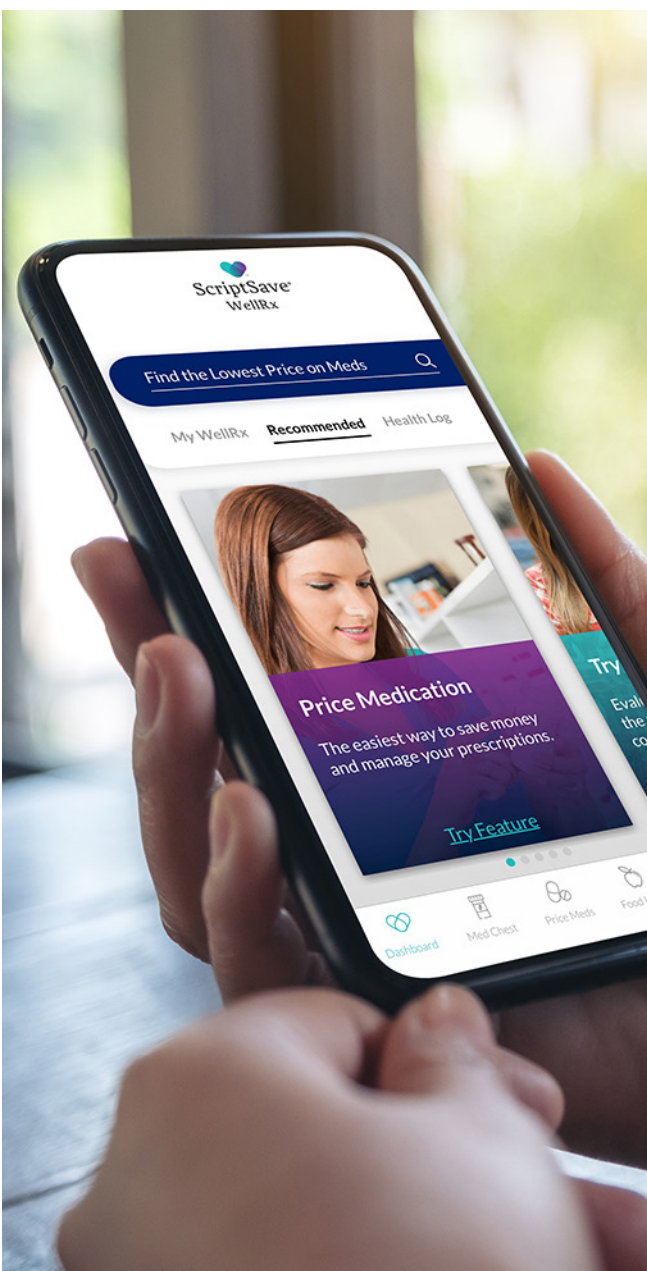




## Building a Feature-Rich Mobile Application to Promote Health, Wellness, and Pharmacy Discounts

Neudesic helped ScriptSave blend wellness tools with smart prescription management to increase app users and overall customer engagement



### The Challenge

- Differentiate the ScriptSave brand beyond basic pharmacy benefit management (PBM) through a comprehensive, feature-rich mobile application
- Provide a more immersive user experience that promotes ongoing health and wellness
- Update existing WellRx app, based on older technology, to support new functionality the team was seeking
- Employ a DevOps framework to consistently build-out new features to attract users
- Find a skilled partner to collaborate and ideate on wellness features to align with ScriptSave's goals and competitive landscape

### The Solution

- Tap into Neudesic's deep Microsoft expertise and mobile competencies for strategy and app development
- Utilize Xamarin Forms to simplify development, enabling reusable code across iOS and Android platforms to ensure the app is available to ScriptSave's customer base, regardless of device
- Extend ScriptSave's WellRx mobile app features and functionality by modeling and engaging in the scrum process to provide fast feedback and timely deliverables

### The Benefits

- Complete mobile app redevelopment using Xamarin Forms cut costs and expedited buildout of new features, speeding time to market
- Neudesic's approach fostered collaboration that enabled app to better suit a variety of patient needs while increasing ongoing customer engagement
- Deeper insights allowed ScriptSave to approach underserved geographies with sensible options for improved care
- New WellRx app elevates ScriptSave as consumer champion focused on holistic wellness management

“Neudesic delivered exactly what we required for our mobile application. It was a real partnership, with both of our teams embedded and working together to create a cohesive experience. With Neudesic's mobile expertise, we had confidence in the new ideas they presented and their technology recommendations to build the app.”

