

Checklist for creating game-changing, interoperable SaMD and MedTech

One of the biggest challenges that MedTech companies face is getting healthcare professionals to consistently adopt and use their products. To win buy-in, your focus needs to be on successfully fitting into workflows. Here's what you need to focus on:

1 Basic integration from the beginning

Current pain point: a doctor know's there is data in a portal but they have to search for the right patient and chart taking immense time

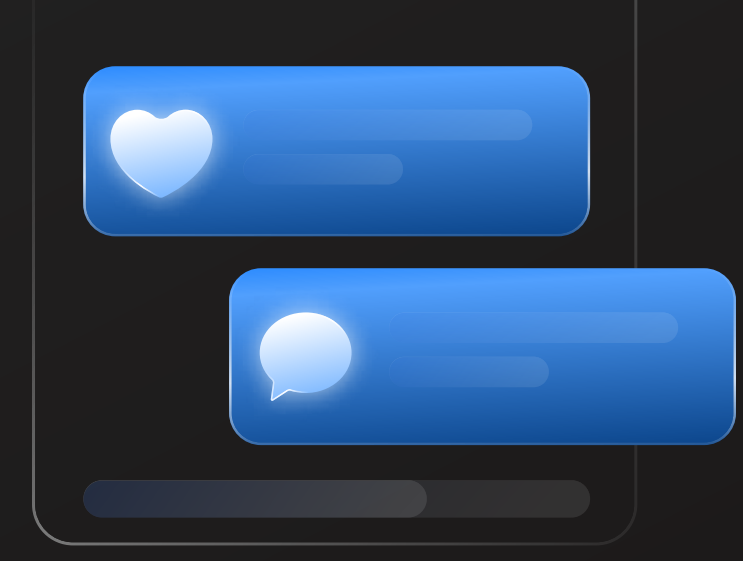
Solution: API to connect EMR with patient info so when they launch a portal, it will automatically take them to the right record



2 Notifications

Current pain point: It's a lot of work for doctors to remember all the possible portals now on the market and check information accordingly

Solution: customizable notifications based on defined parameters so physicians will have the right information at the right time



3 Usable data

Current pain point: Physicians receive an enormous amount of data often divided into large columns. It's difficult to monitor trends and make informed decisions

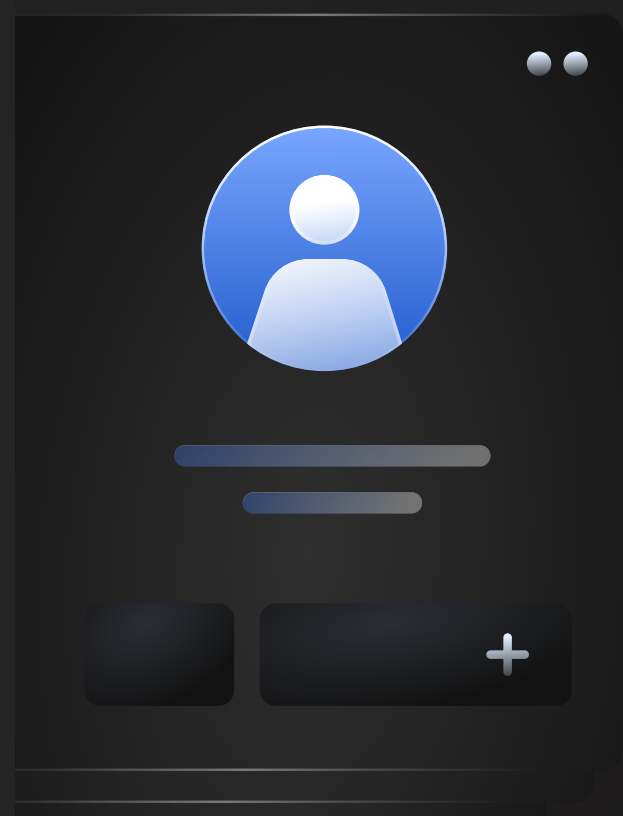
Solution: data synthesis, graphical formatting and trend outlines. Don't give them a million data points, Help them be able to quickly check information and be ready to discuss with patients



