

Case Study

Mental Health CRM & Patient Matching Platform

Healthcare

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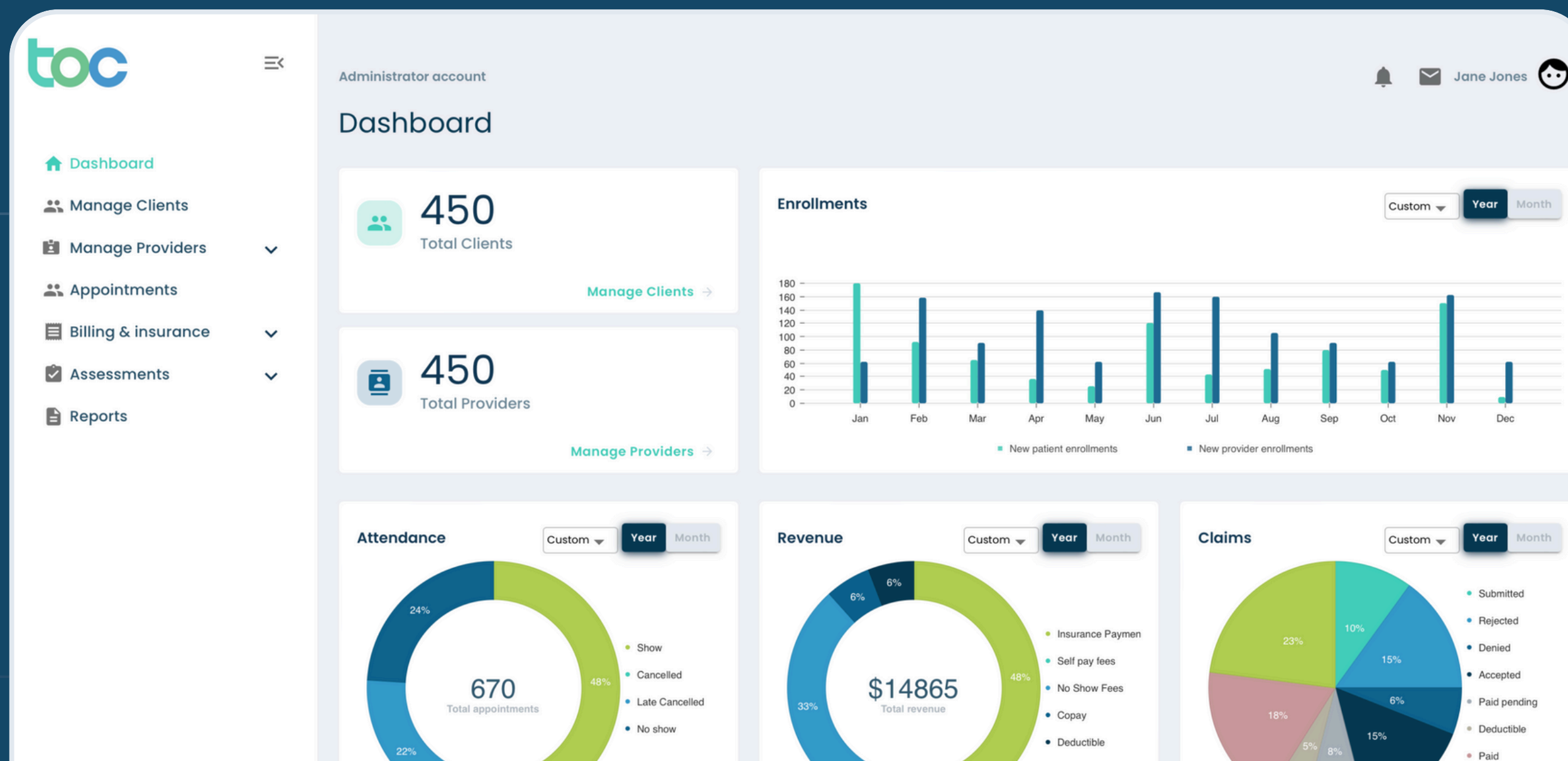
MVP Development

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Startup

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Philadelphia





About the Project

The client aimed to build a platform that connects mental health professionals with patients, to enable seamless appointment booking and practice management.

The system functions as a CRM for mental health specialists while providing patients with a user-friendly interface to search for and connect with therapists.

Reduced Average time
of task completion
decreased by

30%

Reduced time-to-
market by

15%

Helped to secure
the investments

100%

Key Features of the Product



For Mental Health Professionals

A CRM system to manage patient interactions and appointments as well as showcase their profiles and availability.



