

Healthcare and Pharma Use Cases with Applitoools



In healthcare today, more and more customer experiences are digital

1. Mobile app downloads will increase from **149 Billion in 2017 to 353 Billion** by 2021
2. Adults in the US spend an average of **10 hours a day** interacting with digital screens

Key challenges for healthcare and the digital transformation

1. Regulation of website drug descriptions drives costs and delays
2. All changes must be validated
3. Regulations vary globally by country / agency
4. Massive manual effort
5. Difficult to maintain and update LIMS and other clinical and production systems

Industry leaders trust Applitoools



Applitoools helps release faster, with complete confidence in quality

Applitoools helps software development teams deliver a great visual experience to their end users. Pioneering a new category focused on verifying the visual integrity of the User Interface as part of the software delivery lifecycle, financial services organizations globally turn to Applitoools to ensure the “look and feel” of applications render correctly whenever changes are made – across all devices, platforms, and browsers to deliver an exceptional digital experience. Using advanced AI technology, the Applitoools platform emulates the human eye to instantly analyze digital assets at scale and detect UI / UX issues.

Applitoools improves ROI significantly

1. Nearly eliminates manual checks
2. Automates tests for warnings and required elements
3. Reduces fines and delays due to human error
4. Auto validation upon CMS upgrades, browser / device versions, etc.
5. Enable incremental approvals for minor updates
6. Huge time savings in drug release process

Fortune 100 Healthcare Company Use Case

- This Fortune 100 healthcare company needed help running visual tests of public websites, especially for compliance with FDA and checking for special drug warnings.
- The corporation includes some 250 subsidiary companies with operations in 60 countries.
- Their previous testing process took five people working for 2 weeks (80 hours). Now it's completed in 20 minutes with the push of a button.

**ROI Savings with
Applitoools: 239%**