



# A Digital Playbook for Healthcare Software Development to Deliver an End-to-End Digital Health Ecosystem

## Introduction

In the wake of the global COVID-19 pandemic, many healthcare enterprises have adopted the mantra “digitize to survive”. Global spending on digital transformation (DX) initiatives reached \$1.8 trillion by 2022 and is expected to increase to \$2.8 trillion by 2025—across the healthcare industry, DX expenditure is transforming service delivery and the way patient-consumers interact with their physicians.

Digital health solutions have become a vital touchpoint linking patients, providers, and payers. In this playbook, learn more about custom software development to drive digital transformation in healthcare via our integrated approach combining business strategy consulting, creative design, team augmentation, and agile full stack software development.

— Vinod Subbaiah

**Founder and Chief Strategist at Asahi Technologies**





**Custom Software Development  
Solutions for Healthcare, Medical,  
Life Science, and Pharmaceutical  
Enterprises**

**300+**

Projects  
Completed

**150+**

Clients

**85%**

Repeat  
Customers

**45+**

Person  
Team

***Our domain area expertise in agile full stack software development delivers the power to design, build, test, and improve all the software and hardware components of your healthcare information technology stack.***



# DIGITAL TRANSFORMATION



Technology



Communication



Data



Internet of things



Automation



AI



Networking

## Digitize to Thrive

Digital transformation in healthcare is an innovative approach to delivering care by automating internal hospital processes and leveraging digital solutions to better meet the needs of both patients and providers. It's leveraging software and hardware technologies to deliver value to the people and enhance the processes generating value across healthcare organizations.

***Our digital transformation services deliver the agility healthcare enterprises need to generate new business models and unlock efficiencies at scale.***

# \$430.52

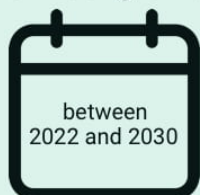
Billion

The global digital health market is expected to reach a value of \$430.52



The digital health market is expected to grow at a compound annual growth rate (CAGR) of

## 30%



More than

## 95%

of healthcare executives agree investment in digital transformation is essential to securing competitive advantage

At least

## 84%

of all healthcare providers believe digital transformation is essential to delivering person-centered healthcare

## Building Out Your Healthcare Technology Stack

Healthcare organizations are interested in digital transformation—using digital software technologies to create, modify, or automate key operational processes—to deliver a better customer experience, more person-centered care, improved workflows for clinicians, and cost-savings for organizations.

Building our organization's health technology stack is an opportunity to increase the profitability of your business and diversify the way your teams work and the quality of care your staff delivers patients. Digital transformation is the way to reduce costs, improve operational efficiencies, and transform service delivery to deliver better medical outcomes for patients and providers.

From design and implementation, through integration and on-going maintenance, Asahi Technologies is a digital transformation partner that delivers the end-to-end support needed to leverage custom software solutions to transform healthcare

***Our custom software development focus areas deliver the support needed to design, release, and improve your healthcare technology stack.***

- Mobile
- Web
- SaaS
- Front-End
- Back-End
- Cloud & DevOps
- Staff Augmentation
- Business Technology Strategy Consulting
- Product Management
- Dedicated Teams
- Agile Project Management
- QA & Testing
- Technology Consulting
- UI/UX Design
- Support & Maintenance
- Quality Assurance
- Business Intelligence (BI)/ Data Analytics