Integration

Integration with third-party tools like SimplePractice.



For Patients

A searchable database of mental health specialists with easy appointment booking and communication features.

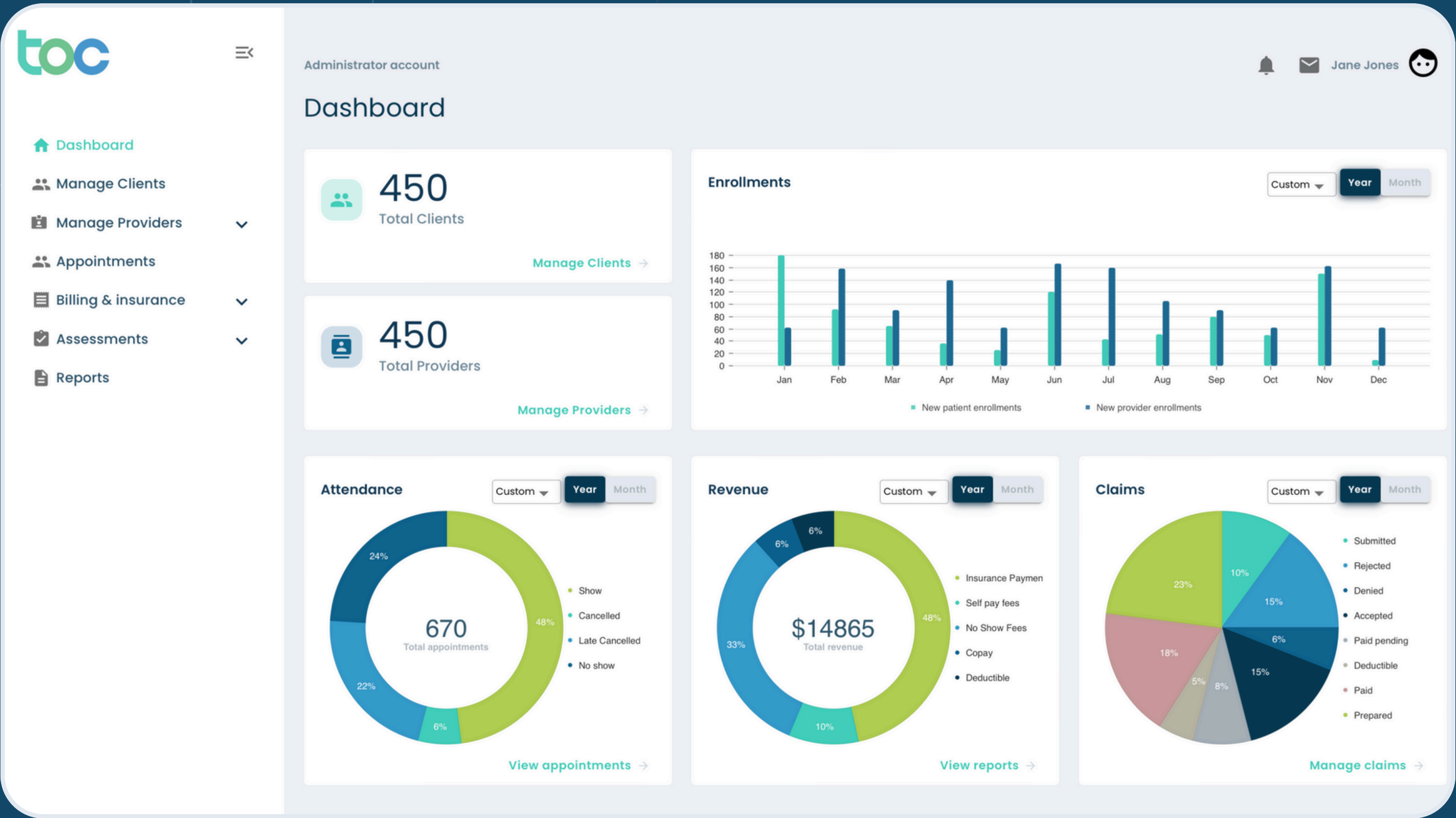


Admin Panel

Adding and searching for new specialists.

Administrator dashboard interface for
a healthcare management system

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- Displays total clients and providers
- Includes graphs for enrollments, attendance, revenue, and claims.
- Features navigation for managing clients, providers, appointments, billing, assessments, and reports.
- Uses charts and data visualization for insights.
- Customizable view options (year/month) for reports.

Target Audience

1

Primary Users

- **Mental Health Professionals:**
Therapists, psychologists, and psychiatrists seeking to grow their practice and manage appointments efficiently.
- **Patients:**
Individuals looking for mental health support and therapy services.

