

We3 health - Case study

Client Introduction

The journey of We3 health started with the birth of Will to Scott Bolick and Brittany Lothe. Will was born premature in the 24th week of Brittany's pregnancy at only 770 grams, and he spent his first five months of life in the ICN (Intensive Care Nursery) also called the NICU (Neonatal Intensive Care Unit). They experienced first-hand the complexities and challenges parents face when they have to see their child fighting for his/her life. Such parents invest all their life into their babies - wishing only to provide good health for them.

Unfortunately, their experience is not rare. Studies shows that every one child out of ten births is a preterm baby. Additionally, the cost for medical treatments in ICNs is extremely high - more than \$26B annually. Though Scott and Brittany were financially secure and had excellent employers which allowed them to invest all their time into their child's health, they realized that not every parent who faces such difficulties can afford to maintain a balance between their personal and professional life. Parents need a support, a shoulder of trust and motivation to lean on to. Someone to encourage them to stay strong and to care for their child. And this is why Scott and Brittany decided to create [Will's Way Foundation](#). Will's Way Foundation is a non-profit organization that provides support and solutions to improve children's health in the San Francisco Bay Area. This work also led to the creation of a mobile application called We3 health. This mobile application has been jointly created by the UC San Francisco (UCSF) and Will's Way Foundation to enhance the partnership between parents and health professionals with the goal of improving outcomes for preterm babies.

Client Brief

Why is the application named as We3 health? Well, the name of the application includes three main characters who are closely related to each other namely parents, baby and the medical care team. The application also has three main characteristics - to engage parents and the care team, to educate and improve parents ability to care for their child, and to encourage parents by pointing out the actions that they are taking to care for their child. We3 health focuses on building a connection between parents, child and nurse by providing curated data through messaging and videos, guidance on participating in rounds, capturing questions & thoughts anywhere and anytime, and linking to social networks to share critical information with families and friends. Will's Way Foundation looked to partner with an open source solution provider who could develop a platform

to track, monitor and connect a parent, a baby and a nurse in an ICN. The founders approached the team at Josh Software with an aim of developing a mobile based solution to keep the parents and child connected on a real time basis.

The Josh Software Edge

Scott Bolick was intrigued by the fact that Josh Software's team already had expertise and experience in building a NICU product in India, Kimaya NICU. He said, "The team clearly has top notch development practices, but we were especially excited to learn about the team's understanding of the requirements of NICUs and their common passion for bettering the life of the most fragile of babies. This experience and passion were the biggest edges that allowed the rapid development of a great solution." The team was able to create a scalable and high-performance solution. This application included features where the parents can communicate in multiple modes through text conversations, informational videos, form completion, email, social media, and dashboards. The combination creates a rich application enabling parents to select the best means for them to gain information at the right time in bite sized chunks of information as they stay in touch with doctors & nurses as well as they learn the skills required for them to eventually take their child home.

The application, simply put, helps parents navigate vast and intimidating information - sometimes over months of hospitalization. Josh Software willingly took the charge to develop a mobile application and made it user-friendly by including the above features. This application helps the parents and nurses in staying updated about their little fighters in the ICNs. Early user acceptance testing ahead of clinical trials is very positive. Parents love the application - and want more!

This application was developed using APIs powered by the Ruby on Rails framework and supported by backbone and angular programming. The design was done by Intuit, while the Josh Software team built the backbone of the application.

Impact

This development for We3 health solution started in May 2015 and launched in Oct 2015, has already started being used by parents and nurses. Parents who have used this application, have gone above and beyond to appreciate the application. They were not only satisfied with the performance of the

app, but also have recommended this to other parents. The brand hopes to connect and reach every ICN across the United States and other countries to build a better connect of clarity and support between parents, nurses and the babies in the ICN.