

20 Most Promising Healthcare Communication Solution Providers - 2017

Recent years have seen exponential disruption in the ‘Healthcare Communication’. The proliferation of modern trends such as interoperability and connectivity between health systems, interactive body assistance, cloud storage, wireless wearable sensors, and remote patient monitoring are augmenting the quality of the communication. Though still in the embryonic stages and plagued by some predicaments, this sector is evolving day-by-day.

‘Health literacy’ is one of the biggest quandaries subsisting in this arena since communication can only be feasible if the target individual is aware of the big picture. A communication gap between doctors and patients can cause chaotic situations. Irrelevant news and misconception can lead towards hazardous calamities and can amplify the numbers of casualties.

To overcome these problems, healthcare organizations

are pursuing the provision of health education and campaigns to increase alertness among the patients. Acquiring the latest technologies can enable an organization to spread information swiftly and with the help of social media, a large community can be gathered and trained. The motive should be to provide enhanced healthcare facility and to inform the audience about precise healthcare practices and treatments.

In our selection, we looked at vendor’s capability to provide technology solutions to streamline communications in a faster, less resource consuming manner, while keeping the costs under control. Our distinguished panel of CEOs, CIOs, CMOs, VCs, analysts, and the Healthcare Tech Outlook editorial board has selected top players after evaluating each vendor in the space circumspectly. We present to you Healthcare Tech Outlook’s Top 10 Most Promising Healthcare Communication Solution Providers 2017.



Company:
VUCA Health

Description:
Provider of customized video-based education to patients on their mobile devices for enhancing patient engagement, education, medication safety, and operational efficiencies

Key Person:
David Medvedeff
CEO

Website:
vucahealth.com

VUCA Health Bridging the Patient-Pharmacist Gap

Let's face it: human brains are far more engaged by videos than a list of facts jotted on a piece of paper. In essence, videos have become the go-to medium for healthcare organizations to bridge the communication gap between healthcare providers and patients. Speaking on the deluge of digitalization in the healthcare sector, VUCA Health CEO, David Medvedeff begins, "Videos have brought a radical shift in the way information utilization and content consumption is carried out in healthcare." However, digging in a little deeper, there is one area that still needs to get on the video bandwagon, medication education. Addressing this innovation gap Medvedeff conceived a digital platform—MedsOnCue—for on-demand prescription medication education in the form of engaging medication-specific videos. "The majority of patients discard the long medication information leaflets and later grapple with queries regarding correct dosage and side effects," says Medvedeff. "At VUCA Health, we set out to change the status quo by creating a '21st Century' way to educate patients and their families about the medication they take."

Despite the rise of ubiquitous mobile devices, the long-standing paper-based practice of stapling patient education sheets to prescription bag or discharge folder continues to loom in the realm of healthcare. However, VUCA Health is changing this by harnessing the potential of videos to feed patients with a more contemporary and engaging way to learn about their medication. The firm's MedsOnCue delivers customized video-based education to patients about their prescribed medications, including proper usage, expected benefits and



David Medvedeff

potential side effects, all on their mobile devices. As PDF files become a thing of the past, the videos in the MedsOnCue library present easy to understand and highly engaging content seamlessly accessed by scanning a QR code on patient prescription labels and information sheets or by clicking a link emailed or texted to them by their pharmacy. In a nutshell, the eco-friendly MedsOnCue eradicates the waste associated with printing to curb down expenditures in pharmacies and also enhance patients' access to prescription drug information.

In a bid to increase health literacy and elevate patient experience, the QR code redirects users to a website white labeled and branded for the pharmacies wherein they can watch medication videos. The firm's solution also allows online access to leaflet and guidelines in case the patients want to have detailed medication information. "Also, our solution seamlessly integrates with an array of pharmacy software systems, patient care TV platforms, and patient

portals to cover information about as many medications as possible," says Medvedeff.

In addition to on-demand videos, MedsOnCue is also beefed up with value-added services such as: Connect Me, Remind Me, and Inform Me. With a click of a button, these features allow patients to connect to their pharmacy or healthcare organization for inquiries, receiving medication alerts and reminders, and on-demand access to additional prescription information.

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Needless to say, VUCA Health's robust medication video library is now being leveraged by numerous pharmacies and other partners to engage patients through paperless medication education for improving health literacy and outcomes. Adding to the firm's triumph, MedsOnCue has been favorably reviewed by over 20 state boards of pharmacy and the work continues to this end.

With a belief that culture eats strategy for breakfast, the elite team at VUCA Health is reaching stellar heights in enhancing patient engagement, education, medication safety, and operational efficiencies. Surging ahead, VUCA Health is challenging the orthodoxies in the medication health education sphere and has plans to expand the firm's geographical footprint. **HT**