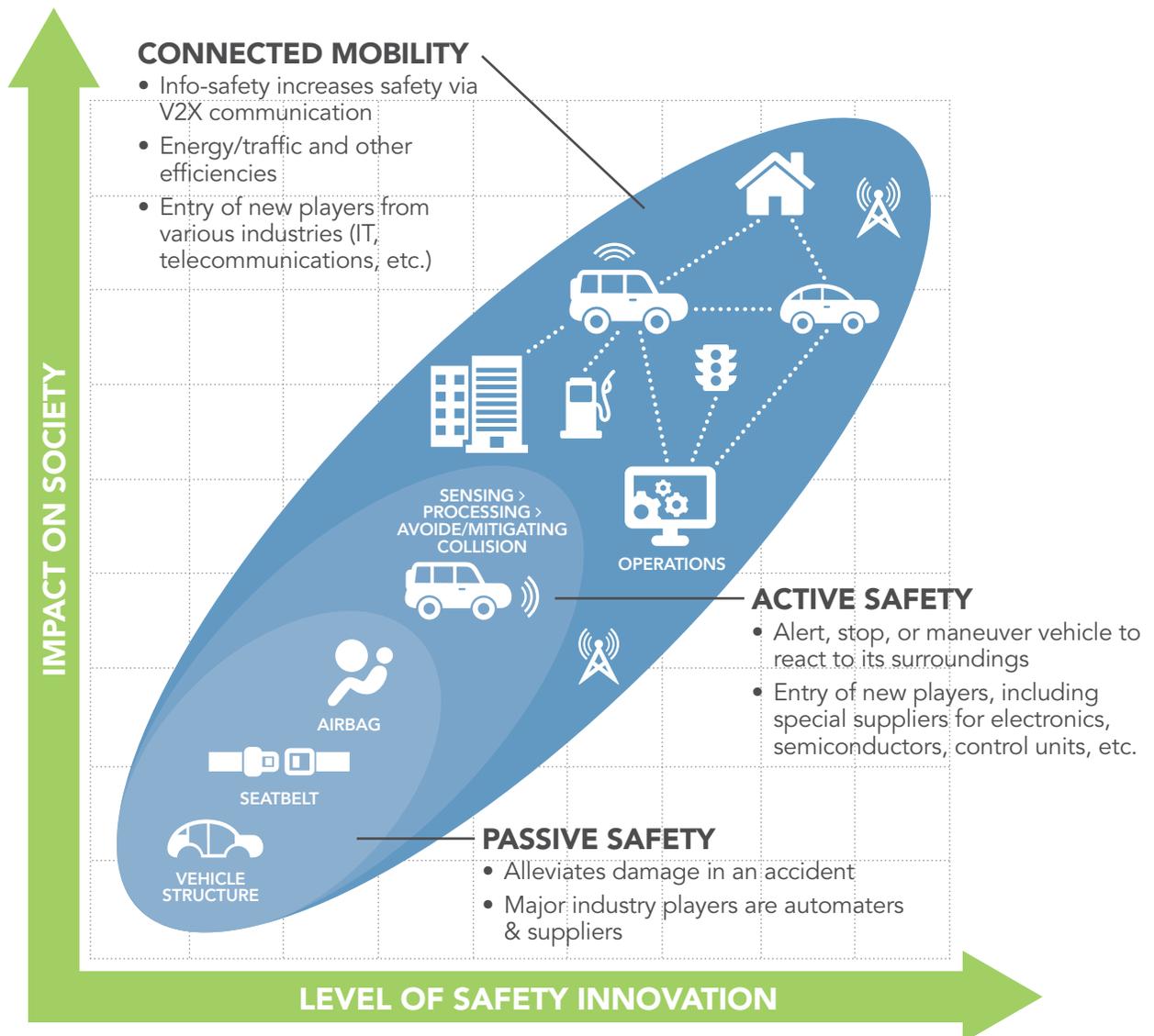
"We can now capture and track vital signs so people – and healthcare providers – can better monitor those critical markers of health," said Robichaud. "By continually extending the capabilities of our solution, we're able to bring more value to customers by making use of all of the data we're able to aggregate. It's an exciting capability that defines where we are headed."

And as Apple eventually merged its iPod and iTunes software into one device, MobileHelp is working toward a similar goal: one of the recent announcements for the company is to take its base station and MobileHelp Connect platform and merge them into an all-in-one tablet format.

Up until this point, the base station and MobileHelp Connect have been two separate entities, the base station being the physical medical alert device and MobileHelp Connect being the online portal through which that information is accessed, transmitted and analyzed. The tablet format would merge them into one convenient tool that would make collecting and analyzing patient data remotely more efficient.

A tablet would also allow MobileHelp to provide even more in the way of features and benefits to its customers, from social gaming opportunities to education and communication from healthcare providers.

This provides clear long-term benefits for the consumer, as it will allow for the more effective communication between customers and the people they want to connect with – tying nicely into the original goal of the MobileHelp Connect platform. It will also allow customers to have much more control over the breadth and depth of information they gather, ultimately giving them the basis for more rigorous control over that management of their health and wellness.





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