4 Feature control

Current pain point: many doctors are nervous about creating additional lines of communication with patients or enabling other features that may cause additional burden in their already over-taxed workflow

Solution: allow physicians to be able to enable or disable functionalities based on their discretion and the needs of individual patients



5 Integration

Current pain point: Distinguishing between patient-driven and clinical data can be challenging, but physicians still want patient data for a more holistic picture of health

Solution: Wearable data should be interoperable and ready to integrate into EMRs, but solutions should be created to create clear distinctions between clinical and patient data. Solutions should also feature calibration tools to sync at-home vs clinical tools



6 Flexible permissions and notifications

Current pain point: Often a doctor, but a health outcomes nurses or another allied health professional may be the primary clinician monitoring data

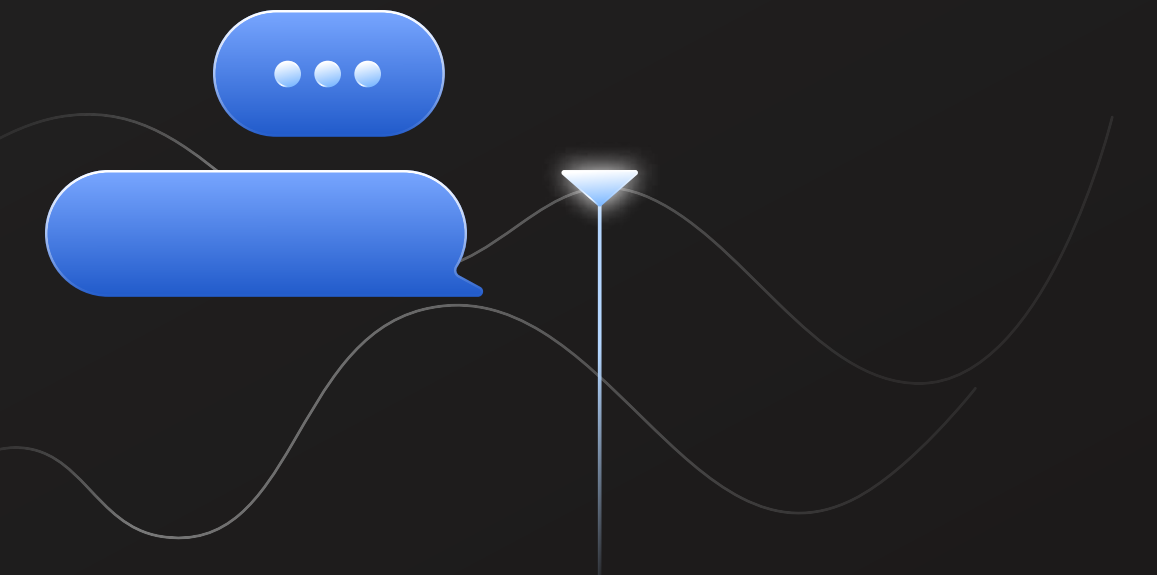
Solutions: Create flexible permission and notification structures so that all HCPs have the access they need and likewise receive critical notifications when necessary



