



HapptiqueTM
Mobile Health Source

*Mobile health has taken the world
by storm.* Whether you're leading the revolution or just testing the waters,
Happtique is here to help you take control of mHealth technology.

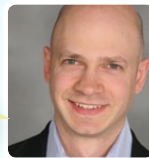
THE BEGINNING

Last year, a group of healthcare professionals asked themselves:



Why is it so difficult to find appropriate health apps?

And even if you find relevant ones, how can healthcare organizations deploy and manage them efficiently and securely?



What started as a conversation ended in the creation of Haptique—the mHealth source for healthcare professionals.

Haptique was founded on three ideas. Knowing how busy healthcare professionals are, we wanted to make it EASY to:

- Discover useful and relevant medical and health apps (or as we call them, hApps)
- Deploy hApps to employees and patients in a secure environment, as well as monitor their use
- Discuss mHealth issues with peers

We've actualized these concepts into three products

1. **The hApp Catalog**

Where hApps are categorized using the vocabulary of healthcare professionals

2. **Enterprise Application Sub-Stores**

So that healthcare organizations can create and customize their own secure mobile application store

3. **Happtique's mHealth Community**

A space for healthcare professionals to share ideas about mobile health

Benefits of Happtique at a Glance

- Spend less time searching and start finding the hApps you need
- Take advantage of discounts on select hApps and bulk purchases
- Read hApp reviews from your peers
- Discuss mobile health topics and collaborate on new initiatives with healthcare professionals
- Create your own customized, secure mobile application store
- Deploy and monitor hApps within your enterprise easily, efficiently, and securely
- Integrate multi-platform and personal devices within your institution
- Keep current on mHealth news with the daily Mobile Health Update eNewsletter

Introducing a mobile application store designed specifically for healthcare professionals



THE hAPP CATALOG

THE CHALLENGE: Finding the Right Apps

There are over 23,000* health and medical mobile applications in the marketplace, and this number continues to rise. These apps are usually lumped into a broad medical or health & fitness category within a general application store. The lack of categorization makes it extremely difficult and time-consuming for healthcare professionals to find apps that are genuinely useful.

*Source: MobiHealthNews Report

App use has the potential to revolutionize the delivery of care, yet it's hindered by the amount of time it takes to find the relevant ones. "No more," we said.

THE SOLUTION: The hApp Catalog

CATEGORIZED USING MEDICAL VOCABULARY

We started by taking all 7,000-plus medical apps from the Apple® App StoreSM and organizing them in a way that is intuitive to health-care professionals. The hApps are categorized employing techniques similar to those used to organize medical libraries and will be tagged with clinical terms. Instead of one generic medical-related category, hApps are classified by 24 professional audiences and 64 clinical topics.

The hApp catalog is continually being refined with additional subcategories and tags. Haptique will also be offering hApps for other leading platforms (Android™, BlackBerry®, HTML5, etc.) using the same categorization.

ROBUST SEARCH FUNCTIONS

Users no longer need to waste time scrolling through countless pages of generic health apps. Instead, they can search by profession or clinical relevance. We will also be adding more traditional search options, such as mobile device, developer, and price, enabling users to drill down and find the exact hApp they need.

USER REVIEWS AND RATINGS

The Haptique store will include hApp user reviews and ratings, which will help prevent the use of irrelevant or downright dangerous ones. It will also add credibility to exceptional hApps.

WHAT IS A hAPP?

A hApp is a mobile medical/health app available through the Haptique store. At Haptique, we think apps sold through our store deserve a special name because we take extra steps to categorize them and ensure that they can be deployed as healthcare enterprises see fit.

THE HEALTHCARE ENTERPRISE STORE

THE CHALLENGE: Enterprise App Use

As hospitals and other healthcare organizations continue to expand their use of smartphones and other mobile devices, the need for mass app deployment and management becomes more essential.

Not only do healthcare enterprises require an easy and efficient method to distribute apps, they must also be able to do it in a way that guards against the disclosure of confidential patient information. Unlike other industries, healthcare demands a much higher level of privacy and security.

In addition, there's a growing trend for employees to use their own personal devices at work. This rise of employee-liable devices calls for a new IT management mindset that integrates personal devices with company technology.



In a recent Forrester report, 75% of enterprises said they've experienced increased productivity by deploying mobile apps.

66% of physicians who are using mHealth technology are not connecting via their practice or hospital.

THE SOLUTION: Create and Manage Your Own Application Store

Happtique offers healthcare enterprises—such as hospitals, continuing care facilities, and physician practices—the ability to create and customize their own individually branded secure application store. Organizations can stock their store with hApps from our store or add their own custom-built apps. Employees or patients can log in to their accounts and securely download pre-approved hApps.



HAPPTIQUE'S *m*HEALTH COMMUNITY

We've created an mHealth community to promote the use of mobile health technology



MOBILE HEALTH UPDATES
Keep current on mHealth news.



HAPPTIQUE'S BLOG
Learn about our team's perspectives on the latest mHealth trends.



HAPPTWEETS
Follow us @happtique.



HAPPTIQUE'S mHEALTH FORUM

Share your ideas with fellow mHealth enthusiasts on our forums.



Talk to developers to let them know what types of hApps you would like to see created.



If you're just getting started, you can ask the "Super-Users" for advice.

Innovation begins with a conversation. Join the mHealth discussion today and help us shape tomorrow.



CALLING *ALL* DEVELOPERS

Happtique's hApp marketplace is device and platform agnostic, so all developers are welcome

VOLUME SALES AND ENTERPRISE OPPORTUNITIES

Joining Happtique's hApp development community gives you exposure to a nationwide customer base of healthcare professionals and enterprises (such as hospitals, medical schools, and health insurance providers).

We facilitate bulk purchasing of hApps for healthcare enterprises so they can better manage the deployment and use of hApps by their clinicians and administrators organization-wide.

A TARGETED AUDIENCE

Unlike other app markets, Happtique is focused solely on mHealth applications, so we attract a very specific customer base.

AN EASY WAY TO FIND RELEVANT HAPPS

We offer a comprehensive catalog specifically classified in a way that is intuitive to healthcare professionals for identifying and locating hApps for themselves and their patients.

Help us pioneer the first healthcare mobile application store designed to meet the specific needs of healthcare professionals.



DEVELOPER FEES

NON-iOS APPS

Happtique is building our non-iOS (e.g., Android™, BlackBerry®, HTML5, etc.) hApp catalog from the ground. We invite developers to contact us about placing their hApps in our store. Not only do we want to include appropriate and relevant hApps in our catalog, we want to offer them to our customers at the best possible prices. We've developed a unique pricing structure that encourages developers to discount their hApps. Happtique's standard 30% fee is lowered as the discount increases. (Free non-iOS apps will be listed at no charge.)

iOS APPS

Health and medical apps in the Apple® App StoreSM will be categorized and placed in Happtique's global catalog where they can be discovered by our users (users will be automatically redirected to the Apple® App StoreSM if they wish to purchase). If you are a developer and offer subscription-based content that is purchased outside of the iOS App StoreSM and would like to offer promotional or discount bulk pricing, please contact us.

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Or visit happtiquedevelopers.com and submit a completed Developer Application form.

Mobile Health is the future.

Are you ready?

Take control of
mHealth technology
with Happtique.



HapptiqueTM
Mobile Health Source

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