



Improving the Lives of Heart Transplant Patients

When it comes to the heart, seconds matter.

In the past, if a patient had worrisome symptoms after a heart transplant, he or she faced a lengthy wait time for a diagnosis. The patient had to go to the hospital, sit in the lobby on standby for a heart specialist to arrive and go through a barrage of tests. The process took hours — time the patients couldn't to waste.

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Technology advances healthcare

With elderly patients in mind, the manufacturer wanted to develop an easy-to-use app that would automatically detect irregularities in a patient's artificial heart and transmit that information to a doctor. It also sought to give users the ability to seamlessly transfer data between subsequent devices that could be leased or purchased.

The organization contacted Insight with these ideas. Our team listened carefully to the needs of the client and its patients. We then recommended the intuitive iOS® platform paired with Apple® devices.

Facts at a glance

Client industry:

Healthcare

Size of company:

86,000 employees

Challenge:

The client needed a way to provide patients with the right technology at an affordable price.

Solution:

iPad® leasing program

Results:

- Faster diagnosis for heart transplant patients
- Intuitive technology for elderly patients
- Cost-effective device leasing

Solution area:

Insight's Supply Chain Optimization solutions simplify the process of procuring, maintaining and replacing the technology clients invest in to run their business.

Creating an app for hearth-healthy living

The client worked with Apple to develop an iOS® app that monitors each patient's heart device and transmits that information to his or her doctor — enabling a more accurate view into the patient's heart health. If a patient is at home and suddenly feels chest pain or a racing heartbeat, he or she can simply use the app to get an idea about what's going on.

Patients can find out if their symptoms are caused by a low battery in their heart device or something more serious. They can also begin an immediate video call with their doctor, who can suggest the right course of action, whether that's further testing at the office or a trip to the emergency room.

An accessible solution for all

To keep the app affordable, Insight and Apple Financial Services created an iPad® leasing program.

The program ensures patients don't have to pay a large upfront cost. Instead, they're able to take home an iPad Pro worth upward of \$1,000 for only \$25 a month. And, when a device becomes outdated, patients can simply exchange it for a newer version.

Many of the client's heart transplant patients consider the program a resounding success.

To make the app even easier to use, the client is working with Insight and Apple to extend the capabilities and services to the Apple Watch®. If a patient's heart rate drops to zero while wearing the watch, the app will automatically call emergency services.

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