CUSTOMER CASE STUDY

GLOBO creates mobile app that allows IVF clinic to offer better service to clients
Clients can monitor their IVF cycle from their mobile device

Customer Profile

Embryogenesis is an In Vitro Fertilization (IVF) clinic in Greece offering high quality services for over 20 years. Since 1991, they have pioneered many techniques and practices in their field, and have assisted tens of thousands of infertile couples in Greece and abroad have a child using high-end technology.

Their aim is to achieve maximum results according to the worldwide medical standards but within a human and friendly environment, which is very important for alleviating the anxiety couples feel when going through this stressful process.

Today's widespread use of mobile technology opens up new possibilities for sharing this information with couples, by enabling them to access information related to their IVF cycle via their mobile device - even rich media content such as videos and photos of the various IVF phases.

Embryogenesis decided to launch a mobile application to facilitate the distribution of information and personalized services such as doctor appointment booking and follow-up, without compromising the confidential and private nature of their clients medical records.

The Challenge

Choosing the right mobile technology proved much more difficult than anticipated. They realized that the mobile space was a diverse and fragmented environment. Privacy of data along with transparency throughout the whole IVF process, were their most important considerations.

Moreover, time was something they did not have. They only had three months to select the right solution to fit their tight budget.
Embyogenesis and Globo created a mobile application that allows registered users to access all information related to their IVF cycle through their mobile device. Full access to their IVF information helps them ease off a lot of stress and anxiety in this very delicate and stressful phase in their lives. Through the mobile app, registered users can schedule an examination, or an appointment with their doctor, and can receive push notifications as the date and time approaches. They can view a list of all the IVF attempts and examinations done in the past with full details. They can view photos and videos of the fetus during the various fertilization phases and save photos of embryo ultrasounds performed at the last stages of the IVF process.

Clients medical records are protected as the built-in enterprise grade security features ensure that client medical records either on the air, on the server, or on the mobile device are encrypted with the latest encryption standards. Non-registered users can find the app useful as they can view information such the contact details of Embryogenesis, get driving directions on a map, find information about Embryogenesis as well as general information for IVF.

The solution was developed by GLOBO’s Mobility Business Solutions, with an end-to-end application development approach. Embryogenesis app was developed with GO!AppZone Studio, that is ideal for rapid cross-platform development. This approach allowed Embryogenesis to launch their own, branded app within three months from project initiation. The app is compatible with all major mobile operating systems, allowing them to reach their clients and prospects no matter what mobile device they carry. The solution is also future-proof, as Embryogenesis is able to manage all updates with no extra effort or cost.

Overall, Embryogenesis app allows for real-time communication with its clients, establishing a relationship based on trust and resulting in superior healthcare services.

Extra functionality can be added to the Embryogenesis mobile app to suit the specific needs of any healthcare services clinic. Development, deployment and support (full lifecycle mobile app management) can be offered globally.