EXPAND YOUR BUSINESS WITH  
**Digital Health  
Solutions**

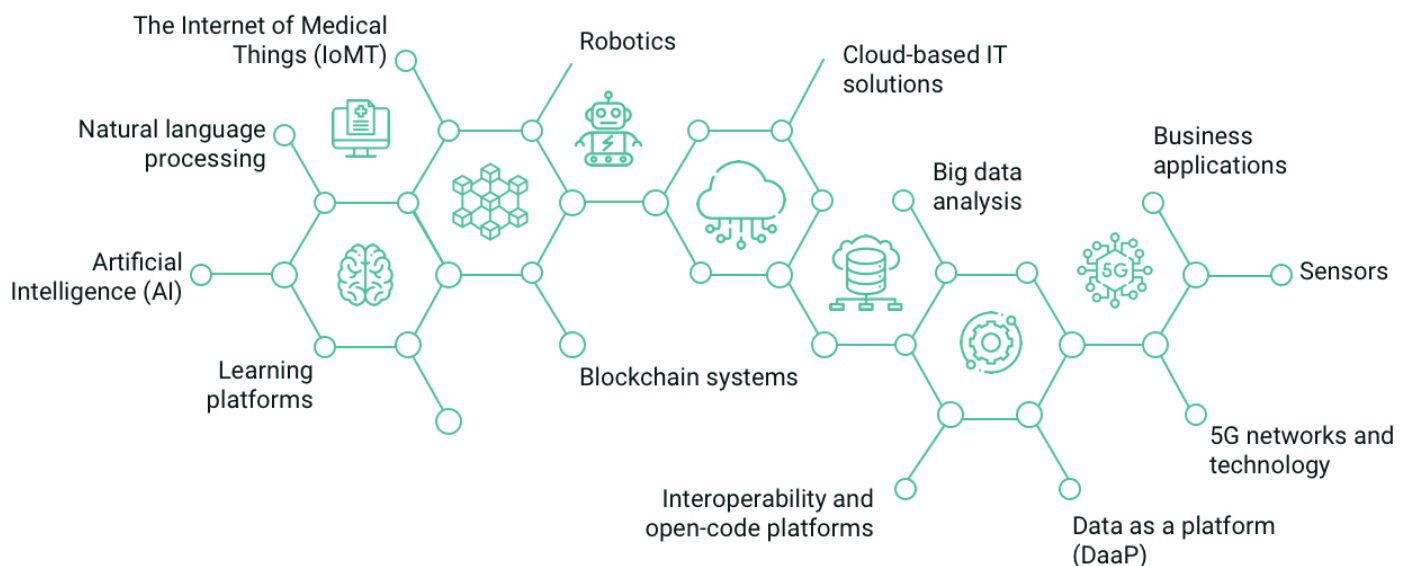
# Delivering a Complete End-to-End Digital Health Ecosystem

Since the start of the global COVID-19 pandemic, healthcare enterprises have been operating under the mantra “digitize to survive”—however we believe that enterprises should “digitize to thrive”—to leverage software technology to transform healthcare service delivery.

The digital landscape offers healthcare organizations the ability to deliver more highly personalized medical care to patients while generating new business value for investors.

As your organization builds out your healthcare technology stack, your digital health ecosystem acts as the touchpoint connecting patients, providers, and patient-consumers with other key stakeholders in the community health network such as medical laboratories, researchers, regulators, and government officials.

## The eHealth ecosystem



***Our healthcare software development capabilities allow your organization to build custom solutions to create a unified digital health technology stack.***



# Our Healthcare Software Development Capabilities

Asahi Technologies delivers agile full stack software development expertise to deliver digital health solutions for healthcare, medical, pharmaceutical, life science, and wellness applications.

## For Patient-Consumers and End-Users

- Mobile Patient Portals
- Digital Health Applications
- Patient Engagement Tools
- Telehealth Solutions
- Automated Appointment Notification Systems
- Hospital Operations Management Tools
- Digital Dental Clinic Software

## For Physicians and Medical Clinicians

- EHR/EMR Software
- Medical Practice Management Solutions
- Health Information Exchange Tools
- Hospital Management Solutions
- Remote Patient Monitoring Tools
- RCM and Medical Billing Software
- Pharmacy Management Systems

