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Exactly what you need

Mobile solutions
for healthcare

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Mobile apps: an attractive alternative channel in the after-pandemic new world.
Three main principles in successful digital transformation.

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Abstract
As a result of limitations in direct interpersonal contacts caused by the **SARS-Cov-2 pandemic**, it turned out necessary to find alternative communication channels that would enable further transmission of relevant information to target groups of recipients.

Several currently existing elements of communication & education processes have changed:
 - **medical congresses / conferences**, the natural source of current medical information for healthcare professionals, have been cancelled or postponed beginning to evolve towards new **virtual solutions**
 - the rapid increase in the need for **online consultation** with patients requiring **new competences** and appropriate equipment from doctors
 - **evolution** of the **patient's profile** towards an online expert awaiting service from the best **doctor on the web**, not necessarily in the nearest region
 - the need to quickly build an individual **doctor's profile on the web** to meet the growing demand for online advice
 - **no possibility of F2F meetings** and use of promotional power of large sales teams
 - **attractiveness of the offer** to recipients no longer depends on the size of sales teams. Even a small company is able to successfully compete with big players.
 - finally all these changes were pressed into **existing digital channels** (email, SMS or webinars), making them quickly **jammed** and **inefficient**.

In the following slides we will showcase an example of successful digital transformation based on the case study of Dermabox, a mobile app dedicated to HCPs.
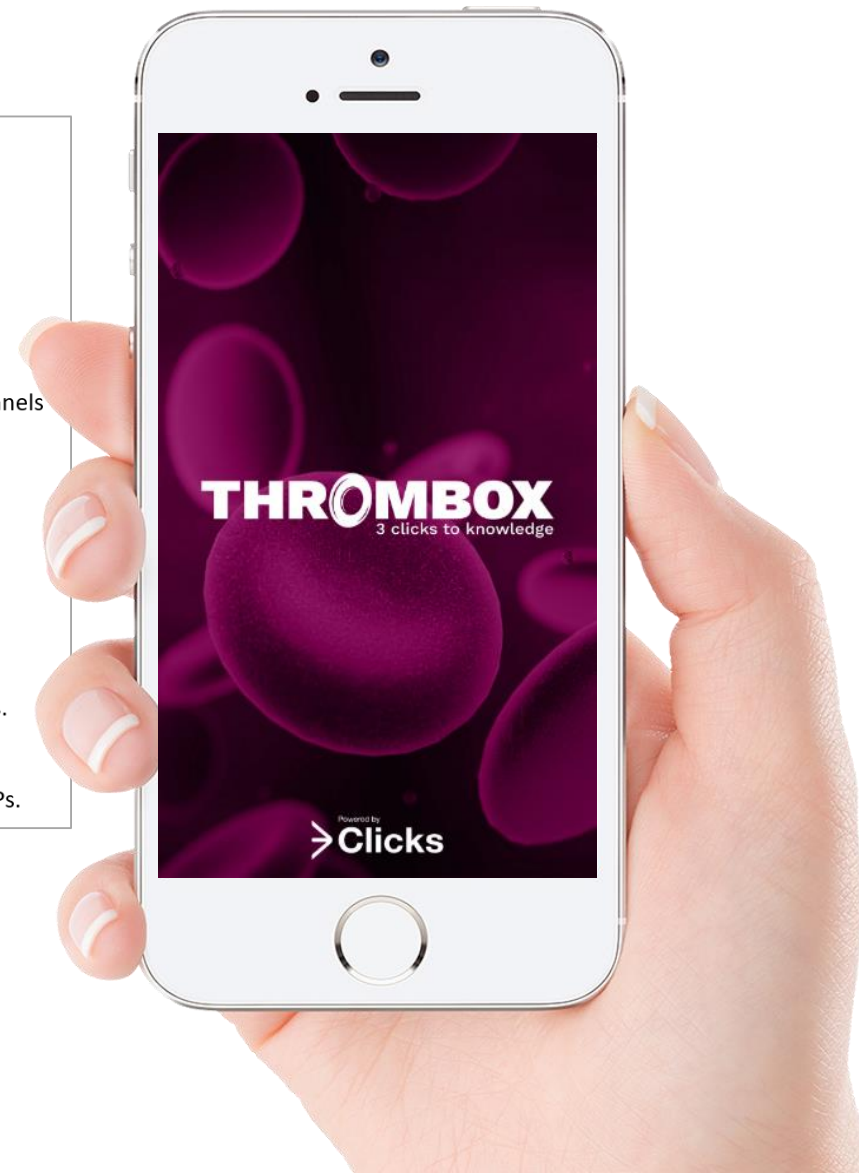
[1] CEO of 3Clicks LLC

