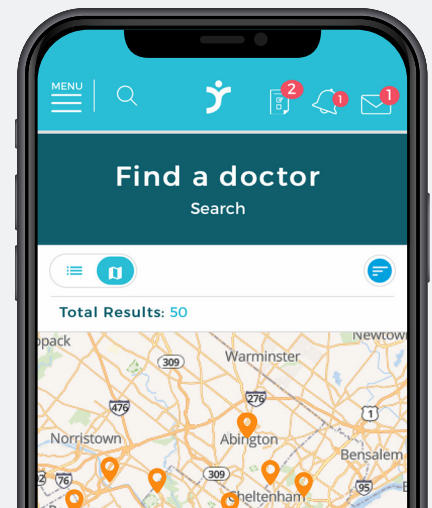


Enabling in-app specialist location and evaluation for digital patient communities

Careny makes finding quality care easy with a new provider search module built using the IQVIA HealthCare Locator Software Development Kit

The ultimate resource for patients seeking connection and treatment resources

Founded in 2011, [Careny](#) is the first social network for people with chronic conditions. With over 500,000 active members worldwide spanning over 1,200 diseases, patients and their caregivers can share their experiences in forums, access high-quality medical information, report on treatment outcomes, and participate in medical studies.



“Thanks to the HealthCare Locator, Careny’s patients can find the right physicians at the nearest location.”

Marie-Gabrielle Evanno
Product Manager, Careny,
part of the [EvidentIQ group](#)

Building the next step in the patient journey: finding quality care

According to surveys of the Careny community, the biggest challenge patients with chronic diseases face is finding a trusted specialist nearby. Despite the urgency for this feature, Careny knew that building and maintaining a healthcare provider search module from scratch was prohibitively time and resource-intensive. Because of this, Careny and the IQVIA HealthCare Locator Software Development Kit (SDK) were a perfect fit. Currently, no other organization can provide what Careny does — a digital gathering place for people with chronic conditions, a searchable research platform, and a specialist locator all in one place.

3 application formats supported

application formats supported (iOS mobile, Android mobile, web)



6 countries supported

(US, FR, UK, IT, GE, ES)



3 weeks to complete implementation and validation



The HCL SDK is a set of pre-built screens and features connected to the world's largest and most accurate source of global HCP data. It allows developers to quickly and easily integrate HCP search modules in mobile apps and web portals and customize them to their organization's specific needs and branding.

BUSINESS BENEFITS TO APPS

- **Accelerate** development and maintenance
- **Connect** to detailed, high-quality specialist info with automated updates
- **Differentiate** from other patient apps to strengthen competitive positioning

FEATURES AVAILABLE TO USERS OF APPS

- **Search** for HCPs or HCOs by name, specialty, location or medical term
- **Access** detailed HCP profiles and locations on a map
- **Review** HCP journal articles, clinical research and recommendations
- **Schedule** in-person appointments or teleconsultations (select countries only)

Using the HCL SDK, the provider search functionality was implemented and validated in 3 weeks, saving significant development time and resources.

PRIORITIZING THE PATIENT EXPERIENCE

Carency launched the new features built with the HCL SDK in their French mobile and web apps in late 2021. The volume of positive feedback they received made extending the HealthCare Locator SDK to the U.K., U.S., Italy, Spain and Germany an easy choice. In these implementations, the visual customization options in the SDK were crucial to seamless integration into the existing user experience.

PLANNED ENHANCEMENTS

The next step for Carency is improving communication and exposure to the new module for finding, evaluating, and connecting with specialists. To this end, Carency is

adding a direct link to the module to both the app's main navigation menu and every other screen within the app. They are also creating email communications and advertisements featuring the new module to drive awareness of and interest in the app.

Finally, Carency is leveraging these new features to increase sign-ups. While some features are available to anyone, a premium feature subset is available only to users who register for an account. Carency's hope is that adding this enhancement to existing premium features will help incent registration.