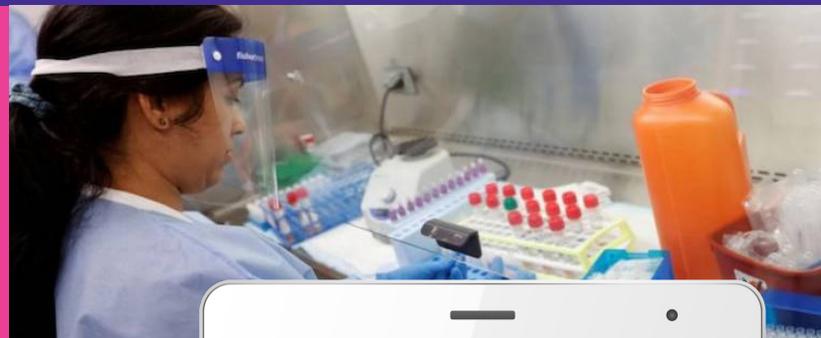**appify**

A Healthcare Innovator's
RAD Moment

How to deliver critical apps in weeks not months?

Tata Medical & Diagnostics, a division of Tata International, was launched in early 2020 with a mission of delivering in-home diagnostic testing, along with other patient-centric medical devices and services.

When the pandemic hit, TataMD needed to quickly build COVID-19 testing apps and extend them beyond their corporate firewall to make them available to their network of testing partners. The challenge; how could they possibly build a trustworthy consumer-to-doctor process of collecting, processing, and delivering test results throughout all of India – and be ready to launch in just a month? They didn't quite know it yet, but TataMD was having their RAD moment.
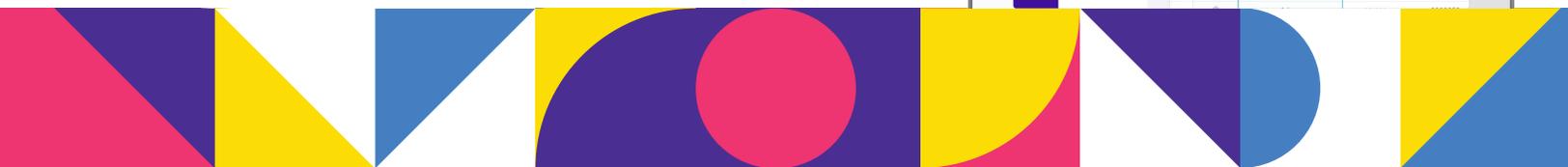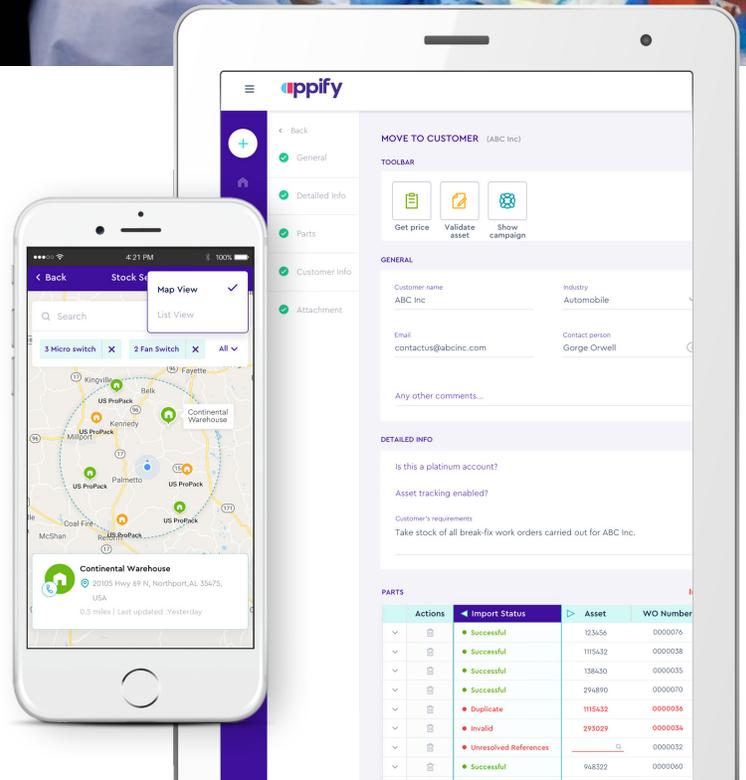
Crisis demands a radical timeline

In the face of this health crisis TataMD developed an innovative COVID-19 test based on CRISPR technology. When the test was approved by health regulators the government asked TataMD to launch as fast as possible. They needed to start delivering testing in weeks, not months. TataMD's planned process was demanding: a complex set of functionality running across all parts of the COVID-19 testing value chain – scheduling, on-my-way, job management, quality assurance, and data collection, with user interfaces for consumers, doctors, sample collectors. Traditional software development was not an option. Quickly meeting their complex needs and timeline could only be delivered by Appify's Rapid Application Development Platform.

Rapid Application Development delivers complex, integrated functionality quickly.

It was impressive: 5 COVID-19 testing apps in 5 weeks, integrated to disparate data sources and made available to their partner network.

And RAD delivered an added crucial quality; complete transparency. Consumers can see the entire report, including pictures, test strips, results, and doctor's sign-off. And on the lab side, where quality is essential, the app empowers technicians to make sure tests are properly aligned and bar- coded and that samples are tracked throughout the process. Delivering this transparency was highly significant to TataMD CEO Girish Krishnamurthy who believes transparency equals trust in the eyes of the customer, which delivers on TataMD's promise to deliver patient-centric healthcare innovation.

TATA MD
The Power of RAD

▶ **Faster**
TataMD built 5 integrated apps to handle national COVID-19 testing in just Weeks.

▶ **More Transparent**
Consumers can easily stay engaged with their own testing.

▶ **Better Accuracy**
Lab techs are able to easily verify every step of the process.

▶ **Robust Functionality**
Apps delivered robust features and functionality

Appify **makes business life simpler** by delivering transformational agility to businesses through its Rapid Application Development Platform. Supercharge your technology team with the power to quickly build user-friendly apps that digitize a manual process or extend the capabilities of your current technology stack.

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