



Services Overview



appcetera | MD designs, develops, delivers software as a service (SaaS), Clinical Solutions, and Social Media Solutions for the healthcare and wellness ecosystem. Our clients are engaged in a variety of clinical specialties such as Clinical Research, Dermatology, Dentistry & Oral Health, Psychiatry & Psychology, Emergency Medicine & Urgent Care, Women's Health, Orthopedics and Sport Medicine, Pediatrics, Gastrointestinal, Infection Control, Ophthalmology, Pain and Wound Management, and more.

Our Digital Health solutions open tremendous opportunities to deliver healthcare services and therapy to patients in the comfort of their homes – your practice or wherever they are, through any web or mobile device.

Call us now 1-877-378-1199
www.appceteraMD.com

TECHNOLOGY STACK



appcetera|MD leverages best-in-class databases, programming languages, software, and tools that work together to create Digital Health solutions, Websites, Applications, and Programs:

- Data Management
- Analytics
- Operating Systems
- Web Infrastructure
- Marketing Engagement
- Integration Automation

appcetera|MD incorporates Telemedicine, Mobile Health, Wearables, Remote Monitoring, Electronic Medical Records, Data Analytics, Digital Marketing, Medical Apps, and others into our Digital Health solutions.

Through our experience, we have learned which technology offers the most advantages and we strategically blend elements that have the most impact on you. We bring versatility and broad-spectrum solutions that fit you, your needs, your goals.

IT Services Technology and Methodology

Modern development systems use formative development

- Eclipse and Java Android SDK
- XCode and Objective C

Cloud Server-Side Development

Using the following platforms:

- Ruby on Rails (Rackspace)
- PHP with Zend Framework (Amazon EC2, S3)
- Microsoft .NET (Microsoft Azure)
- Google Application Engine, Java, Python



Client/Server Mobile Information Systems

- Development of server side with Application Programming Interface
- Development of communication protocol using HTTPS, REST, JSON, XML
- Transferring different data formats, including images, audio, video

Integration with Social Media Services

- Android Services allow running the app in the background
- Using of Google Maps and Location Services
- Integration with Instagram, Twitter, Facebook, LinkedIn, YouTube, etc.
- Using of PUSH-messages communication
- Supporting of phone and tablet devices for Android/iOS

Web & Software Development

- Discovery Phase: Architect Strategy & Planning
- Website Design & Development Phase
- Deploy Phase: Website Implementation & Outcomes
- SMS



App Development

- Mobility Strategy
- User Experience Design
- iOS App Development
 - Android App Development
 - Mobile App Development Process
 - Mobile App Testing
 - R&D and Prototyping

Mobile Database Management

- Using SQL-Lite and ORM-Lite solutions
- Using XML and JSON libraries for protocol
- Have experience in two-way data synchronization between server and mobile client
- Have experience in pagination algorithms of data presentation on mobile platforms

Design & Production Services

- Custom Website Look & Feel
- Content creation with SEO keyword strategy
- Design & Development of Homepage
- Design & Development of subpages/site pages
- Custom SMART Call-To-Action (CTA)
- Responsive Design
- Mobile Navigation
- Enterprise Level Hosting with Amazon
- Landing Page Template
- Quality & Assurance Testing
- SMART Forms
- Website Training
- On-Page SEO



Business Services

- Clinical Solutions
- Practice Solutions
- Social Media Solutions
- Algorithms of data presentation on mobile platforms
- Software As A Service (SaaS)
- Care Management
- Workflow
- Consulting

Documentation and QA

- Team creates documentation for code by Doxygen or Javadoc
- Well documented client-server protocol for API
- Providing comments in source codes on required level
- Team follows strict requirements on Coding Convention
- Version control by SVN or GIT
- Unit test and automation tests
- Manual QA testing and System Integration Testing
- Performance and load stress testing

Integration Engine

Have a more accurate view of users by integrating data from other health systems.

Electronic Medical Record and Electronic Health Record Integrations.



Sync data to and from popular EHR systems using both direct and middleware connectors.

Wearable Connect.



Bring in data from wearables and other IoT devices to improve data quality and paint a more accurate picture of your users.

Custom APIs and best-of breed partners.



Have other data from business, clinical, or operational systems you'd like to integrate? Leverage our custom API to do so.

Building a mobile application for healthcare requires a higher level of planning, preparation, and support than for other sectors. In addition to accounting for the clear security and compliance requirements inherent in handling such sensitive data, there remain many other nuances that can quickly sink any healthcare initiative. There are a large number of healthcare technologies, all which leverage differing communications protocols and are at varying stages of development. Additionally, each health organization follows its own set of standards, protocols and policies.



Leveraging a software solution from appcetera|MD that has the expertise in supporting application development specifically for Mobile Health will not only offset the risks of noncompliance but will also increase your Providers' abilities to achieve interoperability impacting Medicare reimbursement and value of care.