



# LEADING HEALTHCARE SERVICES PROVIDER

Digital transformation drives significant  
improvements in patient engagement

# THE COMPANY

Our client offers a **comprehensive scope of behavioral health and human services in U.S.A.** They continuously work to make a difference and improve quality of life through excellence in service.

Their core service areas include:

- Chemical dependency treatment
- Mental health treatment
- Housing for persons with mental illness

Their core service areas include:

- Training programs and publications
- Employee Assistance
- Workplace assistance services
- Primary care treatment
- Preventative services and
- Applied behavioral research

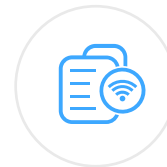


# THE CHALLENGE

Our Digital Transformation Assessment revealed significant gaps in the on-stage infrastructure utilized to help patients recover from substance abuse, including:



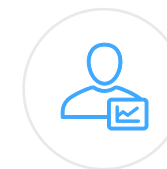
Lack of digital channels to assess, analyze and report on ongoing health assessment data



Lack of Just-In-Time management for sensors, decision management and audit trails of sensitive data



Inability to capture patient data dynamically (in real time) as patient conditions improved or worsened, which aids ongoing recovery procedures



Overwhelmingly complex data made it impossible to provide the insights about patients needed to take informed decisions

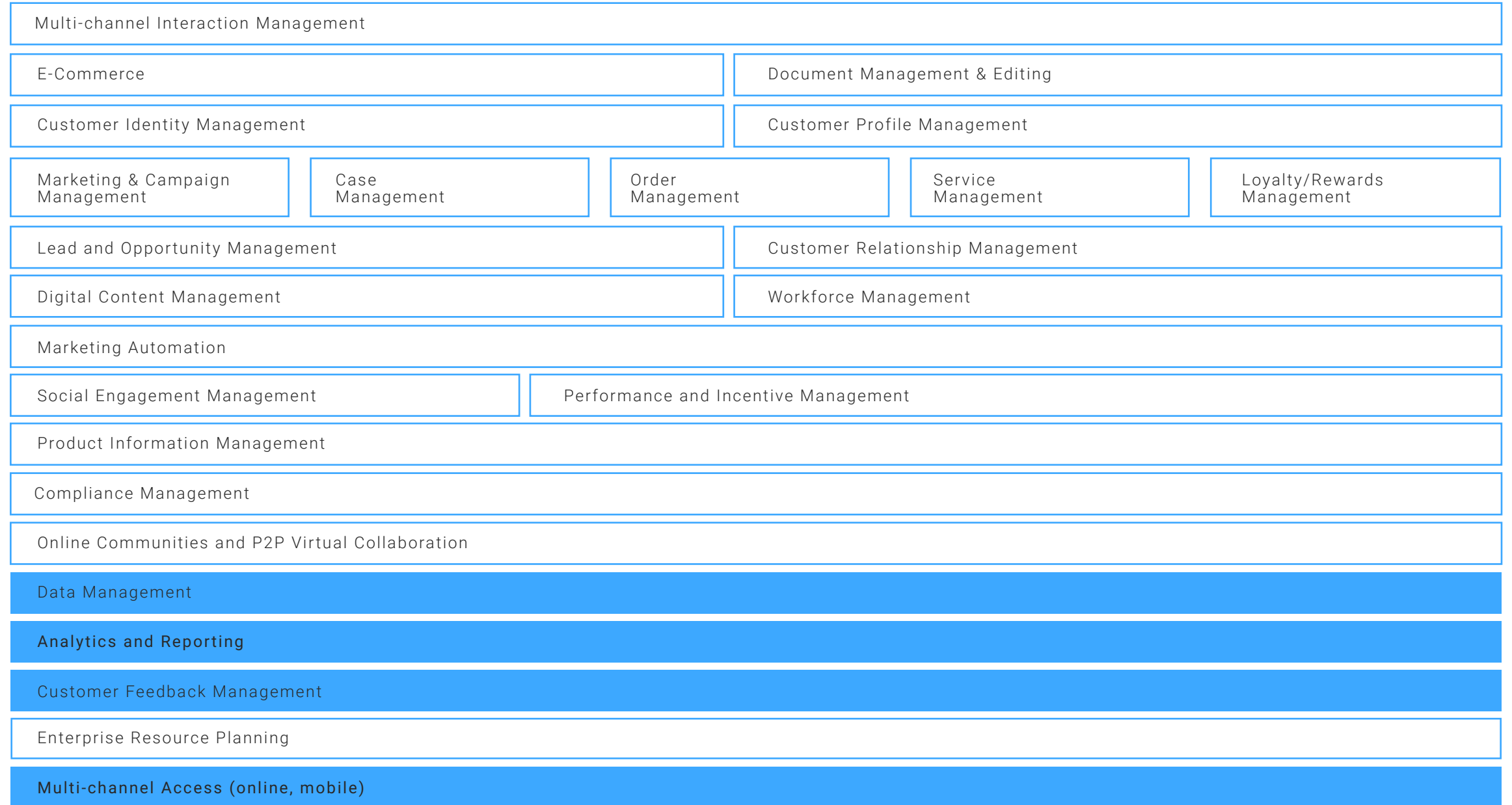


## Enabled **Customer Journey Stages**

■ IN SCOPE



## Enabled **Digital Capabilities**



# THE SOLUTIONS

(continued)

