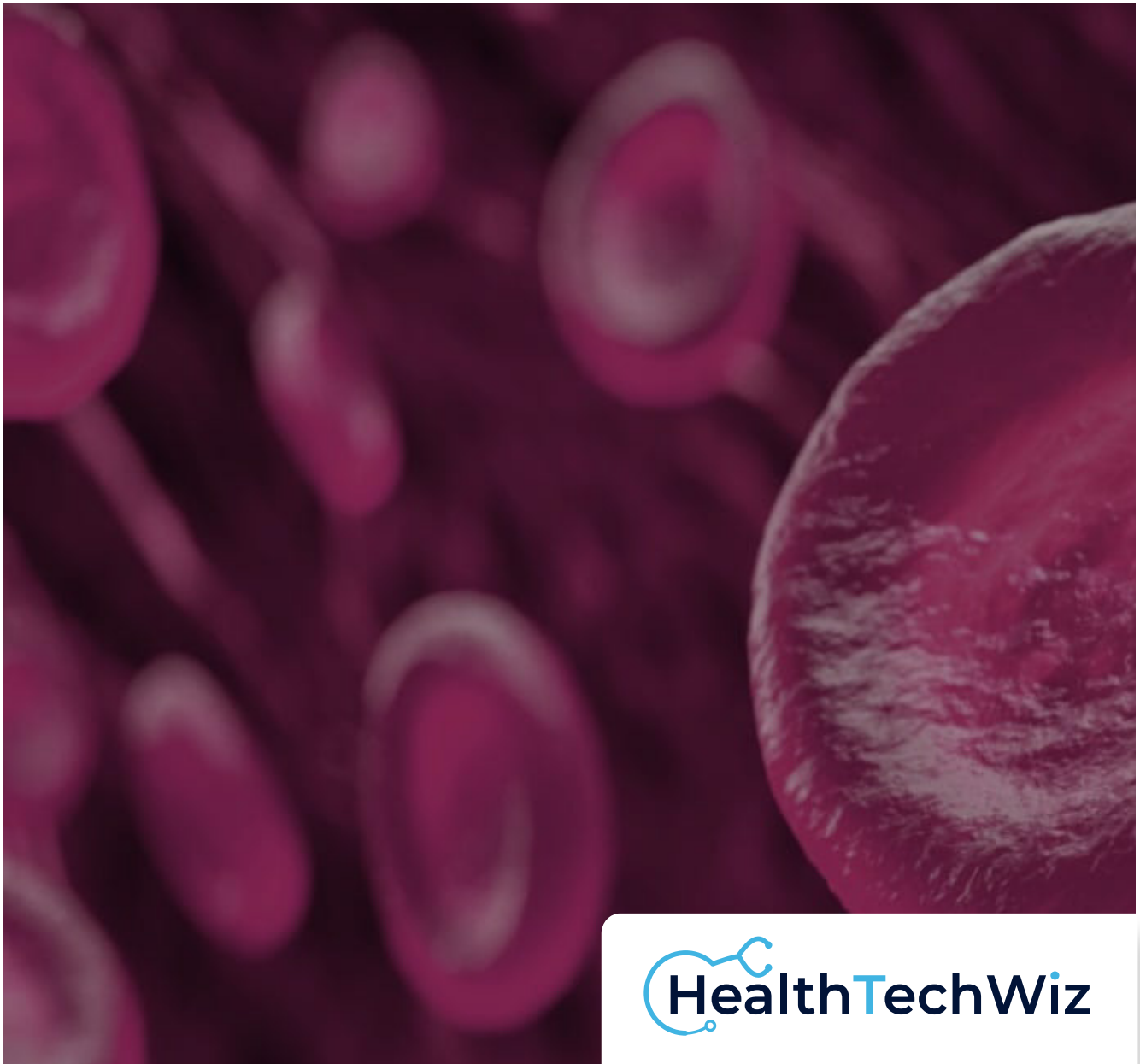


HealthTechWiz

# Case Study



## **AnemoCheck Mobile - Mobile Application For Measuring Hgb Equipment-free**



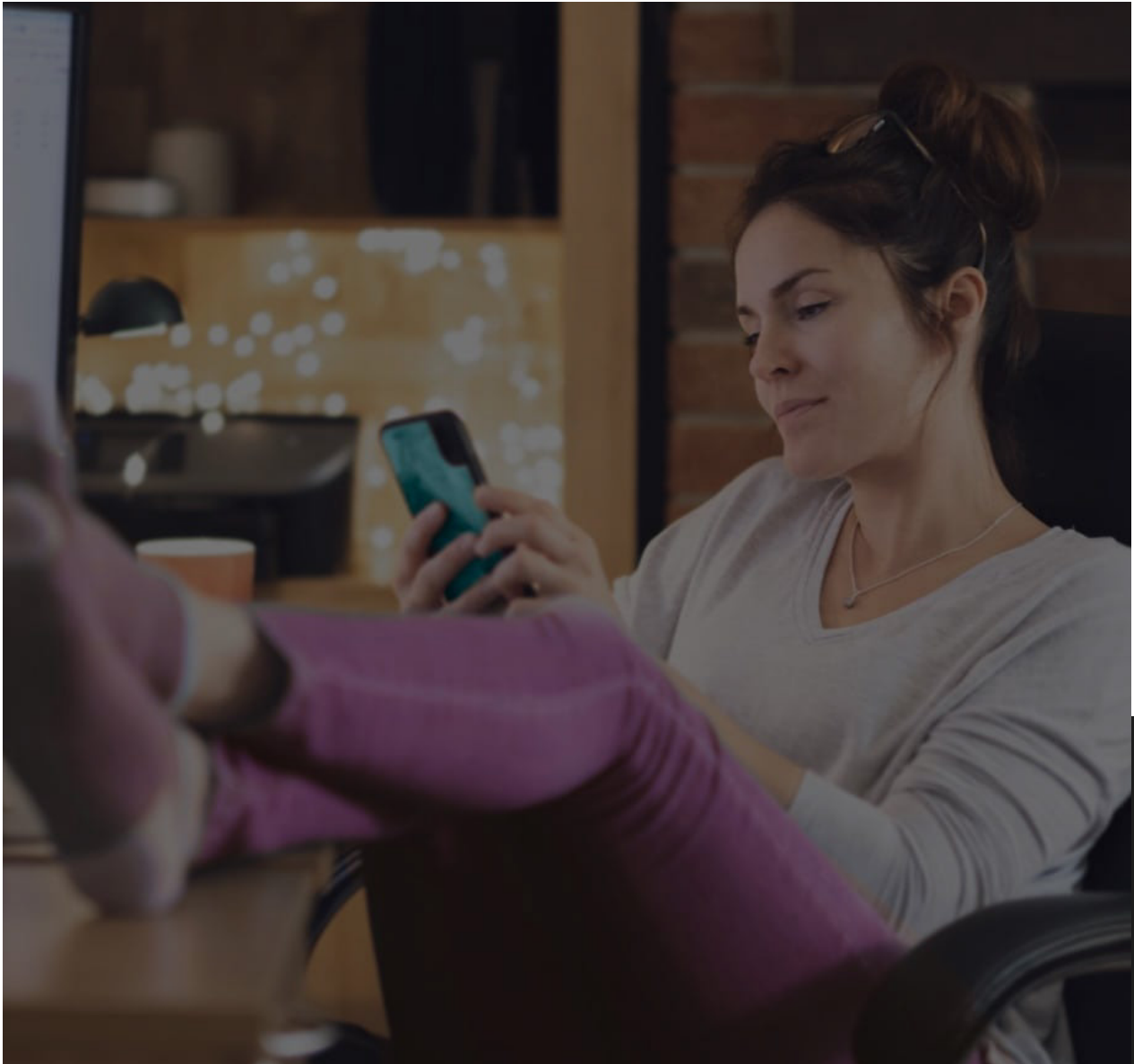
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## Client's Profile:

Sanguina is a research-based health platform headquartered in Peachtree Corners, Georgia. It focuses on indications that can become vital signs, trackable parameters, or home tests to improve health and wellness management. AnemoCheck Mobile is the first of its kind - the mobile app measures and tracks hemoglobin levels without drawing blood.

## Background:

Sanguina approached us with the ultimate goal of developing a mobile app to help everyone act on their health through accessible science and technology, with an emphasis on anemia screening. They wanted to build a mobile app that measures hemoglobin levels from a fingernail selfie.

## The Challenge:

Often, children, pregnant women, and people with malnourished diets are affected by Anaemia. The symptoms include fatigue, weakness, dizziness, and drowsiness. Mortality is an increased risk of maternal and child victims.

Unless blood tests are conducted in the labs, it is impossible to conclude on the Hgb levels or determine the seriousness of the medical condition. Our client teamed up with us to develop a mobile healthcare application that is easy, simple, and yet efficient to run the checks without drawing blood. The challenges that lay ahead were

- » Equipment Free
- » Convenience of Patient's Location
- » Flawless Results To Support Decision Making
- » Privacy & Data Safety



## Our Approach:

Our mobile app development team closely coordinated with Sanguina's team to develop a custom version of AnemoCheck Mobile. The primary focus was to provide noninvasive hemoglobin levels via a snapshot of a fingernail for patients with anemia.