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Unifying Feature

Both groups are connected by the need for a reliable, efficient platform to facilitate mental health care.

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Market Potential

The audience is large and growing, driven by increasing awareness of mental health issues and reduced stigma around seeking therapy.

Development Process

The project was developed using the Scrum framework, an Agile methodology that emphasizes iterative progress and collaboration.

Key Stages:



Sprint Planning

Breaking the project into manageable tasks and prioritizing them based on client needs and technical requirements.



Iterative Development

Delivering features in small, functional increments to ensure steady progress.



Client Involvement

Regular Sprint Reviews to gather feedback and align on priorities.

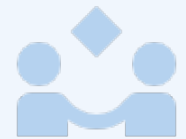


Technical Debt Management

Balancing new feature development with refactoring and code improvements identified during the audit.

Collaboration Model

The client opted for an outsourcing model. This approach allowed the client to:



Address significant technical debt and poor code quality identified during an audit.



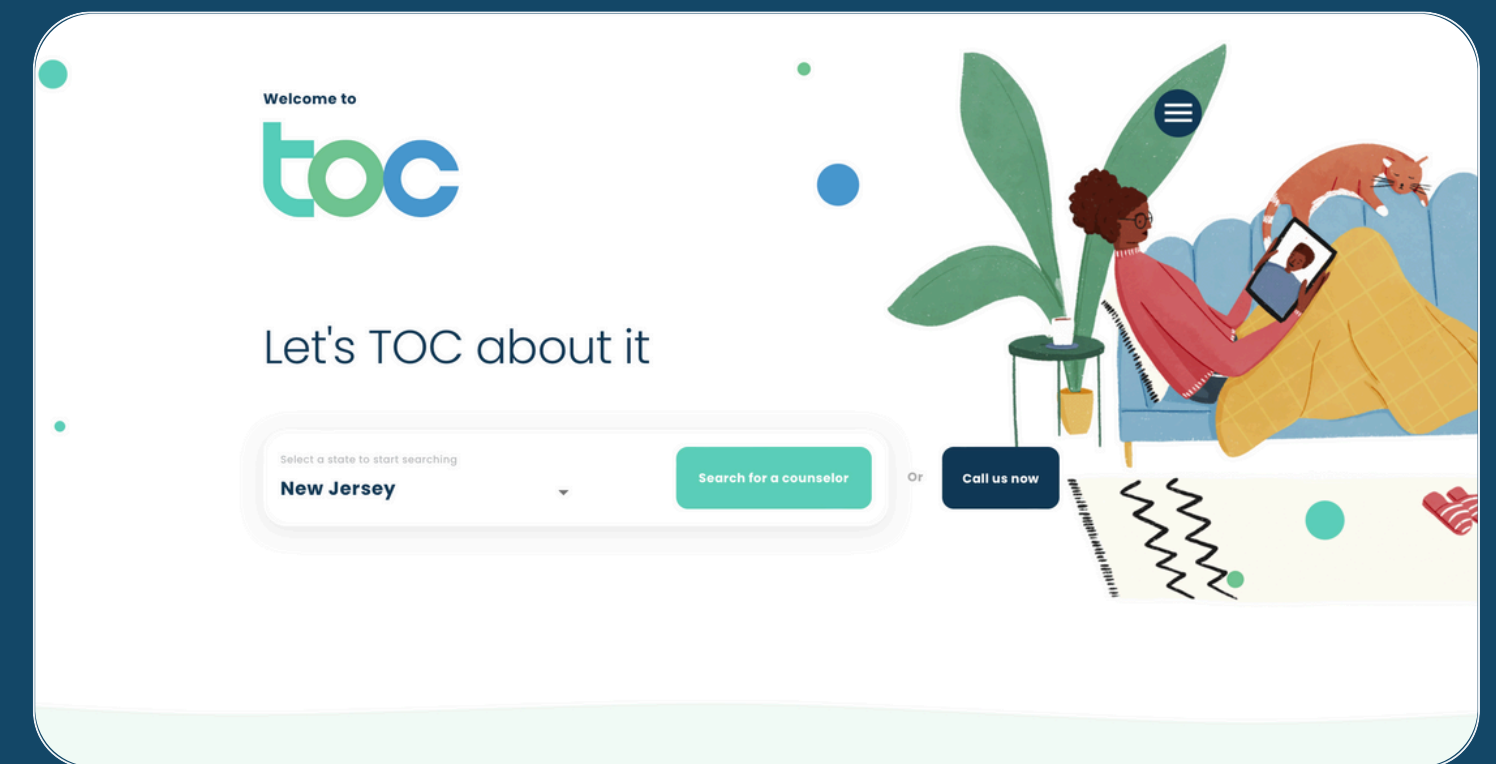
Accelerate development and reduce time-to-market.



