ADOBE EXPERIENCE MANAGER MOBILE for Healthcare
Deliver more coordinated, personalized, and effective healthcare experiences with mobile apps.

From improving healthcare delivery to enabling researchers to find the cures and treatments of tomorrow, mobile apps are making the delivery of healthcare more efficient and cost effective.

Whether you want to give healthcare or clinical teams access to critical information, remotely monitor patients’ health to improve outcomes, or deliver customized content to physicians or patients, join other leading brands who are using Adobe Experience Manager Mobile to make it stunningly easy.
Create apps that transform your business

Create and manage a variety of healthcare apps designed to improve continuity of care, build patient and physician brand loyalty and deliver real ROI.

**TYPES OF APPS**
- E-Detailing for pharmaceutical and device representatives
- Physician information tools
- Custom branded presentations
- Follow up tools for pharmaceutical and device reps
- Healthy lifestyle and patient engagement tools
- Prescription management tools
- Daily lifestyle tracking and reporting tools
- Medication reminder tools
- And more…

**RESULTS**
- Accelerate time-to-market
- Decrease production costs
- Increase revenue
- Increase patient satisfaction
- Improve sales conversations
- Increase employee satisfaction
- Better updating of employee and sales materials

Experience Manager Mobile can save millions of dollars on operating expenses and print costs.

Source: Results are from existing Adobe customers who moved from native app development to Adobe Experience Manager Mobile.
Example App — E-Detailing

Allows pharmaceutical and device representatives to maximize their sales effectiveness by creating a tailored approach for each doctor directly from their tablet or smartphone.

Sales Rep Login
- Custom branded experience with tailored content
- Secure login for sales representatives
- Access to multiple layers of information
- Integrated with CRM for access to client profiles from anywhere, anytime

Sales Rep Content
- Sophisticated dashboard with customer background details
- Product sample and purchase information

Client Content
- Engaging multi-media presentations
- Flexible layers of content including product information, benefits, adverse affects, and additional company information
- Allow navigation to specific product content collections

End of Visit Questionnaire
- Capture doctor preferences, interests, and accepted samples at time of visit
- Automatically update client profiles in CRM system to inform future sales calls
Example App — Patient Engagement

Helps drug makers or healthcare providers to improve continuity of care while building loyalty.

**Patient Login**
- Custom-branded screen
- Personalized access and content for patients

**Drug Information**
- Integration with CMS provides up-to-date Information on prescription drugs, including FAQs, dosage, side effects, and interactions
- Personalized wellness profile with information on diet, exercise, and lifestyle

**Activity Tracking**
- Lifestyle data collection, including sleep patterns, diet, exercise, and leisure
- Daily, weekly, or monthly snapshot reports of lifestyle habits that can be easily shared with a doctor

**Reminders and In-App Messages**
- In-app messaging of medication reminders, including dosage and timing
- Custom messages from drug maker or provider

Talk to your Adobe representative about finding the right solution partner to help you build a custom implementation like these examples using Experience Manager Mobile.
How Experience Manager Mobile Works

**LEVERAGE CONTENT FOR MOBILE**
Incorporate new or reuse existing content from Experience Manager (or any CMS) to deliver to a whole new mobile apps channel.

**BUILD AND EXTEND APPS**
Shorten time to market via powerful design tools, extend functionality with Cordova device APIs and custom plug-ins.

**MANAGE APPS**
Easily take control of all your apps, no matter when, how, or where they were developed.

**MEASURE & OPTIMIZE**
Use Adobe Marketing Cloud solutions to measure results, deliver personalized experiences and drive engagement.
LEVERAGE CONTENT FOR MOBILE

Incorporate new or reuse existing content from Experience Manager (or any CMS) to deliver to a whole new mobile apps channel.

• Pull in content from any Digital Asset Management (DAM) or Content Management System (CMS), or easily create new engaging and interactive content
  • Unlock content in Experience Manager for the mobile channel or use HTML, Adobe InDesign, PowerPoint, Drupal or WordPress
  • Publish content across platforms
  • Customize content presentation and organization within your app
  • Leverage workflow APIs to integrate with any content system

Bring apps to market 50-70% faster with Experience Manager Mobile.

Source: Results are from existing Adobe customers who moved from native app development to Adobe Experience Manager Mobile.
How Experience Manager Mobile Works

BUILD AND EXTEND APPS

Shorten time to market via powerful design tools, extend functionality with APIs and custom plug-ins.