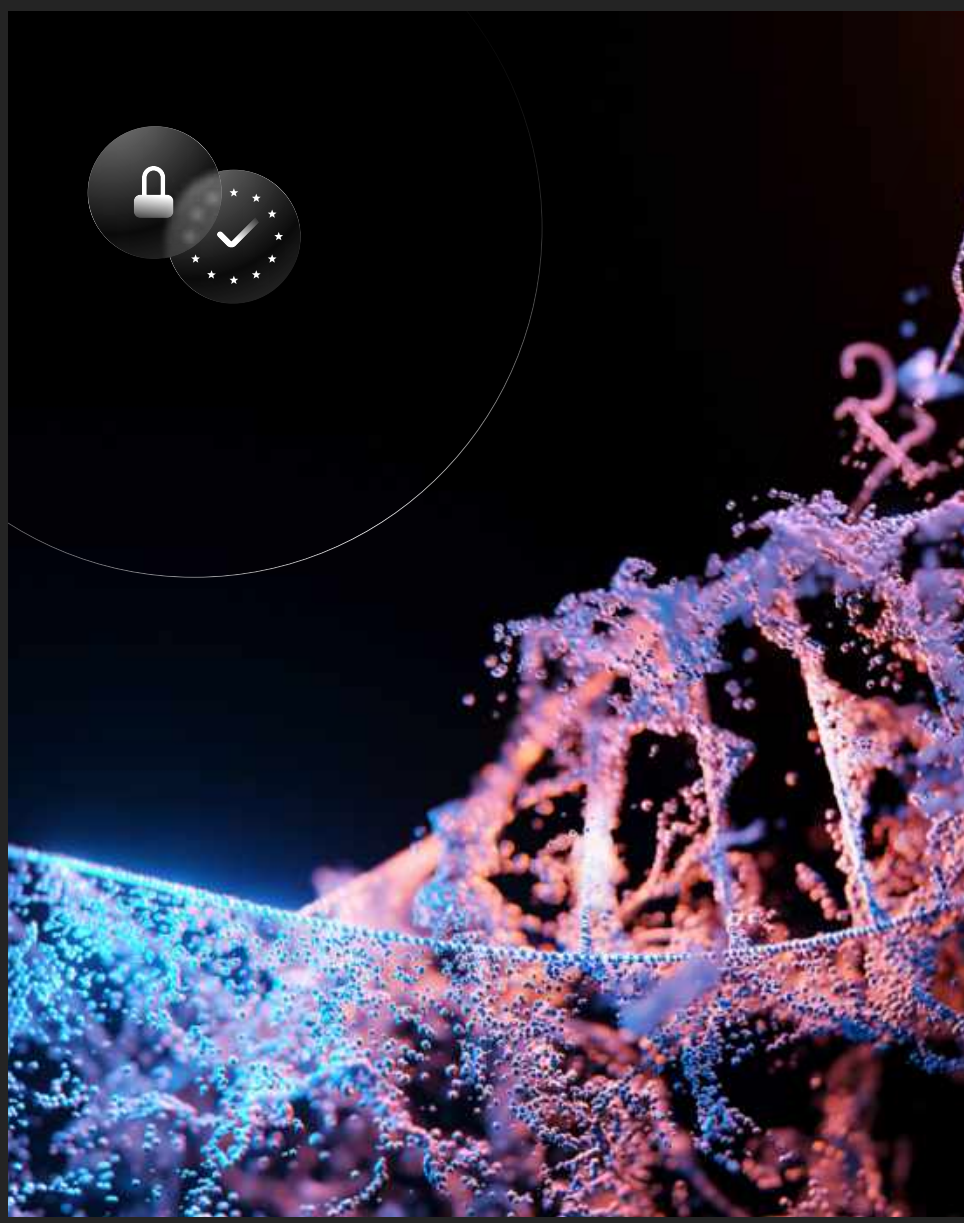
7 Codified data and system architecture

Current pain point: currently many solutions do not include an area for patients to input explanations. This is especially important for those with chronic conditions who may have abnormal reading but can prevent an unnecessary intervention through explanation

Solution: codified data input (not just free text) for patients to input key information such as "on vacation" or "forgot my medication" to enable HCPs to make more informed decisions about when to schedule an intervention