Benefit from specialized skills without building an in-house team.

Why Scrum Worked

- Flexibility to adapt to changing requirements.
- Transparency through daily stand-ups and Sprint Reviews.
- Efficient prioritization of tasks to address both technical debt and new functionality.



Challenges

Technical Debt

The existing codebase was of poor quality, with significant technical debt.

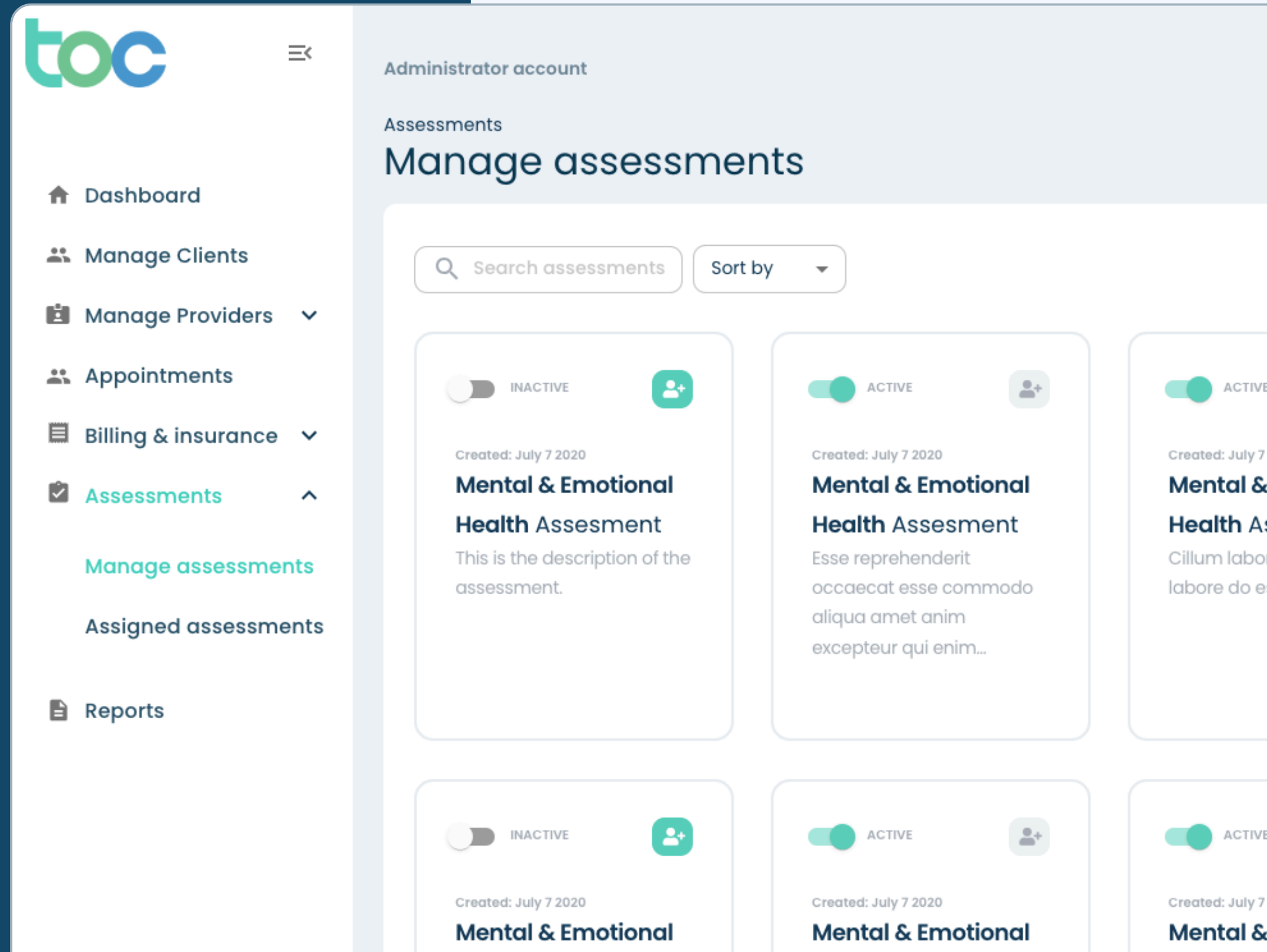
User Experience

The platform needed to cater to two distinct user groups (professionals and patients) with varying needs.

