

# CASE STUDY

## MOBILE APPS FOR URGENT HEALTHCARE



HOW MOM'S CHOICE MOBILE HEALTHCARE  
BRINGS URGENT CARE TO YOUR DOORSTEP  
WITH A TURNKEY APP

en@cappture

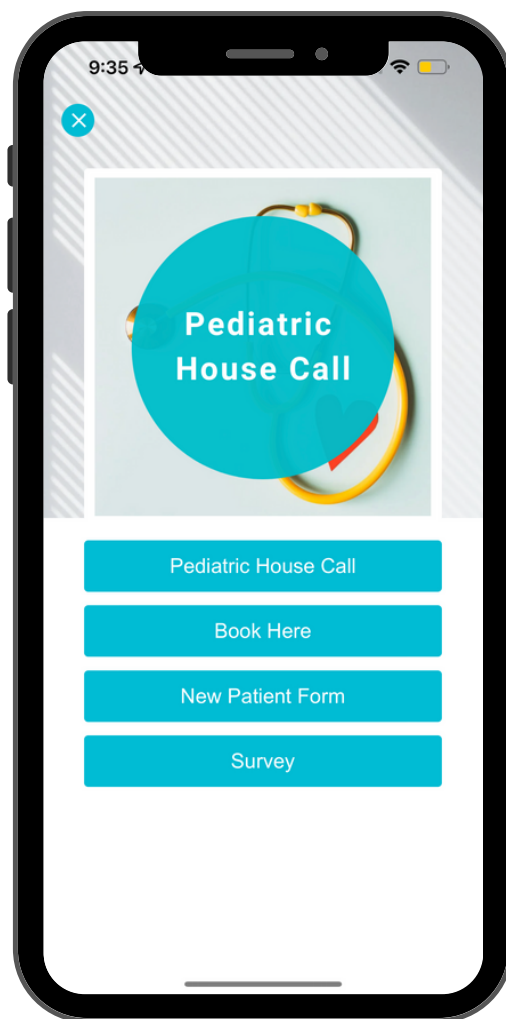
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## CASE STUDY

# Mobile Apps for Urgent Healthcare

Healthcare is at its best when it's easily accessible — but for many, going to the doctor's office can be wrought with difficulties. For patients in remote areas or with limited mobility, a lack of hospitals and clinics in comfortable proximity to home can stymie healthcare visits. The cost of healthcare is another major barrier; in 2018, a national poll conducted by NORC at the University of Chicago found a staggering 44% of respondents "didn't go to a doctor when they were sick or injured in the last year because of cost." And some patients just let their fear of the cold, clinical doctor's office bar them from seeking treatment.

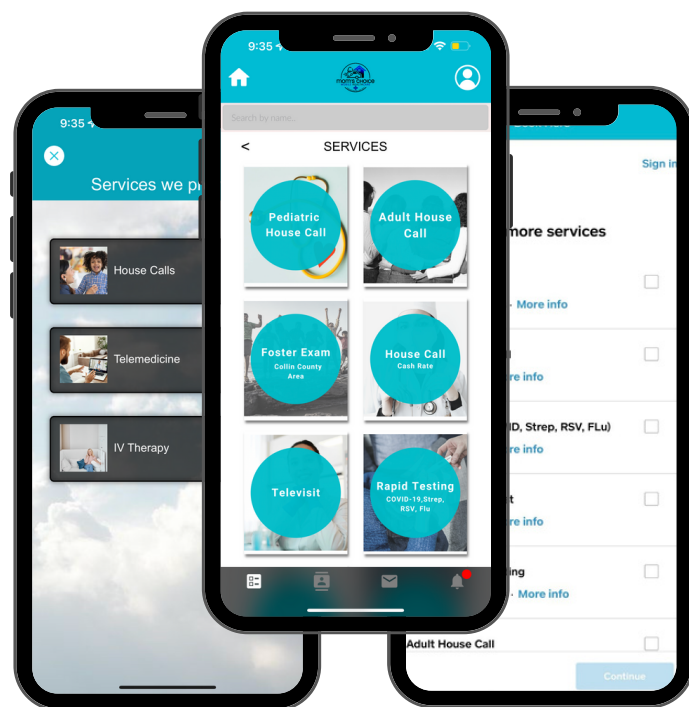
Luckily, innovators like nurse practitioner Stephanie Guignard, MSN, CPNP are acknowledging these cracks in the healthcare system and pioneering alternative practices.



# Healthcare delivered right to the patient's doorstep

Committed to the belief healthcare should be fast and easy for everyone, no matter location, level of mobility, or circumstance, Guignard founded Mom's Choice Mobile Healthcare. Based in McKinney, Texas, Mom's Choice Mobile Healthcare brings personalized, personable urgent care directly to patients in the Dallas/Fort Worth area.

Not only does Mom's Choice eliminate the need for a patient to travel for care, house calls are also more relaxing for patients. And thanks to modern advancements in medicine, Mom's Choice can perform extensive services — including IV therapy, lab services, physical exams, and COVID-19 testing — from the comfort of the patient's home, keeping them out of crowded hospitals.



"I'm a firm believer in keeping people out of the ER when they don't have an emergency," says Guignard. "This keeps people from spending hours in the emergency room and saves them a lot of money as well."

But Mom's Choice didn't stop there. As part of Guignard's ongoing quest to improve patient access to healthcare at every step of the treatment journey, Mom's Choice partnered with enCappture to develop a custom mobile app.

# Accessible healthcare powered by a mobile app

The Mom's Choice mobile app functions as a central hub to take patients through their entire healthcare journey. It begins by booking an in-person or telehealth appointment through the app's built-in scheduling tool. After a specialist is dispatched and a treatment plan determined, patients can access helpful health information. And if patients have follow-up questions or concerns, they can contact their specialist directly through the app. This secure means of contact has been an especially welcome development for Mom's Choice patients. "We've been searching for so long for a solution to be able to communicate with patients...a lot of them don't like giving their numbers out," says Guignard.

Beyond these specific services, the Mom's Choice app provides patients with general resources, including provider bios, FAQs, testimonials, and referral opportunities. "The app just brings it all together," says Guignard. "That was really important for me because we are mobile."

Looking ahead, Guignard plans to add additional features to the app, such as in-app paperwork and push notifications to provide patients with updates and reminders. Luckily with an enCappture app, these future additions aren't just possible, they're completely done for you.

"enCappture was so easy to work with. I got to design the app and tell them exactly how I wanted it to look, and even after the app development they were able to easily tweak the app. Working closely one-on-one with the mobile coach was also really helpful because we're not a software company."

STEPHANIE GUIGNARD,  
FOUNDER OF MOM'S  
CHOICE HEALTHCARE

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Want to learn how a mobile app can make your business more accessible to clients? [Schedule a free demo](#) with enCappture today.