3Clicks app concept

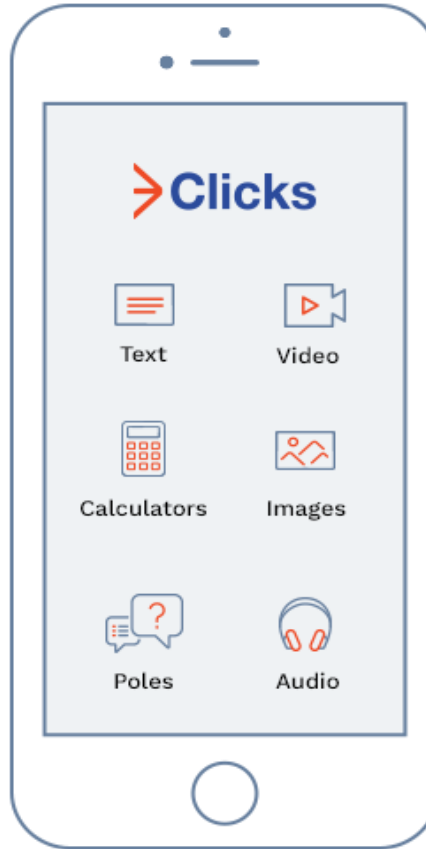> **Clicks**

Physician's perspective, always.

Actual GINA guideleins, access to current diagnostic and treatment standards

Interactive algorithms: allow for integrated support for the diagnostic and therapeutic processes

Availability 24/7: Always at your fingertips. Available off-line.

> **Clicks**

- Text
- Video
- Calculators
- Images
- Poles
- Audio

Available in
- **iOS**
- **Android**
- **web**

A multimedia form of postgraduate education using KOLs and case studies

Links to **virtual scientific conferences**, or **webinars** the fastest source of current medical knowledge and access to post-conference materials

Ability to **export patient evaluation results** to pdf. Medical documentation support.

Mobile apps

3Clicks
main functionalities

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Interactivity of the 3Clicks applications

Applications for doctors contain interactive diagnostic scales with the possibility of exporting results in pdf. format and attaching them to the medical records.

