HOW DIGITAL INNOVATION HUMANIZED HEALTHCARE: A NON-PROFIT ORGANIZATION'S SOLUTION

In this Case Study, the concept behind this tool is to establish a platform aimed at enhancing communication and coordination among young adults facing similar life challenges.

KEY METRIC

The tool helps patients stay connected with a nurturing network and avoids complete isolation.

Promotes a sociable recovery instead of isolation

SUMMARY

In the context of a life-threatening diagnosis, maintaining consistent and meaningful support while staying connected plays a pivotal role in a patient's well-being. Regrettably, many young adults find it challenging to seek or provide support effectively. Consequently, connections may become strained or severed, support may become mismatched and erratic over time, and isolation can emerge as an additional health hazard to surmount. Discover how Nablasol's digital solution aided a non-profit organization in fostering connections between cancer patients and their supporters

BUSINESS CHALLENGES

People dealing with life-threatening illnesses often struggle to express their feelings, needs, or desire for companionship due to concerns about appearing vulnerable or imposing on others. Simultaneously, individuals within their communities often desire to offer support but may lack the experience or information to effectively do so, leading to uncertainty and stress.

Our solution aims to bridge this communication gap between these two distinct user groups, utilizing cutting-edge technology to address their respective concerns and connect them more effectively.

Facilitate a safe space for patients and their cheerleaders

Acts as a virtual wellness tracker

Promotes a sociable recovery instead of isolation

SOLUTION PROVIDED

This tool aims to establish a streamlined communication and coordination platform for young adults facing similar life challenges, particularly those diagnosed with a life-threatening disease like cancer. The vision is to make this application accessible to every young adult patient upon diagnosis, facilitating the formation of a robust support network that can offer assistance, both socially and emotionally, as well as provide physical presence.

Key features of the application include:

- Facilitating connections between patients and their support networks.
- A calendar displaying patient availability and interests.
- A messaging system for seamless communication between patients and supporters.
- Status updates to inform the network about the patient's well-being and preferences for contact.
- A wishlist feature allowing supporters to view and fulfill the patient's needs.

IMPACT ON BUSINESS

The application's impact included:

- Allowing loved ones to monitor patients' real-time activities, track their progress, and provide support when necessary.
- Facilitating patient connections within a secure and interconnected environment, tailored to their preferences.
- Empowering patients to engage with a supportive community, fostering a more positive and sociable recovery experience instead of isolation.

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