– Jane Schmitt, Technical Product Manager, ScriptSave

## The Client

Helping the uninsured and underinsured reduce the high cost of prescription medications, ScriptSave offers a free savings card to access reduced pricing on brand name and generic medicines. The organization is part of the MedImpact, Inc. family of pharmacy benefit management (PBM) companies, and its WellRx mobile app connects users with more than 65,000 pharmacy partners nationwide.

ScriptSave's mission is to help users improve and maintain wellness, with not only better access to affordable medications but also a full-featured app experience that demonstrates the connection between everyday activities and good health. Having a more functional and full-featured app would support this effort and align nicely with ScriptSave's goal of increasing good health for the long term.



***“ Neudesic introduced us to the Azure DevOps environment, integrating requirements gathering with our UI, UX, and Development teams, and enabling them to collectively work in a more effective and streamlined manner. ”***

**– Jane Schmitt,  
Technical Product Manager,  
ScriptSave**

## The Challenge

The ScriptSave team recognized that additional features in WellRx could create added value, encouraging users to integrate an ongoing focus on health and wellness into daily life. “We wanted our WellRx mobile app to provide additional features to help users with drug adherence and have the ability to choose the right foods as they shop, alongside access to real-time personal wellness insights applicable to their specific health status,” said Jane Schmitt, Technical Product Manager, ScriptSave. The initial WellRx app was functional but fell short of the more immersive user experience ScriptSave wanted to deliver, including a more comprehensive medicine chest and food index flexible to the needs of individual users.

ScriptSave wanted to create a world-class user experience, grounded in a scalable and maintainable mobile framework. Because WellRx was originally developed using the Xamarin Classic development platform, the challenge was modernizing and extending its features quickly and easily. ScriptSave was steadily building a backlog of wellness features and were looking for a local partner to collaborate with who could bring a deep understanding of their business along with a strong mobile development competency.



## The Solution

Neudesic assessed ScriptSave's existing app along with its growing list of new features and determined that the company would face greater cost and difficulties maintaining the app on multiple mobile operating systems – particularly as its unique and personalized feature set was continually evolving. "Neudesic was involved right from the beginning. They evaluated different technology options and quickly determined the technical limitations of our Xamarin Classic Platform. They recommended Xamarin Forms, the newest iteration of Xamarin development tools," said Schmitt. Rather than remaining on a path that would demand separate enhancements and development for both Android and iOS, Neudesic recommended the application be redeveloped from the ground up. To achieve this, Neudesic built a technologically deep team with strong competencies in areas of mobile architecture design, UX development, and project management.

Using Xamarin Forms, Neudesic developed a new WellRx mobile app, extending its features and functionality in a much simpler and more intuitive development process that would take ScriptSave into the future. The process enabled significant sharing of UI code across mobile platforms, reducing resources and ensuring the new app would be simultaneously available to ScriptSave's full userbase.

The Neudesic team aligned WellRx with a slate of best practices for mobile development, including a DevOps framework as a means of establishing continuous integration and development. "We've significantly decreased the number of crashes and have incorporated a DevOps framework into multiple projects, allowing everyone to work in a more effective manner with visibility of the queue," said Schmitt.

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**– Jane Schmitt, Technical Product Manager, ScriptSave**



## The Benefits

ScriptSave saw near-immediate benefits from the release of their new WellRx app. "We have increased our app store rating to five stars and reached the top 100 for medical apps organically with a 56% product use," said Schmitt. "Within the last month, we have improved the impressions of the app by 13%, increased the app units by 12%, and our conversion rate has increased .92%."

ScriptSave was also able to sharpen its focus on geographic markets that were being underserved and build smarter functionality throughout the app overall. The collaboration between ScriptSave and Neudesic brought new ideas to meet the real-world needs of users, resulting in smart features such as daily reminders to take medicines and calendars for streamlined re-ordering.

ScriptSave's key drivers of accelerating time to market and increasing overall users and engagement of the app led to their overall success. "WellRx gave us a way to expand our offerings and value to our users far beyond simply seeing the lowest price on medications. This clearly sets us apart from other pharmacy benefit managers to help with medication adherence and utilize those additional tools to help maintain and manage their medications," said Schmitt.



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**– Jane Schmitt, Technical Product Manager, ScriptSave**



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