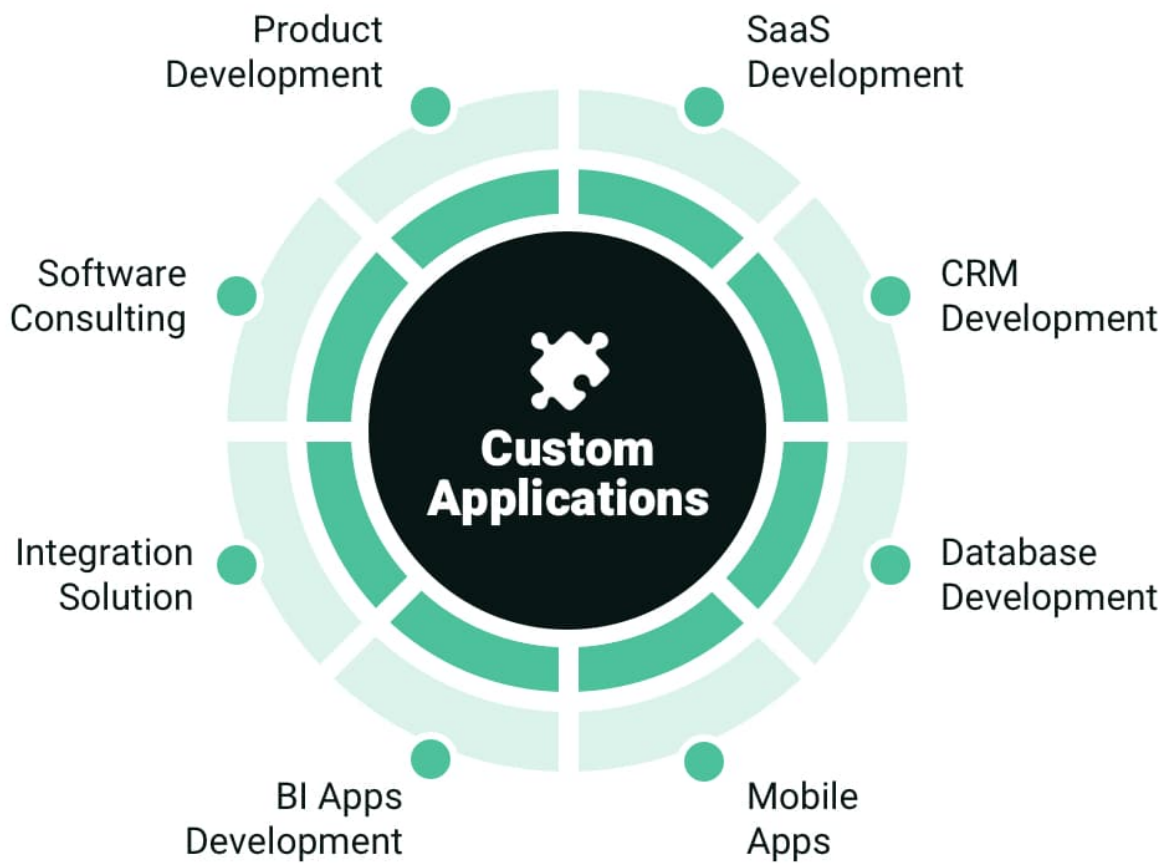
***Our software development, team augmentation, and strategy and consulting services deliver the enterprise agility needed to scale your organization's digital transformation.***

# Our Healthcare Software Development Services

## STRATEGY AND CONSULTING

**Every successful project requires a robust plan. We deliver a clear project roadmap that helps realize your vision.**

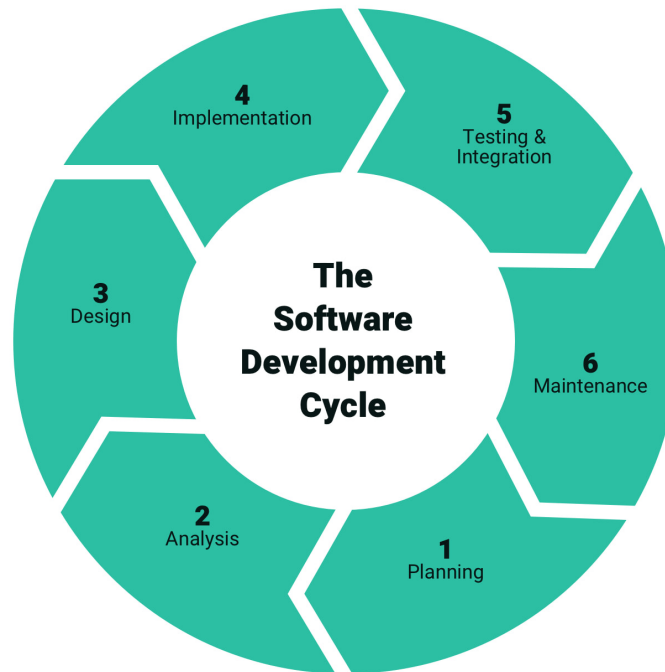
- Plan, assess and develop your project from start to finish
- User experience prototyping to test feasibility of your idea
- Estimating costs and timeline to ensure it aligns with your goals
- Build a structured plan to drive digital transformation



