

Integrative Medicine Patient Management Platform

I. SUMMARY

An application used by functional and integrative medicine providers (pharmacists, physicians, NPs) and their support staff across the U.S.

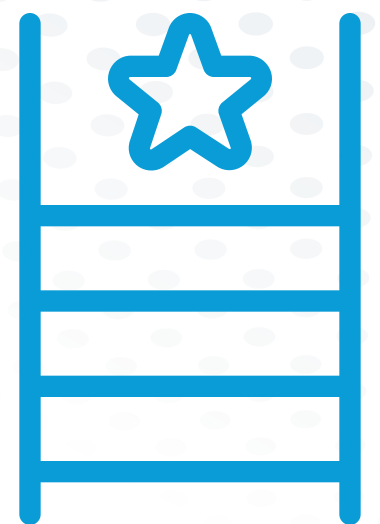


II. PROBLEM STATEMENT

Providers in functional and integrative medicine faced major hurdles in managing BHRT, including fragmented records, manual onboarding, complex clinical decisions, limited scalability, and increasing HIPAA compliance demands.

III. TECHNOLOGIES USED

- Backend: ASP.Net MVC, C#, NHibernate.
- Frontend: HTML5, CSS3, Bootstrap.
- Database: SQL Server
- Security: Encrypted storage, multi-factor authentication, HIPAA-compliant infrastructure.
- Integrations: Automated messaging, scheduling, and notification API links.



IV. OUR APPROACH

- Cloud-Based Platform: Built a secure, HIPAA-compliant portal for providers, staff, and BHRT consultants.
- Configurable Onboarding: Guided, multi-step intake wizard for demographics, history, medications, and allergies customizable by each practice.
- Rule Engine Automation: Enabled physicians to define rules in plain English, programmatically converted into clinical decision logic for labs and prescriptions.
- Workflow Automation & Expert Support: Automated case management with digital notes, communication logs, and live BHRT consultant access.
- Training & Branding: Delivered provider training, documentation, and white-label features for practice-specific branding.



V. KEY FEATURES

- Unified case management with secure, centralized patient, lab, and communication data.
- Modular, configurable onboarding forms for streamlined intake.
- Physician-driven rule engine for automated lab/prescription suggestions.
- Real-time decision support ensuring evidence-based, compliant care.
- White-label customization for consistent patient/provider experience.

VI. CHALLENGES FACED

- Translating natural language rules into executable clinical logic.
- Designing flexible, dynamic onboarding forms for different specialties.
- Secure migration of fragmented, unstructured patient data.
- Proving efficiency/ROI to non-technical clinical staff.
- Staying compliant with evolving HIPAA/privacy requirements.
- Solutions: Advanced rule engine parser, no-code form builder, hands-on provider training, and automated compliance reporting.

VII. OUTCOME/RESULT

- The platform has become a recognized standard for customizable BHRT management across clinics and pharmacies.
- Market Adoption: Widely used by specialty clinics and compounding pharmacies nationwide.
- Efficiency: Significantly reduced onboarding/admin effort with more accurate, complete intake data.
- Automation Impact: Faster decision-making and automated, compliant lab/Rx ordering.
- Industry Distinction: Praised for usability and technical depth in integrative medicine.

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