


EPHARMIX

www.epharmix.com

Epharmix is an early-stage startup comprised of clinical researchers, developers, and designers working with practicing providers to create a portfolio of toll-free, disease-specific, phone-based interventions. These interventions are created to help providers better serve their patients without adding time to their current workflows. Once a practice registers, our interventions are instantly prescribable.

SUCCESS METRICS

	Patient Engagement
	Health outcomes through clinical trials

DESIGN ACTIVITIES

- Interviews with providers
- Paper prototyping
- Wireframing
- Information design
- Culture of iteration
- Patient feedback

INVESTMENT IN DESIGN



TEAM

- 1 fulltime design lead
- The entire clinical team is involved in design activities throughout

FINANCIAL IMPACT

Compared to the control group—patients receiving EpxDialysis messages had a reduction of hospital readmissions by 50%. Statistics from DaVita, a leading provider of dialysis services, estimates that dialysis re-admissions cost around \$8,000 per re-admission. Furthermore, Epharmix's products help providers achieve new billing codes.

HEALTH IMPACT

In our EpxCOPD study, patients' normalized breathing scores over a 120 days improved.

Furthermore, EpxCOPD has an 80-90% patient engagement rate over the entire 120 day study.

WHAT'S NEXT

We recently hired a full time design lead. There are many design projects in the works for Epharmix. These initiatives include conducting more user research with the providers and medical staff for the practice-facing parts of our product.