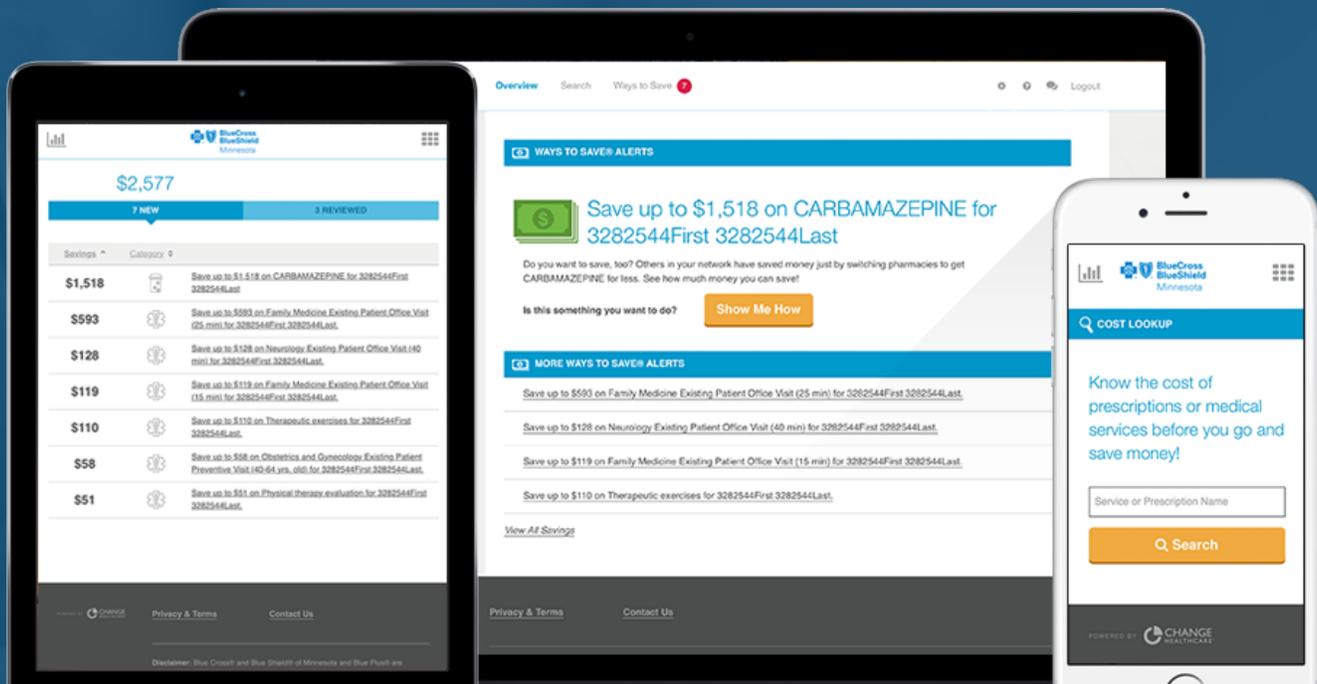


# CHANGE HEALTHCARE™

## CASE STUDY:

Optimized Web App, Hybrid iOS/Android App Position Health IT Company to Better Serve Its Payor Clients, Improve Patient Access to Value-Based Care



“ Everyone I’ve dealt with has been very professional and well credentialed. We’ve always appreciated that the [PointClear Solutions team] really understands the space we’re in. That attribute is very helpful when we’re designing workflow – to have people with healthcare and clinical backgrounds and experience. ”

- Product Manager, Change Healthcare

## THE CHALLENGE:

Change Healthcare, a privately held company focused on cost transparency and consumer engagement in healthcare (prior to its acquisition by Emdeon in 2015), wanted to optimize its web app for mobile and tablet devices, and to create an iOS / Android hybrid application with a native login and wrapper web views. The goal was to provide healthcare consumers with improved access to the cost and quality information they need to make value-based healthcare purchasing decisions.

## THE SOLUTION:

Change Healthcare engaged PointClear Solutions, a digital consulting company known for its UX design and mobile application development expertise, to lead strategy, design, and development for both the responsive web app and hybrid app. PointClear Solutions used a responsive design approach to create an integrated user experience that flows seamlessly across all devices, improving access to Change Healthcare's solutions and encouraging sustained use.

### KEY PROJECT DELIVERABLES INCLUDED:

- Ideation, strategy, and research
- User experience (UX) design audit
- User interface (UI) visual design
- Wireframes and responsive design
- Front-end responsive web development
- Mobile development
- QA and testing

## THE RESULTS:

With support from PointClear Solutions, Change Healthcare was able to successfully launch both its responsive web app and hybrid app into the marketplace quickly – meeting the demands of both existing and prospective clients.

The new, optimized web app provided additional value to Change Healthcare in that it was strategically designed to:

- Increase discoverability by search engines (i.e. support SEO)
- Create a user experience that improved conversion rates across a variety of devices