## CUSTOM SOFTWARE DEVELOPMENT

**We'll build functional prototypes and other assets before developing and testing your software solution.**

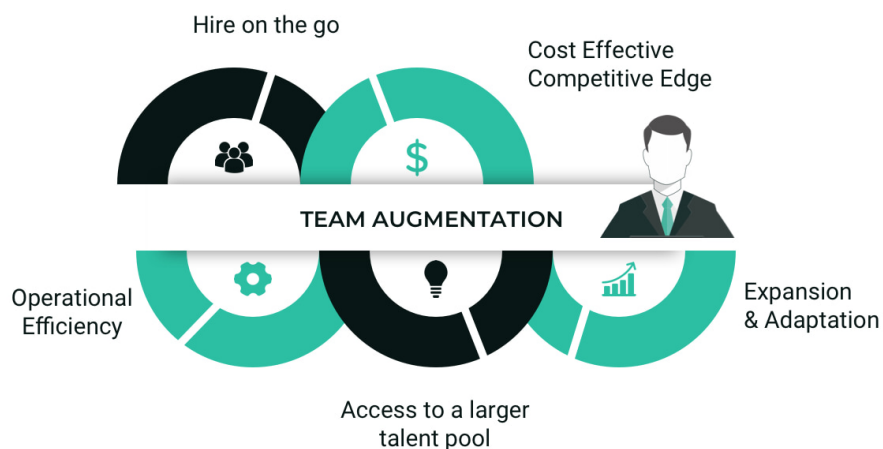
- Web app development to boost competitiveness and profitability
- Mobile app development to extend your digital presence
- Software product development to drive digital transformation
- Agile full stack development to deliver life-saving medical technology



## TEAM AUGMENTATION

**World-class teams for healthcare organizations that need the extra bandwidth to expedite time-to-market.**

- Expand your in-house capability with an expert engineering team
- Industry leading professionals to build game changing software
- Senior level expertise for decision making on software projects
- Access to industry-leading healthcare technology solutions architects



***Our integrated full stack software development and agile project management streamlines your digital product development pipeline.***





## Our Key Client: HealthOps

### **DIGITIZING INVENTORY FULFILLMENT AT AMERICA'S #1 CHILDREN'S HOSPITAL TO OPTIMIZE KEY OPERATIONS**

#### **TECH STACK**

- Java
- React Native

#### **SERVICES PROVIDED**

- Custom Software Development
- Strategy & Consulting

#### **Here's what our clients are saying about us...**

"We've worked with Asahi Technologies on multiple software solutions including an auditing and inspection software as well as an equipment management software that we are using in multiple hospitals, including Boston Children's Hospital. The relationship we've

