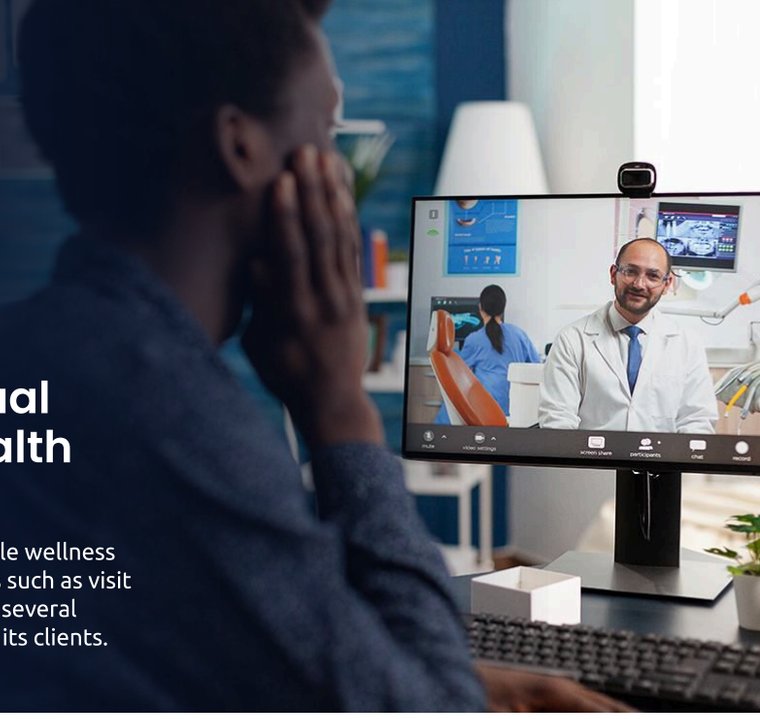
Data Sleek
Streamline Your Data into Business Value



CASE STUDY

Health Karma: Transforming Virtual Care: Integrating Multiple Telehealth Services into One Platform

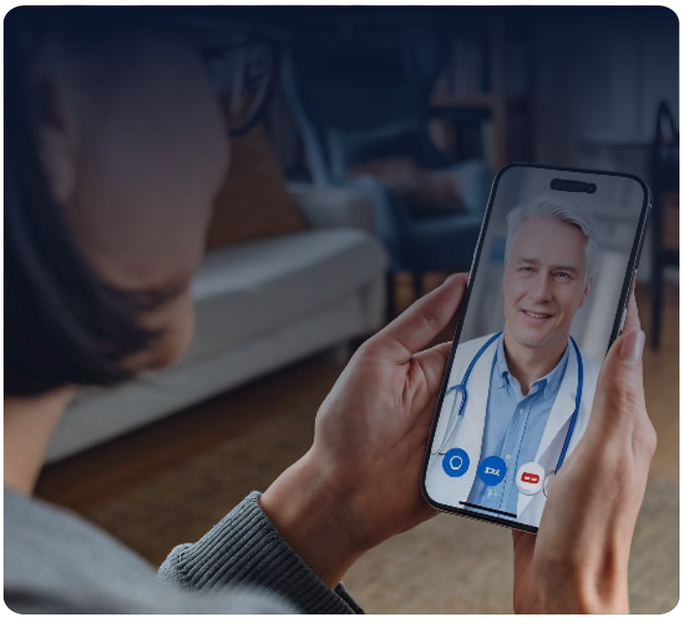
Health Karma is disrupting patient care by enabling patients to schedule wellness routines directly from their phones. This eliminates traditional barriers such as visit availability and insurance requirements. However, Health Karma faced several challenges to optimize data and make a healthier system for itself and its clients.

Leading the Charge in the Wellcare Revolution

The COVID-19 pandemic galvanized telehealth, forever changing the market, both globally and in the U.S. Many healthcare providers expanded their digital offerings in response, propelled telehealth into the mainstream of the healthcare industry. Telehealth Market growth surged in 2020, reaching a $29.6 billion valuation and a CAGR of 22.9%. Experts say telehealth will last; one company is ready to lead the charge.

