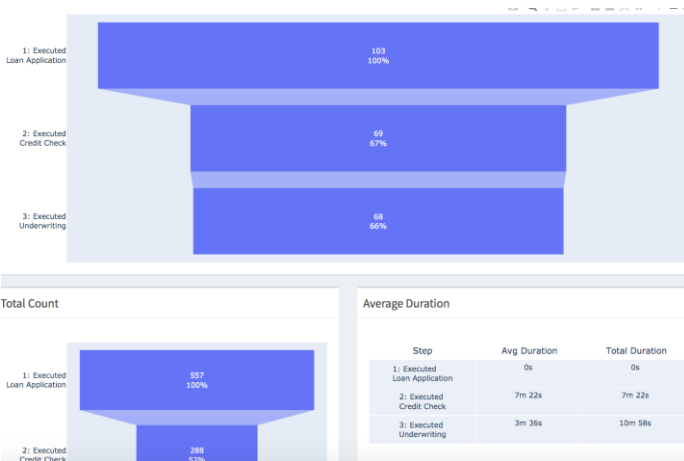# pyze

INDUSTRY
HEALTHCARE

Internal Apps:

- Measure and monitor effectiveness of employee application usage

- Optimize workflows and processes based on employee interaction with each process step

- Automatically send employees messages to alert of modifications within application processes, or assistance with application errors

External Apps:

- Measure user adoption of applications and determine areas of improvement for each feature / service

- Optimize and improve workflows based on patient usage results

- Automatically send messages at key application touchpoints to improve patient experience

- Cross promote relevant services to subscribers and acquire look-alike users

Internal Use Case

Monitor and optimize workflows across web and mobile apps designed to document patient encounters

External Use Case

Ensure patients complete scheduling, and virtual doctor check ins by optimizing application process and introducing relevant features