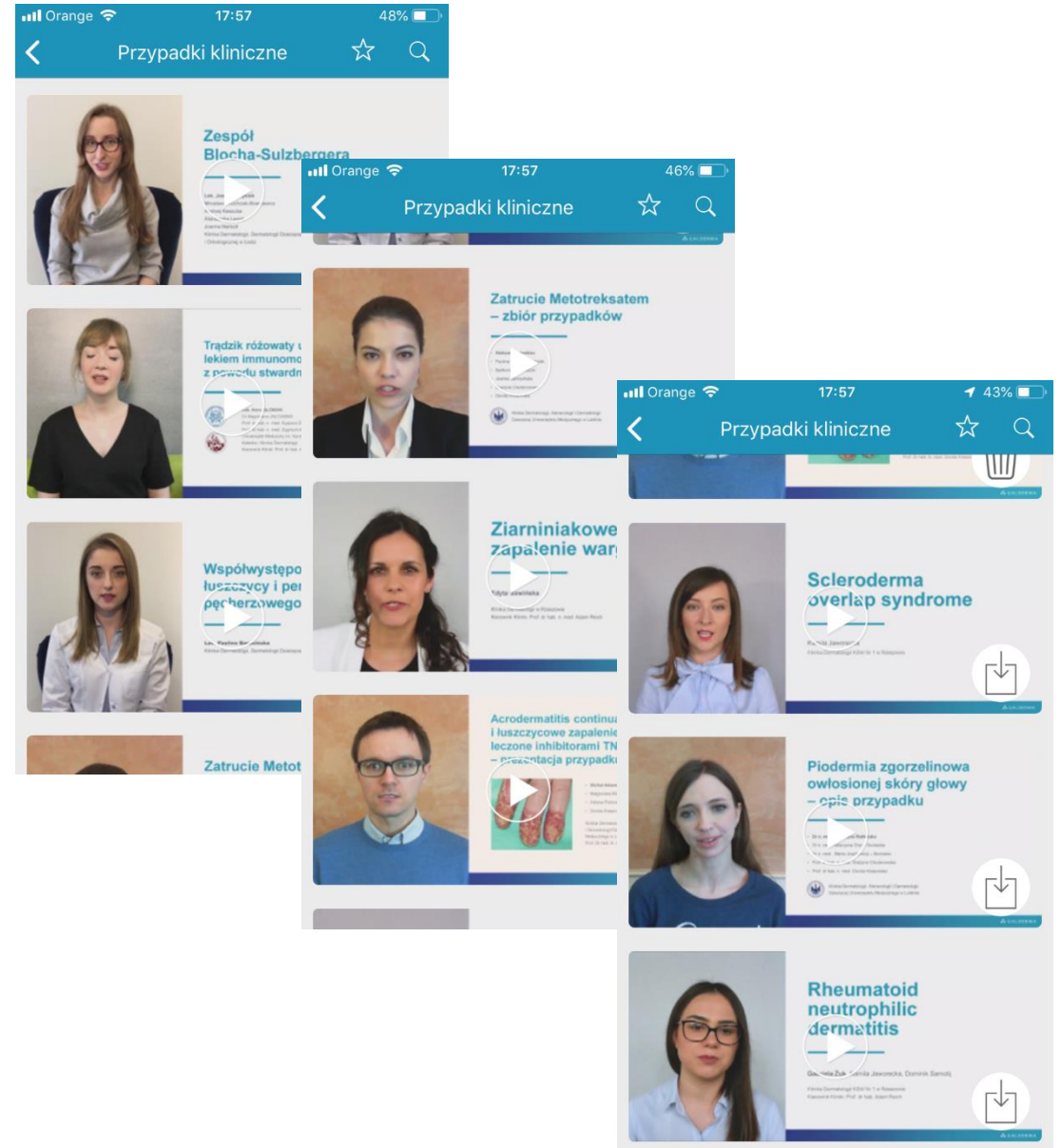In addition, there are algorithms, conversion factors, dose calculators, ICD-10 code search engines and other useful functions.
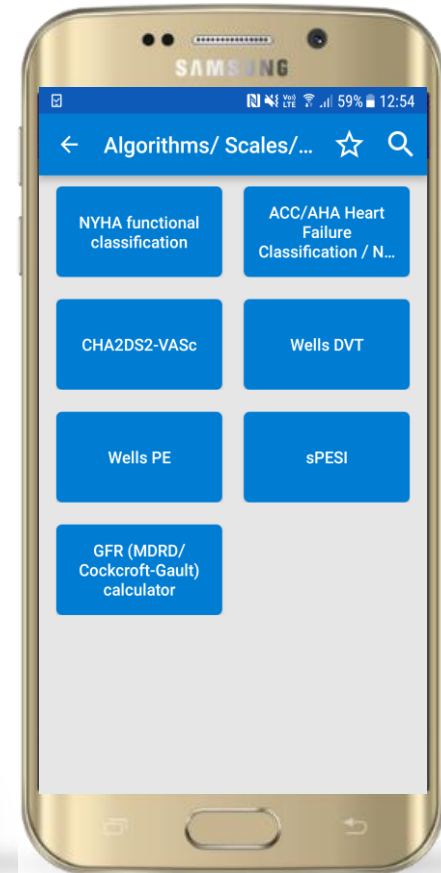