Health Karma is more than just a service provider; it offers a comprehensive suite of virtual care, including primary care, specialty care, mental health support, pharmacy needs, and even veterinary consultations. Health Karma is a leading one-stop shop for well care.

Health Karma offers its members a hassle-free experience using a simplified approach to give quick access to quality care. This appeals to those frustrated with the current system, leading to rapid growth during the COVID-19 pandemic. However, this quick expansion has stressed its internal systems.



The Challenge: Data Silos Hindered Real-Time Insights Across Health Karma's Telehealth Platform

Health Karma's comprehensive well-care solutions disrupted the market by unifying several telehealth services. Health Karma connects patients with healthcare providers on one platform, offering digital coaches, health goal tracking, and virtual visits. It personalizes recommendations by linking health histories, but faces challenges with fragmented analytics, and aims to integrate patient information for better telehealth metrics.

The company needed to extract analytics from varied sources, load it into a single database, and transform it into a valid format. Pulling metrics from multiple sources required a dashboard that modeled and visualized individual patient patterns. Health Karma leverages these analytics to enhance offerings for customers, fostering a cycle of well-being and contributing to a better world.

Health Karma believes empowering customers with personalized care creates a ripple effect - healthier individuals, families, and communities. The company required a higher level of business intelligence to comprehend its customers' needs.

Its services categorize users into four main audience types: individuals, employers, associations, and municipalities. Decision-makers needed access to real-time user analytics for each demographic group. Larger accounts, such as municipalities and associations, used the platform differently than employers and individuals but needed guidance on how to do so. Without analytics-driven decisions, they missed profitable opportunities.

Data accuracy is crucial for Health Karma's users. However, issues with complex data integration caused inaccurate insights and low-quality data, resulting in poor recommendations and exposing users to unknown risks.

The Solution: A Unified Data Foundation Empowering Smarter Telehealth Insights

Health Karma needed to consult a specialist for its healthcare data management challenges. With only rudimentary systems, managing its data quickly grew uncontrollable. Its founder knew it had to reach out to the Data-Sleek team.

Data-Sleek assessed the situation and designed a tailored data plan. By integrating Health Karma's infrastructure into a dynamic dashboard, teams could now run reports instantly and analyze customer needs with more precision.

Using the extract, load, transform (ELT) method, Data-Sleek created a pipeline and a data warehouse that Health Karma could use to model its data. The new platform grants critical insights for Health Karma's customers by improving data. Users view insights and receive personalized recommendations based on health history as a one-stop-shop.

The solution enabled the company to personalize user dashboards by categorizing and streamlining its analytics ecosystem, allowing for more effective metrics management. This process enabled more effective KPI tracking and highlighted areas for improvement based on user behavior. The new dashboard uncovered behavioral patterns across user cohorts.

Health Karma gained superior data security by integrating sophisticated management tools. Given that data accuracy, integrity, and security are crucial in healthcare, Data-Sleek provided Health Karma with access controls, quality checks, and encryption to guard customers' medical data. Data-Sleek's solution helped Health Karma's immediate needs while also enabling future growth as the company expands.

The company used its dashboards to examine its processes more closely and determine what roadblocks prevented users from enrolling. New insights from customer behavior took the guesswork out of understanding its customers and what problems they might face. Based on the data, the company implemented slightly different procedures based on the behavior of each segment.

By investing in its data management system, Health Karma experienced growth that exceeded their expectations. The new analytics management system allowed for metrics and opportunities in the market which were previously hidden in siloed analytics. This analysis helped the company pivot to include unique offerings, which allowed them to secure a larger market share.



About Data-Sleek

Data-Sleek® is a consulting agency and a leading provider of comprehensive data management solutions. We specialize in data transformation, data migration, data integration, data architecture, data warehousing, and database consulting. Our commitment to client satisfaction empowers organizations of all sizes to unlock the full potential of their data assets. Data-Sleek is a trusted partner of Fortune 500 companies, dedicated to innovating and revolutionizing the way you do business.

Ready for your own success story?

Learn how Data-Sleek makes data management easy.

Contact us to learn more about Data-Sleek and how we can help drive actionable results with your data.

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