

CASE STUDY

FROM IN CLINIC TO DIGITAL: HOW LIFERAY IS HELPING HMR CLIENTS PROMOTE HEALTHY LIFESTYLE CHANGE

Rivet Logic's implementation of a Liferay powered client and coach portal helps HMR create a virtual model of its in-clinic experience, providing an interactive way for clients to participate in their weight loss journey while equipping coaches with the tools to achieve better client results.



At a Glance

ORGANIZATION

Health Management Resources (HMR)

INDUSTRY

Healthcare

USE CASE

Customer Portal, Mobile App

ORGANIZATION

Health Management Resources (HMR) offers comprehensive weight management programs distinguished by one-on-one coaching and driven by personalized interaction. Founded by a group of deeply passionate individuals ranging from psychologists to clinicians, the goal was not just to create a weight loss routine, but also to make a meaningful difference in people's lives.

Since the 1980's, HMR has been providing programs to medical centers, hospitals, provider groups, and clinics. In recent years, HMR introduced a self-directed program, Healthy Solutions at Home, that participants can interact with online, with the option of personalized coaching support. The program has been ranked as one of the Top 20 Best Weight Loss Programs by the U.S. News & World Report.

CHALLENGE

HMR's main objective was to increase patient engagement in a scalable way, by bringing their complete program experience to their client's home. Though they could achieve high levels of success and engagement through face-to-face, person-to-person meetings, HMR wanted to improve and streamline their operations, making it easier for coaches to serve larger volumes of clients. At the same time, automating systems and providing additional remote services would enable more convenient and effective on-demand services.

HMR needed to create an online, virtual model of its clinic experience, through which clients could input data, interact with health coaches, and track the progress of their weight loss journey. HMR needed the ability to continue engaging clients throughout their day to promote true lifestyle change, and that wasn't something that could be done solely through in-person meetings or telephone coaching.

However, complicating this transition was the outdated legacy system, which provided no process automation, wasn't mobile friendly and couldn't provide the level of personalization that the company desired. Processes were wholly manual, relying upon coaches to aggregate data from voicemail and email submissions. From there, they had to use the information to complete conference calls. The solution wasn't scalable, as each additional client added manual work that the coaches needed to complete.

SOLUTION

Since HMR's primary differentiator from its competitors is its focus on coaching and complete lifestyle integration, HMR needed to build a virtual model of its comprehensive physical client experience through an online client and coach portal, augmenting their existing processes and techniques with technology to provide for a broader audience. In addition, HMR sought to reduce its administrative profile while

sustaining what made them effective by automating data collection and creating a support infrastructure. Ultimately, HMR wanted to create a richer, more scalable client experience.

HMR chose Liferay as their technology platform to build its client and coach portal solution. Liferay provided a flexible and scalable platform that could grow with the business's evolving requirements. HMR chose Rivet Logic to implement the solution, realizing the importance of partnering with an experienced system integrator with the deep Liferay expertise to properly implement this sophisticated solution.

The client and coach portal consists of two Liferay sites, for clients and coaches. Clients can login, track their food intake and activity, obtain a summarized view of their progress, as well as perform account management. Clients can also participate in group coaching sessions for further motivation and easily obtain support from their health coach.

Through Liferay audience targeting, clients receive a personalized experience, with recommended content delivered based on their profile.

On the other end, coaches have the ability to manage clients and groups, view individual client information, view group data reports, and conduct coaching sessions. The portal's social and collaboration features enable further engagement between clients and coaches, and even within the client community. Coaches can communicate and share important documents with clients directly within the portal, while clients can connect with each other to share useful diet tips.

On the back end, portal administrators can easily manage client, coach, and group details, cutting down on the overall administrative burden. Even more, the portal supports white-labeling capabilities for clinic partners, providing customized UI components for clinic partners to create their own branded micro-sites.

Liferay's multi-site support allowed HMR to maximize their utilization of Liferay's features while minimizing the amount of customization required, making the solution both faster and more cost-effective to build. To further improve accessibility and convenience, the new portal integrated with HMR's CRM system for synchronized, automated user management.

In addition, HMR had extremely complex business logic for managing their client weight loss programs – the portal needed to support flexible program schedules that could change throughout each client's weight loss journey while maintaining overall progress tracking. Rivet Logic worked closely with HMR to translate the complex logic into sophisticated workflows, creating an extremely robust system design that allows the portal functionality to mimic a real-life experience.

Although Liferay provides out-of-the-box support for mobile responsive sites, HMR decided to further enhance its mobile

experience through a synced, native mobile app. A mobile app made it easier for clients to log data on the fly, such as taking pictures of their meals while tracking food intake. Coaches and physicians are able to visualize progress anywhere through the app with visual dashboards. Push notifications are used to further increase engagement, where news and reminders could be distributed directly to patients and coaches.

RESULTS

The Liferay powered solution and mobile optimized experience provides clients and coaches with anytime, anywhere access, all through a highly secure solution. The client and coach portal successfully replicates HMR's clinic setting through an engaging digital experience – adapting HMR's highly comprehensive, effective services into a virtual environment and preserving the

outcomes of the service while leveraging new, distance learning technologies.

Clients are now more engaged through a custom coaching experience, with recommendations personalized to each user. Clients also have better accessibility to data, education, food, services, and better accountability to achieve their weight loss goals. Better tracking for both diet and exercise leads naturally to more effective weight loss results.

For coaches, better data accessibility and client management led to a holistic view of each client based on their data input. Coaches gained the visibility to easily see areas that were working versus those that needed improvement, while being able to support greater numbers of clients individually.

Altogether, the new solution has improved engagement and communication while reducing administrative time. The portal augmented in-person and face-to-face communications, better integrating the complete Healthy Solutions at Home program into a day-to-day lifestyle.

Following the implementation of their client and coach portal, HMR has continued their digital transformation journey by redesigning their corporate website to provide a consistent experience. HMR has further plans to perform data integration through fitness trackers and wearables. Through technology, HMR is achieving increasingly better engagement and accountability, both of which will improve client outcomes without additional overhead.

The client and coach portal successfully replicates HMR's clinic setting through an engaging digital experience, preserving the outcomes of the service while leveraging new, distance learning technologies.