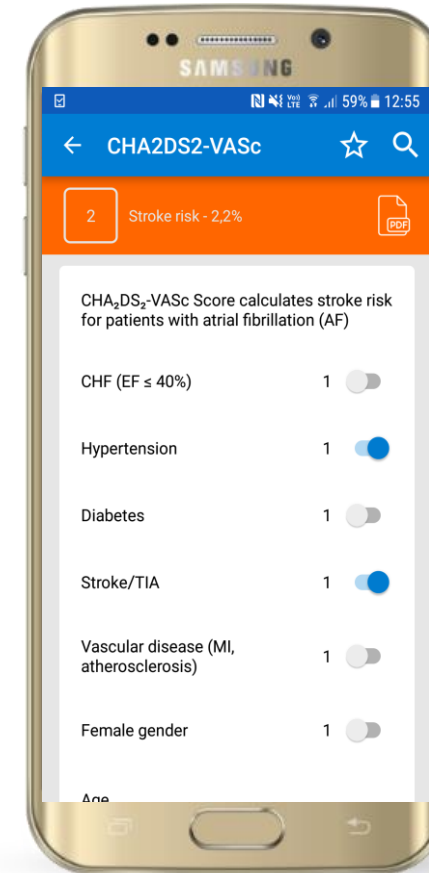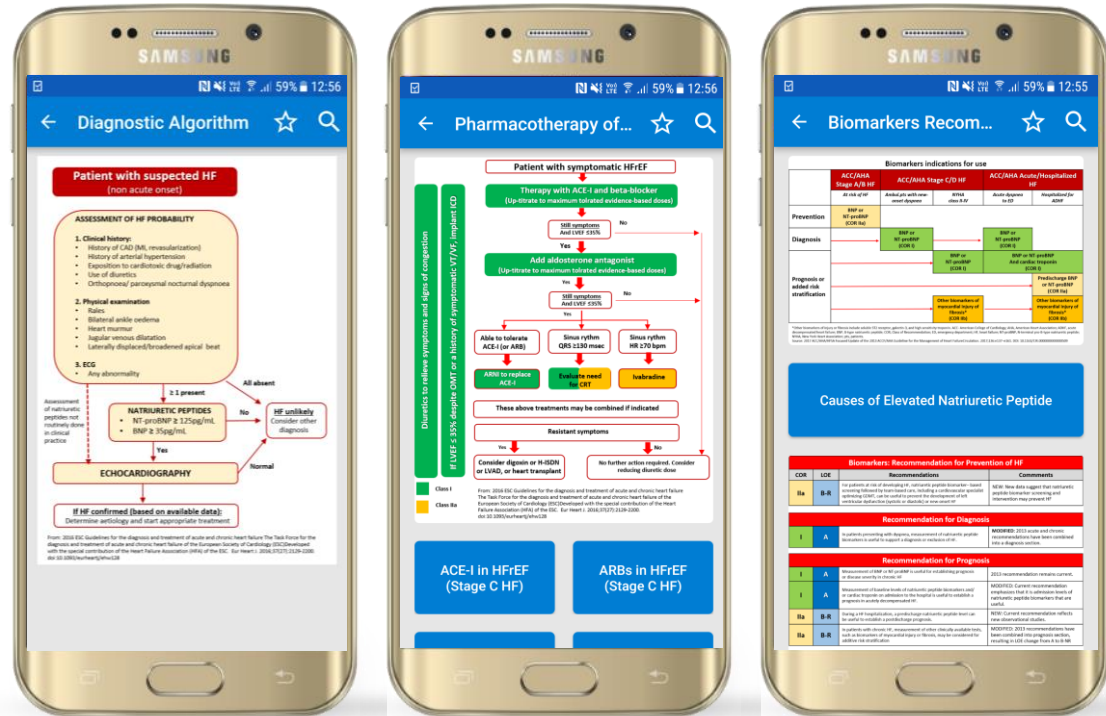
Education – video/case studies
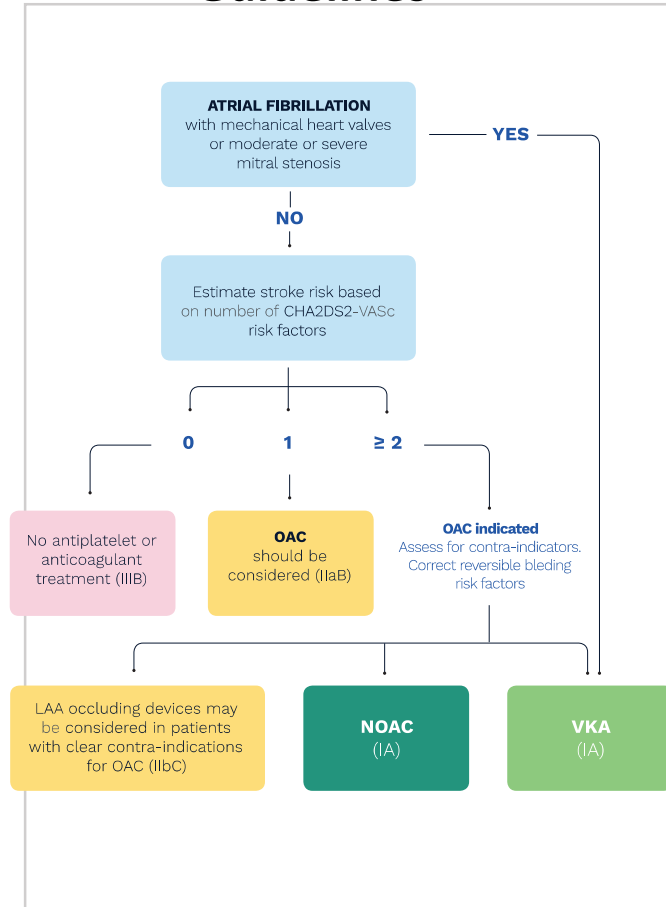
Learning materials
Video / jpg / pdf