Together with Saiguna's team of researchers, clinicians, and scholars, our team built the mobile app as a customizable interface that applies an algorithm based on a patient's nail bed paleness to determine the Hgb level. Therefore, it is unnecessary to draw the blood to measure the levels!

## Mobile Application for Hemoglobin Management in Patients

The research-based health platform company developed the first Hgb mobile healthcare app. The mobile app is aimed at patients who may think they have anemia and those for whom the condition is a recurring issue.

AnemoCheck Mobile is available for everyone on the Google Play store. It is free to download, and users can run tests individually or in packs as in-app purchases.



## Benefits of Using AnemoCheck

- » Patients have to take a picture of their fingernails to learn about their hemoglobin level in seconds.
- » Long wait times for the results, appointments are no more a concern
- » The app is highly secured, and the data is safe.
- » Share the test result history instantly with the patient's physician
- » Users with questions can directly contact through the app.





## Conclusion:

AnemoCheck Mobile is available for everyone who wishes to test the Hgb levels from the comfort of their location. No needles, appointments, delayed results, or visiting the physician. It is the first smartphone application and web platform to estimate Hgb levels. Recently, Sanguina announced a collaboration with AstraZeneca on a Mobile Application study for Hemoglobin management in patients with anemia of Chronic Kidney Disease (CKD).

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