



## Integrated and Compliant Mobile Health Platform

Driven by the rapid adoption of smartphones and tablet devices, healthcare providers, payers, pharmaceutical companies and patients increasingly employ mobile technology for a range of health services. mHealth apps are pivotal in the role they play in improving patient care and wellness, while reducing the escalating cost of healthcare. Developing fully integrated mhealth apps for a diverse range of mobile devices and operating systems while ensuring compliance with The Health Insurance Portability and Accountability Act (HIPAA) and other regulations is a key challenge for the success of mobile health.

FeedHenry offers a cloud platform that supports a compliant yet cost-effective mobile health strategy - from user-friendly app development, to secure and HIPAA-compliant integration with healthcare organizations and simple deployment to all major mobile devices. FeedHenry's mobile health solutions have been designed to address the key challenges and needs of the life science and healthcare industry.

### Improve Patient Care

FeedHenry's cloud platform enables the development of sophisticated health apps, leveraging native mobile device features and fully integrating with traditional healthcare organizations while also integrating with web services and third party APIs. Increasingly innovative, yet compliant, mobile healthcare requires the scalability and range of functionality and integration offered by the platform.

### Reduce Costs

FeedHenry's platform offers payers, providers, intermediaries, system integrators, and all developers a low-cost approach to the development, deployment, operation, and management of their health apps. Through simplifying app development and "build once, available everywhere" technology combined with a cloud-based on-demand business model FeedHenry accelerates app development and deployment without the need for any capital investment in hardware, software or specialized development skills. FeedHenry reduces future maintenance cost by its "forward compatibility" with the ever changing smartphone and tablet marketplace.

### Secure and Compliant

FeedHenry's platform ensures that sensitive data is securely managed from mobile device to internal healthcare systems. Our platform secures data "in Motion" and "at Rest" to enable an end-to-end secure solution from healthcare organization, in cloud, encrypted transfer to/from the mobile device and encrypted data on device to offer a truly HIPAA compliant operational platform and access control. Specialized functions allow remote administration of the app in the case of a lost device or removal of data in the case of access changes or issues.

### White Label Solution

For healthcare partners and solution providers, FeedHenry offers a white label solution. This allows organizations to differentiate their service by offering an instant mobile app solution to their clients and is the only White Label mobile app platform solution on the market today.

## FeedHenry's Mobile Health Platform-as-a-Service

Simplify app development, securely integrate with health organizations, deploy to all major mobile devices, operate, and manage your apps end-to-end using FeedHenry's HIPAA-compliant platform. The platform is also offered as a White Label solution to healthcare partners who want to provide a service to their client base.

### Studio

Develop mHealth apps in a hosted environment, using standard web technologies (Javascript, HTML /HTML5, CSS) and deploy to multiple mobile devices from a single code base.

*STUDIO screenshot*



### Space

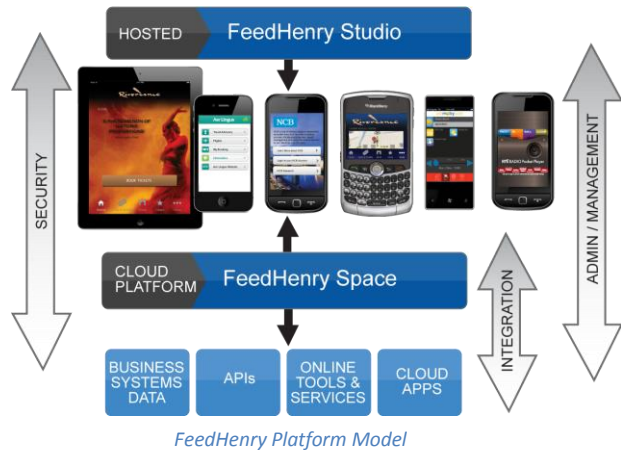
The platform provides server-side logic, storage, intelligent caching, access control, and HIPAA-compliant mechanisms for secure integration with healthcare organization, API integration and management...all in the cloud.

## About FeedHenry

FeedHenry's cloud platform supports the development, deployment, integration, operation, and management of secure mobile apps for the Healthcare and Life Sciences industry. Our platform powers mobile apps from the cloud, making the solution simple, secure and scalable. We work with healthcare vendors and development teams internationally to provide comprehensive and compliant mobile app solutions.

**LOGIN and experience our platform for FREE at: <http://developer.feedhenry.com>**

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### Security & Integration

Comprehensive security features include encryption, firewalls, authentication, access control, and confidentiality models as well as auditing, logging & monitoring – all supporting strict adherence to HIPAA, FDA, and other security protocols. mHealth apps can be securely integrated with medical/pharmaceutical systems and data as well as with private or third party APIs or other applications in the cloud.

### Management

Complete app lifecycle management, analytics, and operational reporting offer the tools to control and manage your mhealth apps.