- Case studies with video commentary
- KOL lectures
- Links to websites
- Articles (pdf)

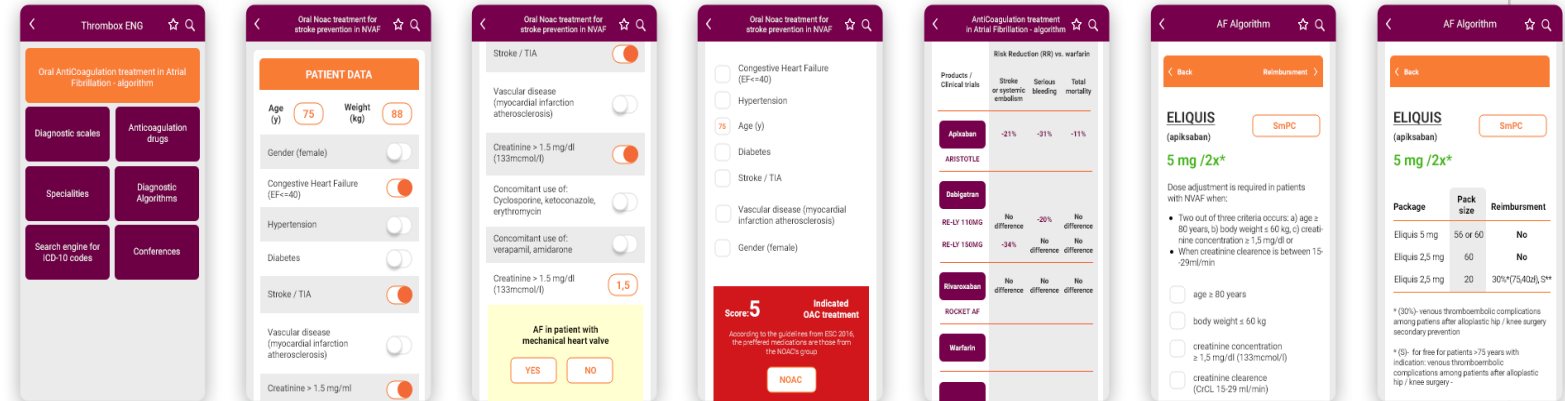# Converting guidelines into a decision algorithm/path

e.g. Support in Oral Anti-Coagulant therapy selection in Stroke Prevention in patients with Atrial Fibrillation.

Branding elements

Look & feel elasticity linked to **Companies** **Logos** and **Scientific Associations**

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With 3Clicks app.

We don't guess.
We measure it.
We report it.