- Build Apps for iOS, Android, Windows, and Web
  - Create native apps without native development using an integrated app building tool
  - Distribute apps externally via app marketplaces or internally via Mobile Device Management (MDM) systems
  - Grant access to specific content and application screens based on user identity
  - Integrate with enterprise authentication methods (LDAP, OAuth, SAML, SSO, MFA, Social Logins, etc.)
  - Help users find content with in-app search
  - Leverage platforms' native social sharing capabilities
  - Comply with WCAG 2.0 level AA accessibility standards

- Shorten time-to-market via powerful app design tools
  - Create custom-branded app experiences using WYSIWYG tool
  - Define application screen organization and navigational structure
  - Extend the functionality of your apps using Cordova device APIs and custom plug-ins
  - Integrate with Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) systems for personalization and data capture
  - Integrate with Product Information Management (PIM) and catalog databases for scalable product apps that provide up-to-the-minute pricing and rapid fulfillment

Dramatically increase revenue when you deliver apps built with Experience Manager Mobile.
How Experience Manager Mobile Works

MANAGE APPS
Easily take control of all your apps, no matter when, how, or where they were developed.

• Manage apps across the enterprise using a centralized dashboard
• Manage Experience Manager Mobile apps as well as existing native or hybrid apps
• Use over-the-air app updates to bypass app resubmission process

Reduce the lifetime cost of your app by 67% using Experience Manager Mobile.

Source: IDC Survey, November 2015 confirms that 67% of the lifetime costs of an app are attributed to activities related to app management. This includes enhancements, content refreshes, updates to navigation and layout, and updates required for new mobile OS releases—all things that can quickly and easily be accomplished using Experience Manager Mobile.
How Experience Manager Mobile Works

MEASURE & OPTIMIZE

Use Adobe Marketing Cloud solutions to measure results, deliver personalized experiences and drive engagement.

- Eliminate the friction of locating and integrating third-party app services
- Drive engagement and targeting through messaging
  - Send platform-level push notifications to segments of users
  - Target in-app messages based on customizable criteria
- Personalize app experiences using Adobe Target integration
- Leverage the power of Adobe Analytics
  - Track detailed user activity and gain insights
  - Track and analyze effectiveness of mobile app marketing campaigns

Deliver targeted content and increase monthly active users by up to 20%.

Source: Adobe ROI calculator validated by IDC, 2015
Customer Story — Stryker

Challenge
With the high costs and long development cycles required of native app development, Stryker needed to find a new solution that would enable them to quickly and affordably arm on-the-go biomedical sales teams with training and sales tools to help them better communicate with sophisticated surgeons.

Solution
Transitioned from custom app development to Adobe’s mobile app solution, enabling Stryker to quickly, easily, and affordably create apps that centralized content like white papers, product demos, detailed and interactive medical illustrations, bringing surgical products and techniques to life.

Read the full customer story here
Customer Story — Medtronic

**Challenge**
Medtronic needed to solve the complicated problem of multiple content management systems across a global company. As their existing app grew in popularity among the sales force and its CMS ballooned from 5K assets to 35K assets, it was clear that if the company was going to achieve the goal of sending the right content to the right people at the right time they would have to establish a single source of truth for their assets and build from there.

**Solution**
By investing in Adobe Experience Manager, Medtronic was able to centrally manage thousands of assets and easily push them to many different channels, including websites and apps. They retired their native app and created a new sales enablement app using Adobe’s mobile app solution that enables the field to spend more time selling, leading to more and bigger deals closing more often.

**Results**
- Created a sales enablement app that reaches thousands of employees and contains thousands of assets
- Delivered app in five months, compared to lengthy and complicated cycles with native app development
- Able to rapidly update and distribute content to the field providing a clear competitive edge
See what Adobe can do for you.

Everything you need.
One capability provides all you need to quickly build, manage, deliver, and optimize powerful apps for business.

Perfect integration.
The tools you know and love work seamlessly together in Adobe Creative Cloud, Adobe Marketing Cloud, and Adobe Document Cloud.

Built for business.
An enterprise-grade CMS and integration with Experience Manager Assets and Sites lets you control all content and open a new mobile channel.

Want to know more?
Find out how Adobe can help you and your business.

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