Changing Healthcare, One App at a Time

Attract New Patients
Each new patient yields $600,000 in lifetime value

Improve Experiences
Explore the apps that have increased HCAHPS scores by 68 percent

See Results
Hospitals are 2.6x more profitable when patient satisfaction scores are high

Embrace Healthcare’s New Front Door
Gain, retain, and better maintain your patients with transformational mobile apps.

The Bottom Line Impact

Chronic Disease Patients
91% need help managing their condition
mHealth apps show a positive impact on patient self-management through behavioral modification

Medication Adherence
75% of adults are non-adherent
Users of health apps have shown increased adherence through improved health literacy

Preventable Readmissions
$17B cost per year
mHealth apps have been shown to lower 90-day readmission rates according to a Mayo Clinic study

Missed Appointments
$150B cost per year
Home-screen reminders and wayfinding apps can increase the number of on-time appointment arrivals
Embrace Healthcare’s New Front Door
Attract new patients and increase HCAHPS scores with apps tailored to today’s digital consumers

Pregnancy App
New parents today are primarily digital-native Millennials. An app is critical to engage these families early in their healthcare journey.

Keep them accurately informed and let them know what to expect throughout the process.

- **Illustrated Milestones** – Track weekly goals
- **Patient Education** – Inform expectations
- **Tools & Trackers** – Prepare for the big day
- **Classes & Events** – Promote your facility’s offerings

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<th>Week</th>
<th>Baby Size</th>
<th>Education</th>
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<td>22</td>
<td>Nov 14</td>
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**Third Trimester**

You are entering the last few months of your pregnancy! During the third trimester, you will notice more changes in your body, as your body prepares to deliver your baby. You may experience:

- Fatigue
- breasts: breasts contracts
- Lack of bladder control
- Leaking breasts

If you haven’t already, it’s time to make preparations for your hospital trip and return home. At the very least, you’ll want to:

- Create and review your birth plan with your delivery hospital
- Pack a hospital bag for yourself, and one for necessities for your baby. Make sure you include any documentation you will

General Surgery App
Surgeries account for 60% of hospital revenues, making a proactive mobile strategy critical. Timed notifications, digital trackers and interactive resources guide patients and caregivers—no matter where they left the information packet.

- **Preoperative Care** – Ensure adequate preparation
- **Appointment Assistance** – Reduce failure to show
- **Patient Education** – Improve patient health literacy
- **Care Coordination** – Document clear care pathways

Specialty Surgery App
Increase throughput to surgery and improve post-operative adherence with an easy-to-use, surgery-specific Perioperative App.

Tailored to your facility and physician workflows, you can keep patients and caregivers engaged and promote your specialty areas of distinction:

- **Orthopedics/TJA app**
- **Bariatric Program app**
- **Colonoscopy app**
- **Tonsillectomy app**

Save $300 Per Surgical Procedure
Reduce same-day cancellations and preventable readmissions with tailored Perioperative Apps

**My Hip Replacement**

**Nov 14**

Day 2
Do not eat or drink anything after midnight the day prior to surgery.

**Pre-Op Checklist**

**My Pain Level**

**Exercises**

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Get and Keep Patients In-Network
Make it easy for patients to connect with care options and reduce referral leakage

Healthcare Access App
Create a digital front door to reinforce your brand and improve the patient experience even offsite.

Convenient mobile tools direct patients to the appropriate care location while maintaining continuity of care.

• **Symptom Checker** – Differentiate care options
• **Wait Times & Check-in** – Reduce ER overcrowding
• **Wayfinding** – Help patients navigate your facilities
• **Patient Portal Access** – Improve care coordination

Physician Referral App
Fewer than half of all referrals ever reach the referred-to clinic, presenting a challenge for patient health outcomes and volume.

Simplify the process with a Physician Referral App that streamlines communication and reduces frustration for staff and patients alike.

• **Increase Awareness** – Raise public profile
• **Physician Directory** – Increase quality of referrals
• **Direct Communication** – Reduce time to referral

Managed Services
Our proven apps can be customized to your needs by our team and deployed in 90-days or less. With a named account rep handling all the details, deploying is simple and you can start seeing the return on investment within one year.

90-day Launch Plan

**App Promotion**

**Feedback and Analytics**

**Quarterly Business Review**

**Case Studies**

**Real-Time Iteration**

**Android and iOS updates**

**Integrate your content**

**Review and Test**

**Integrate your brand**

**Immediate Test App**

**90 days**

**Ongoing Support**
Pricing Table

Healthcare’s New Front Door
- Pregnancy App
- Service Line App
- Managed Services

Subscription starting at $5,000/month

Save $300 Per Surgical Procedure
- General Surgery App
- Specialty Surgery App
- Managed Services

Subscription starting at $5,000/month

Get and Keep Patients In-Network
- Hospital Access App
- Physician Referral App
- Managed Services

Subscription starting at $5,000/month

Pro Upgrades
- EMR integration
- Blue-dot Wayfinding
- ER patient status
- Multiple ER/Urgent Care check-in locations
- Custom procedure mapping
- Custom analytics events
- Custom content
- Custom app blocks

About MobileSmith
MobileSmith provides turnkey mobile applications that improve health outcomes, patient satisfaction and adherence for the new generation of digital health consumers. Over 60 healthcare systems and organizations are partnering with MobileSmith to deliver a new healthcare experience in more than 200 hospitals.

Who We Are
- 60+ Clients
- HIPAA Compliant
- Founded in 2013
- Used in 200+ Hospitals

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