Feedback in the form of various reports.
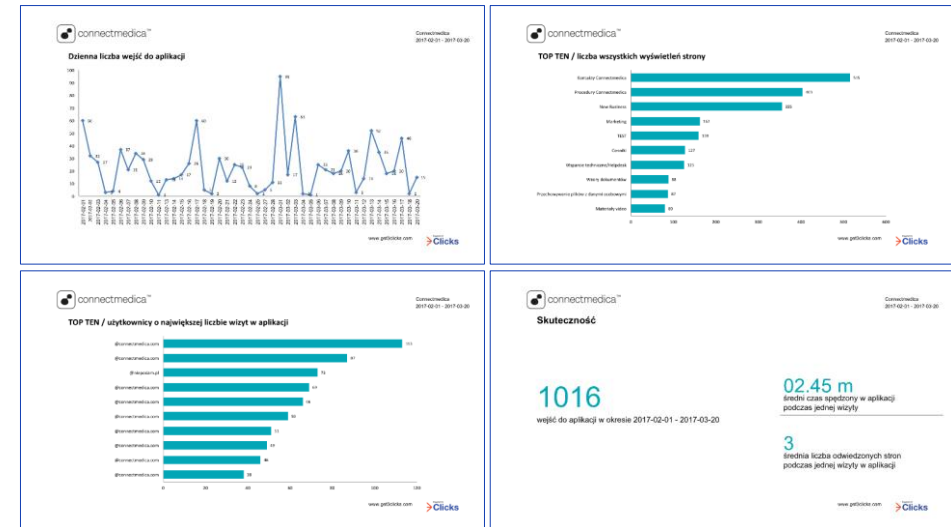
- All user activities are presented in the statistics.

- Excellent customer insight

Unique reporting system

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- 3Clicks allows to monitor users behaviour.
- Anonymous statistics are the basis for reports for sponsors.
- All user activities are presented in the statistics.
- This is an excellent source of customer insight

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Examples of implementation

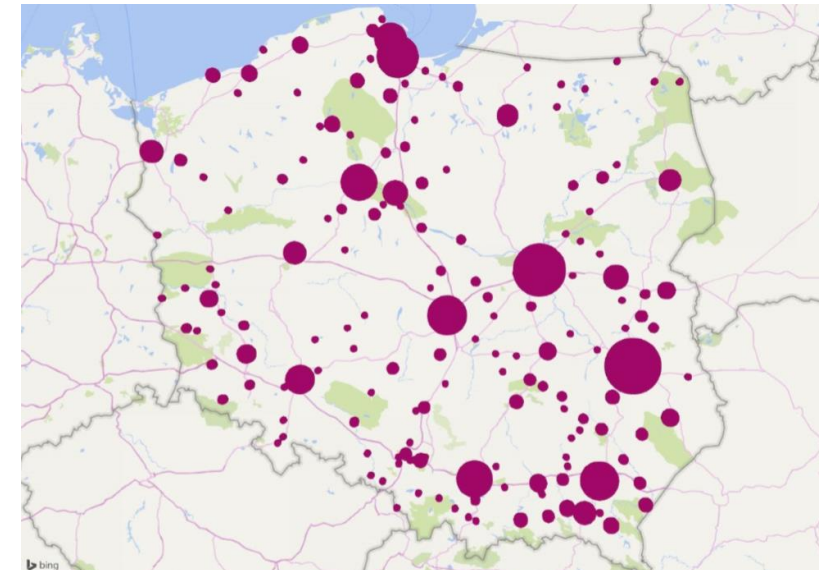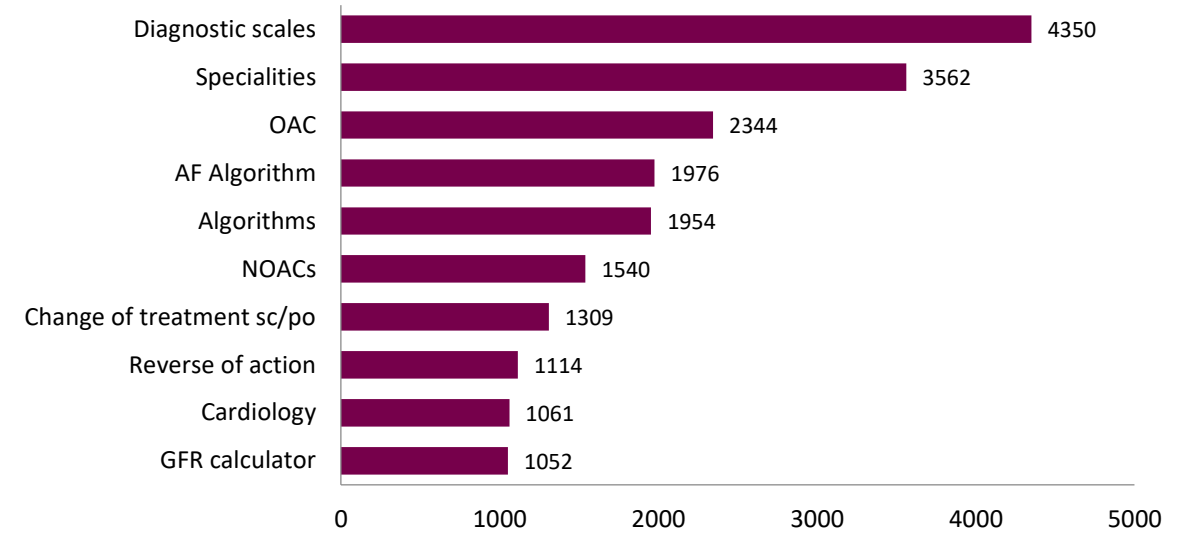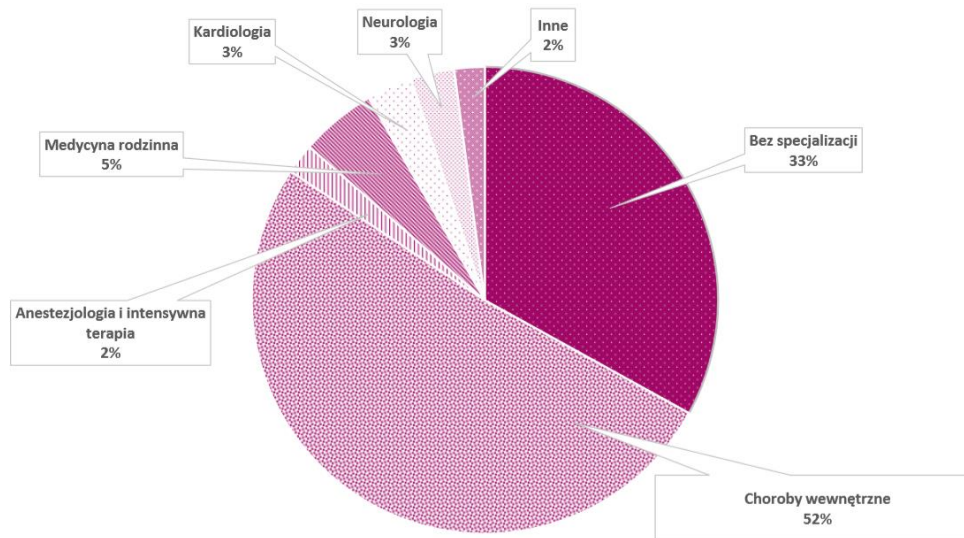# 3Clicks apps in stores - examples

