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MOST INFLUENTIAL VENOUS PROFESSIONAL
A Revolution in Care

Smartphone Technology

Improve Your Vein Practice

The Soffer Health Institute



What Is AppwoRx?

AppwoRx is a suite of clinical photography tools that is improving the standards of medical treatment worldwide by providing digital photography tools that are more efficient, more convenient, and more mobile. AppwoRx utilizes iOS- and HIPAA-compliant cloud technology to create a cost-efficient alternative to traditionally expensive and bulky clinical photography solutions.

The AppwoRx product was born out of necessity. In 2009, Dr. Ariel Soffer began seeking a centralized clinical photography solution for use in his Miami medical offices. Dr. Soffer had multiple locations and wanted to streamline and centralize photos to document his patients' vein disease. He was surprised to find that the only full-featured clinical photography software available was from companies offering equipment packages ranging from \$5,000 to \$15,000 and did not offer centralized cloud-based access of the photos.

Dr. Soffer, an avid iPhone user, saw that the quality of the camera on the iPhone was being constantly improved, making the device a viable clinical photography tool. In 2011, Dr. Soffer teamed up with veteran iPhone developer Chris Cabell to form AppwoRx. After extensive beta testing, the first version of the AppwoRx software (AppwoRx for Veins) was released in February 2012.

The software was immediately embraced by the medical community and was adopted by 66 medical offices in its first six weeks. It is currently being used by top vein offices across the country as well as internationally. English, Spanish, and Portuguese versions of this general clinical photography tool have been developed to meet the demand of medical practices across the globe.

How Can AppwoRx Benefit a Vein Practice?

With AppwoRx and an iPhone, iPod, iPad, or Android phone, the once tedious photographic process is now standardized and becomes efficient and routine. There are no cords, no plugs, no special training or special lighting requirements or rooms that need to be set aside. The pictures are automatically stored in the cloud, so accessing records from anywhere is simple and immediate. The web interface is a powerful tool for managing photography. Photographs can also be integrated into EMR systems. AppwoRx has a report-generation tool that allows a clinician to create branded and customized reports for marketing, expectation management, and insurance use. Users can also use preset photo filters for color correction or to highlight hard-to-see veins.

With the use of the app the doctor is able to have a roadmap for treatment. It is helpful to know before seeing a patient what their conditions might be and how much time to allot for treatment. Doctors can also use these images to assess effectiveness of previous treatments and determine the best course of action for future treatment. Dr. Soffer says, "I know that when I review photos taken before, during, and after treatment, I am better able to manage patient expectations and visually document the effectiveness of the treatment."

Furthermore, photos are essential for insurance billing. Many companies require a variety of photos to document the progress in order to process insurance, and the app provides a simple means of doing this.

AppwoRx is a wonderful tool to maintain costs and attract patients. Doctors have been seen to increase their revenue by up to 40 percent, cut down on employee costs, manage patient expectations, and differentiate themselves from their competition. Because it makes for an ideal and speedy communications medium, patients will be pleased to work with a physician who makes patient-doctor communications a high priority. It has been built to interface with multiple top-shelf Electronic Medical Record systems such as E-Clinicalworks, Greenway, and more.



How Can AppwoRx Be Used By Patients?

AppwoRx also has a consumer-facing app for patients. Patients can use it to access post-procedure care instructions, FAQs, directions and office hours, and contact information through the consumer app on their mobile device. The AppwoRx consumer app allows physicians and clinics to easily and affordably use the “white labeled” format to create their custom mobile app for their practices. Patients concerned with the appearance of their veins don’t need to wait for an appointment to get reassurance or feedback. They can download the software on their mobile device, then submit pre- and post-treatment photos to their doctor or the clinician and ask questions about treatments, progress, or side effects. Physicians can communicate and interact with patients directly through the app, giving them feedback if their submitted photos are normal or if they should come into the office. The photos can be used to diagnose problems, alleviate fears, or serve as an ongoing record of a patient’s treatment or recovery.

Additionally, potential new patients can submit photos of problem areas and receive an initial consultation from the doctor. The AppwoRx consumer app uses the same HIPAA-compliance standards as the clinical photography app.

Since photography is essential in the effective treatment of vein disease, this is a wonderful solution for the busy patient. If a visit to the office is required, the doctor can prioritize patients having already received information via the app. Office protocol is streamlined as well because other patients who use the app have received information that they needed without time spent at the office or sitting in a waiting room waiting to be seen.

Clearly, today’s remarkable smartphone technology has made a difference in so many people’s lives in so many ways. For games, information and news, apps are recognized as an important and ever-expanding part of the 21st century landscape. Now, doctors, patients, hospital administrators, insurance professionals—in fact the entire healthcare industry—have all found wonderful ways to tap into this technology in order to make patients more comfortable and to give doctors a new ability to improve communication with their patients. **V**

Dr. Ariel Soffer, founder of the Soffer Health Institute and founder of AppwoRx, is board certified in cardiovascular disease. For more information, visit www.myAppwoRx.com or www.sofferhealth.com, or call 561-906-9495.