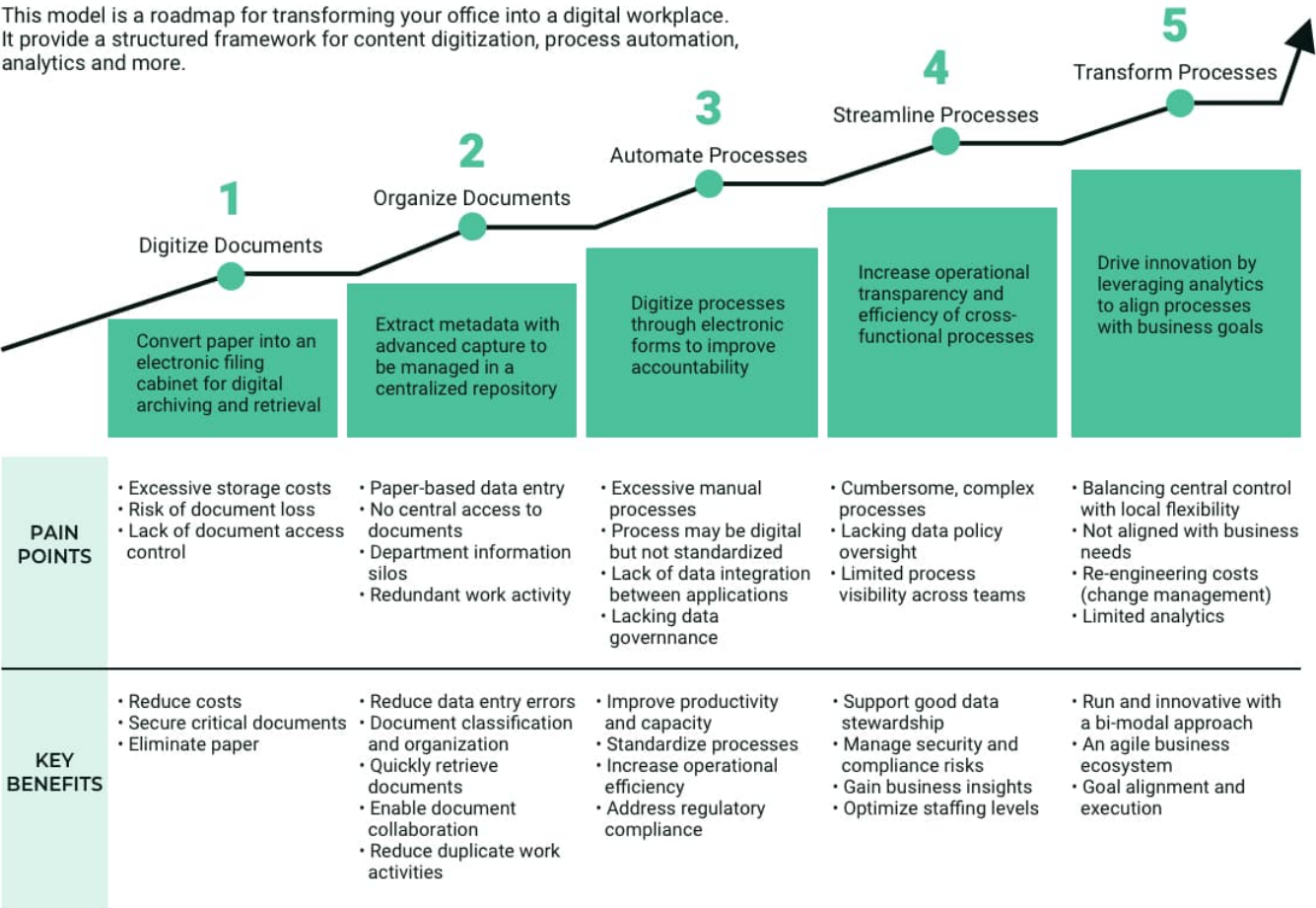
built is based on trust in that they are able to realize the vision that's in my head and operationalize it into a software solution that provides the best outcomes for my clients and the healthcare field in general.”

“The team was spot-on when it came to following the project’s timeline. Their customer service is also exemplary — they really wanted to make sure they got everything right and just how we envisioned it. Their team was full of exceptional communicators, and we were always on the same page every step of the way. We built a solid relationship because they genuinely understood what we were trying to accomplish.”

**Isaiah E. Silva, Massachusetts**  
**Founder & Principal, BCH's Equipment Supply Firm**

# Digital Transformation Model

This model is a roadmap for transforming your office into a digital workplace. It provide a structured framework for content digitization, process automation, analytics and more.



## Your Trusted Digital Transformation Partner

Since 2010, we’ve supported our healthcare, medical, life science, and pharmaceutical clients by providing the right strategy and technology solutions to the problems they face.

We're confident we can do it for your healthcare organization too.

Whether you're looking for assistance with a one-off project or need long-term access to expert full stack software services, our skilled and experienced team can add value at every stage of the process.

**OUR EXPERIENCE IS EXPANSIVE BUT OUR FOCUS PRECISE**

## **We are on a mission to deliver digital health 2.0**

**SOLVING COMPLEX HEALTH TECHNOLOGY QUESTIONS**

### **Is in our DNA**

If you'd like to discuss your organization's needs, we'd love to hear from you. Get in touch so we can learn more about how we can help.

**LET'S TALK**

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