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Apps addressed to HCPs:

- **SMbox** (neurology-MS)
- **Psoriasisbox** (dermatology)
- **Dermabox** (dermatology)
- **REUbox** (rheumatology)
- **HTbox** (hypertension)
- **Thrombox** (anticoagulants)
- **NEObox** (heparins)
- **HFbox** (heart failure)
- **Lipidbox** (dyslipidemy)
- **POZbox** (GP family medicine)
- **Astmabox** (asthma)
- **Abioticbox** (infectious diseases)
- **EYEbox** (cataract)
- **CRCbox** (colon cancer)
- **Prostatebox** (prostate cancer)
- **Vetbox** (Veterinary)

Neurology MS	Psoriasis	Rheumatology	Dermatology	Hypertension	Anticoagulannts	Infect.disease	Asthma

Colon cancer	Cataract	Heparins	Hipercholesterolemia	Family medicine	Heart failure	Prostate cancer	Veterinary

3Clicks apps activating Patients

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Disease management app for Patients with IBD

General information for oncology patients

Breast cancer awareness and support for patients

Experience
Wide range of sponsors and recognition of 3Clicks apps

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3Clicks apps were awarded in many High-Tech Conferences

3Clicks apps are used by many pharma corporations

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- 3Clicks LLC was founded in 2016 as a Start-Up in digital healthcare market

- More than **20** apps on the market addressed to MDs, Nurses, Patients, Business

- Awarded numerous business awards and recognitions

- Granted **EU-Fund** for Regional Development

- More than **14.000** physicians in database

- More than **3,000** Oncology patients in database

- Cooperation with leading corporations, among others: Abbott, AstraZeneca, Pfizer, AbbVie, Janssen, Biogen, Sanofi, Lilly, Merck, Ferring, Galderma, Bausch&Lomb, HP.

- International projects: Germany, UAE

- Cooperation with MOHAP/EHS in the UAE

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Contact us for more detailed information

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