## Compunnel Digital **Developed**

A custom .NET based solution for web interface enabling full compliance with HIPPA and other data security requirements. The interface enabled **patient self-monitoring**, integration with various mobile apps (e.g. weather, music and GPS) and dynamic user behavior tracking

**Smart Mobile application** to enable patient self-monitoring and allowing patients to register progress even when they were not connected to the Internet

“Smartphone Addiction Recovery Coach” (SARC) Mobile application to **capture patients’ data** on the go

Inbuilt **sensors, GPS integrations, interactive multimedia** to transmit intelligent patient insights

JIT AI (Just in Time) Management for sensors, decision management & **Audit Trails** of sensitive data



# THE RESULT

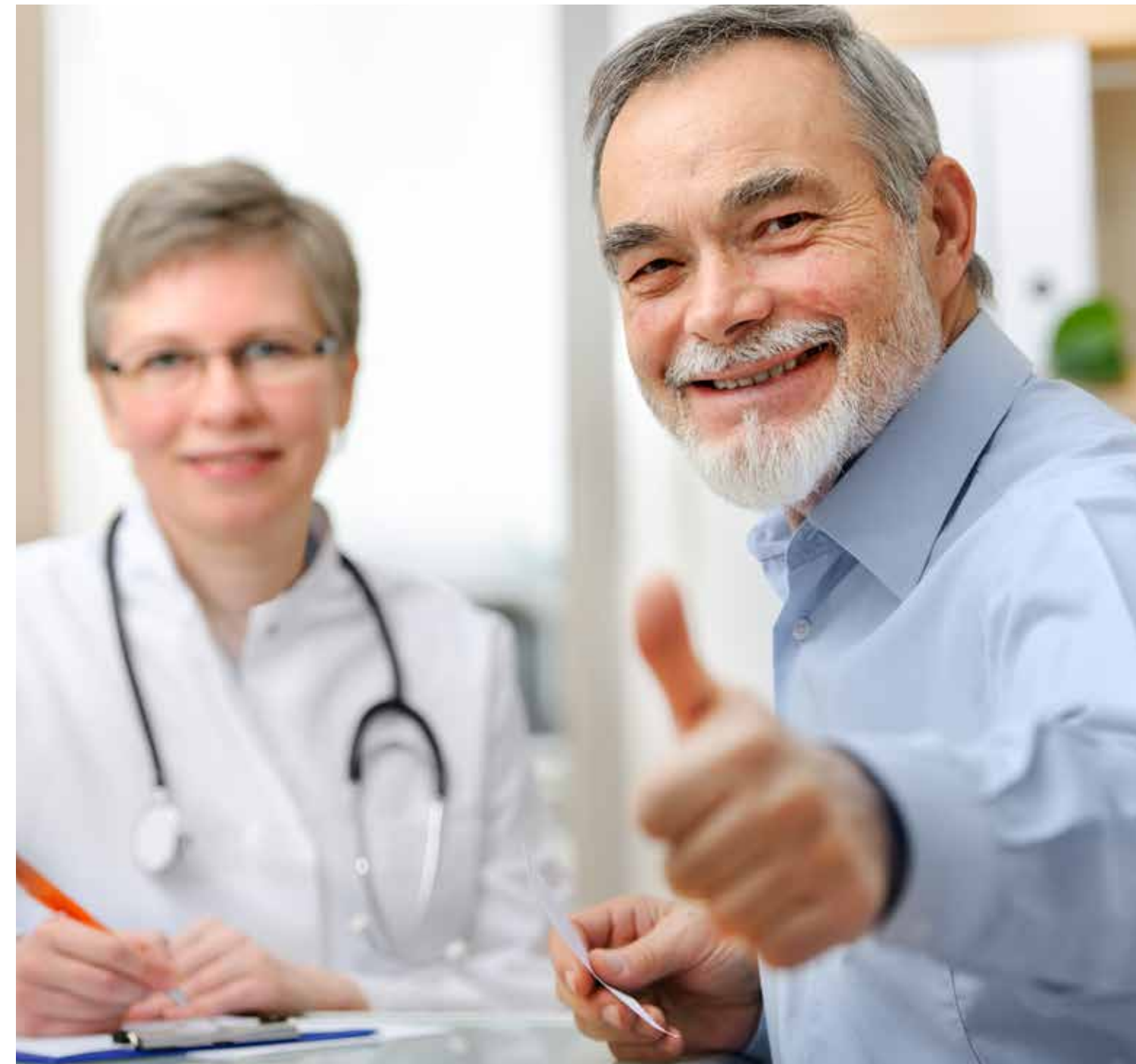
## User **Engagement**

With the new mobile application, patients were able to pro-actively self-monitor their health and other **critical recovery activities**. Not only did this improve the overall health care for the patients, but our client saw a **25%** increase in patient interaction with their software.

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## Operational **Scalability**

New digital ordering platform is able to **support 10 times** the volume of patient activity and reduce error margins to a fraction of what they used to be while abiding to **HIPPA** and other data security requirements.



# ABOUT **COMPUNNEL DIGITAL**

For more than 25 years, Compunnel Digital has have made it simple for companies to navigate complex digital worlds. We optimize your digital customer experience, unlock the potential within your organization, and strategically leverage technology to accelerate the pace of your digital transformation, and measurably deliver on your business goals.




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