

FitLiving Physio: This AWS greenfield SMB customer continues to innovate!



partner
network

Executive Summary

FitLiving Physio is a woman-owned, physical therapy small business that provides traditional therapy services with a special focus on promoting healthy living, recovery, and preventive care. The company seeks to intertwine its existing services with cloud-based, digital solutions that promote customer health, wellness, and satisfaction. Additionally, a new customer base, the “Data-Customers,” will be established and supported with wearable devices that measure progress and inform their care teams on several data points (e.g., participation metrics like frequency and accuracy of the prescribed exercises, time of day exercise is performed) to allow further customization of exercise programs to ensure program adoption. FitLiving Physio’s niche service will drive a “get better the right way and prevent future health issues” culture through a positive feedback leaderboard program for patients.

The Mission

FitLiving Physio will employ wearable devices and IoT solutions to track and collect customer progress data. The devices will measure vital kinesthetic signals and other defined parameters determined by care providers. The data will be stored in an AWS Data Lake. Machine learning technology will be used to identify trends, progress, and anomalies. A dashboard and mobile app will transmit the information in real time, enabling the patient, therapist, and doctor to monitor and document progress. Patients will be encouraged to participate in outpatient progress care and exercise as assigned by their care teams. To achieve these technical capabilities and future business goals, FitLiving Physio needed a trusted partner and commissioned Threadfin Business Solutions.

The Challenge

FitLiving Physio must be able to augment different technology solutions to create an integrated network and offer a virtual marketplace for friendly competition during recovery (positive feedback leaderboard). Ultimately, these elements will help deliver predictive patient recovery models with personalized insights at an individual level. Over time this can have a broad, positive impact on community health and could potentially reduce overall healthcare costs by accelerating recovery. Converging the applicable technologies is very challenging for FitLiving Physio as they do not have the infrastructure, applications, and technical prowess to accomplish the tasks.

Why Innovate with AWS

Threadfin recommended FitLiving Physio adopt AWS solutions to establish their greenfield SMB. A Foundational Build was performed adhering to the AWS Well Architected Framework to provide a strong base from which to grow. Initially, FitLiving Physio needed to provide a Cloud Contact Center with intelligent call flows, queues for agents with multi-language support for FitLiving Physio customers. As its customer base increased, FitLiving Physio wanted to expand its Amazon Connect services to provide Outbound Calling service for appointment reminders. Future elements in FitLiving Physio’s AWS environment will involve a migration of the collected customer data sets and associated SQL database, use of Amazon Glue, Amazon QuickSight and/or AWS Sagemaker for initial data analytics, and further enhancement to its Amazon Connect infrastructure with customized Outbound Calling its customers offering invitation-only specialized training sessions. All AWS assets combined support FitLiving Physio’s ability to scale and expand on more AWS microservices to achieve their business goals (remain operational/fiscally sound, increase total number of customers, reduce customer recovery times, and increase positive feedback mechanisms for patients to encourage continued participation/adopt exercise).



The Solution: Amazon Connect Outbound Calling for Appointment Reminders

Building a solid, scalable, and secure foundational infrastructure was the initial key to success. FitLiving Physio experienced a digital transformation with AWS that made it easier to support customers, improving customer satisfaction and increasing therapists' productivity. The Amazon Connect Outbound calling feature for Appointment Reminders reduced the number of missed appointments which had an overall effect on therapists, customers, and operational costs. Care teams saw reduced time for patients to reach a projected recovery point by effectively keeping customers on schedule with exercise. The Outbound Calling feature for appointment reminders resulted in patients calling to either reschedule or cancel to continue their recovery progress. The AWS Cloud Contact Center feature optimized therapist's work schedules for productivity by reducing daily open times as a result of missed appointments.

Future Innovation on AWS

Threadfin will further enhance FitLiving Physio's Amazon Connect build to incorporate Chat and ChatBot features. These will be integrated into the website to support customer independence in appointments and potentially monitor exercise regimen progress. Threadfin will also further enhance the Amazon Connect Outbound Calling feature to support custom announcements created by FitLiving Physio to deliver an exceptional personalized customer experience. FitLiving Physio believes a custom, personalized message will increase customer satisfaction, which will result in customer exercise participation and faster recovery times. Customizing the outbound calling feature will require knowledge transfer, secure access to AWS assets, Amazon Connect and the outbound calling features and the processes involved to accomplish producing a customized message. An Amazon ChatBot allows FitLiving Physio patients to directly interact with the company. FitLiving Physio will create a list of common Q/A or FAQs that will serve as the initial ChatBot data set. Amazon Connect call analytics will be revised and updated for call management metrics which will help FitLiving Physio establish important KPIs for customer sentiment tracking. Enabling the chat feature will allow direct interaction with patients and trend identification of questions asked. This will support a future phase to deploy smart content and FAQs for 24/7 self-service help.

Threadfin will implement these proposed solutions and perform knowledge transfer with the FitLiving Physio IT team so that they can effectively manage their patient customer service.

About Threadfin Business Solutions

Threadfin is an experience-driven, human-centered digital transformation company and cloud solutions provider. With a national footprint and global delivery, Threadfin has provided delivery excellence for 20 years. The company's trusted digital transformation experts help customers continuously improve the digital experience for their employees and customers to create happier, smarter, faster, and safer ways of getting work done every day. The company is an AWS Advanced Tier Consulting Partner. Learn more at www.threadfin.com.