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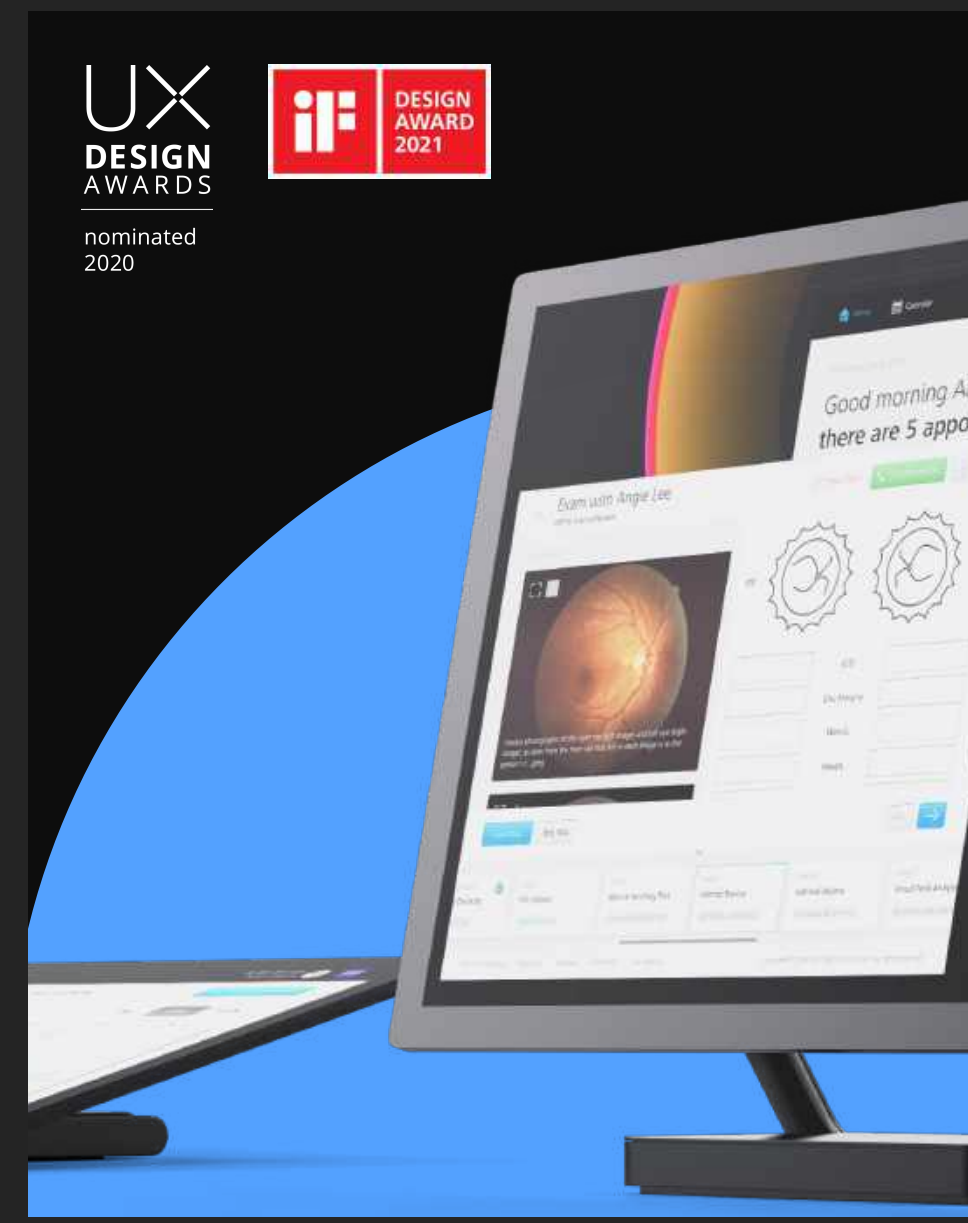
[Link to case](#)



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[Link to case](#)



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ZEISS harnessed Star's end-to-end MedTech development capabilities to build the award-winning telehealth platform VISU 360.

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