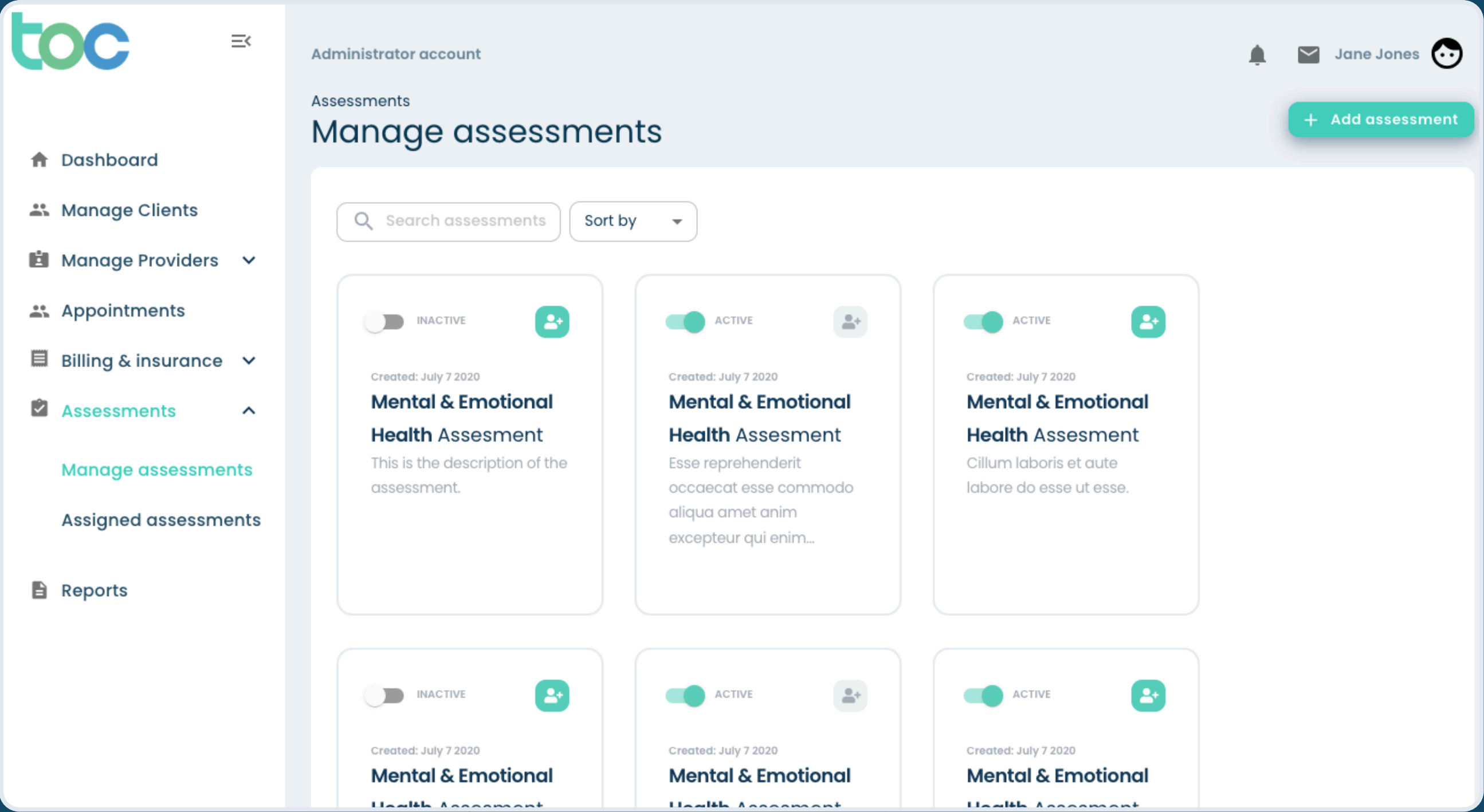
Third-Party Integrations

Integrating with tools like SimplePractice required careful planning to ensure compatibility and functionality.

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Assessments Management Dashboard



- Assessments List: Displays mental health assessments with key details.
- Search & Sort: Enables easy filtering and organization.
- Status Indicators: Toggles between active and inactive.
- Navigation Menu: Access to clients, providers, appointments, billing, and reports.
- User Actions: Options to add and manage assessments.

Outcomes and Impact

Delivered MVP

Successfully built and launched the MVP, enabling the client to test the platform with real users and gather valuable feedback.

Improved Code Quality

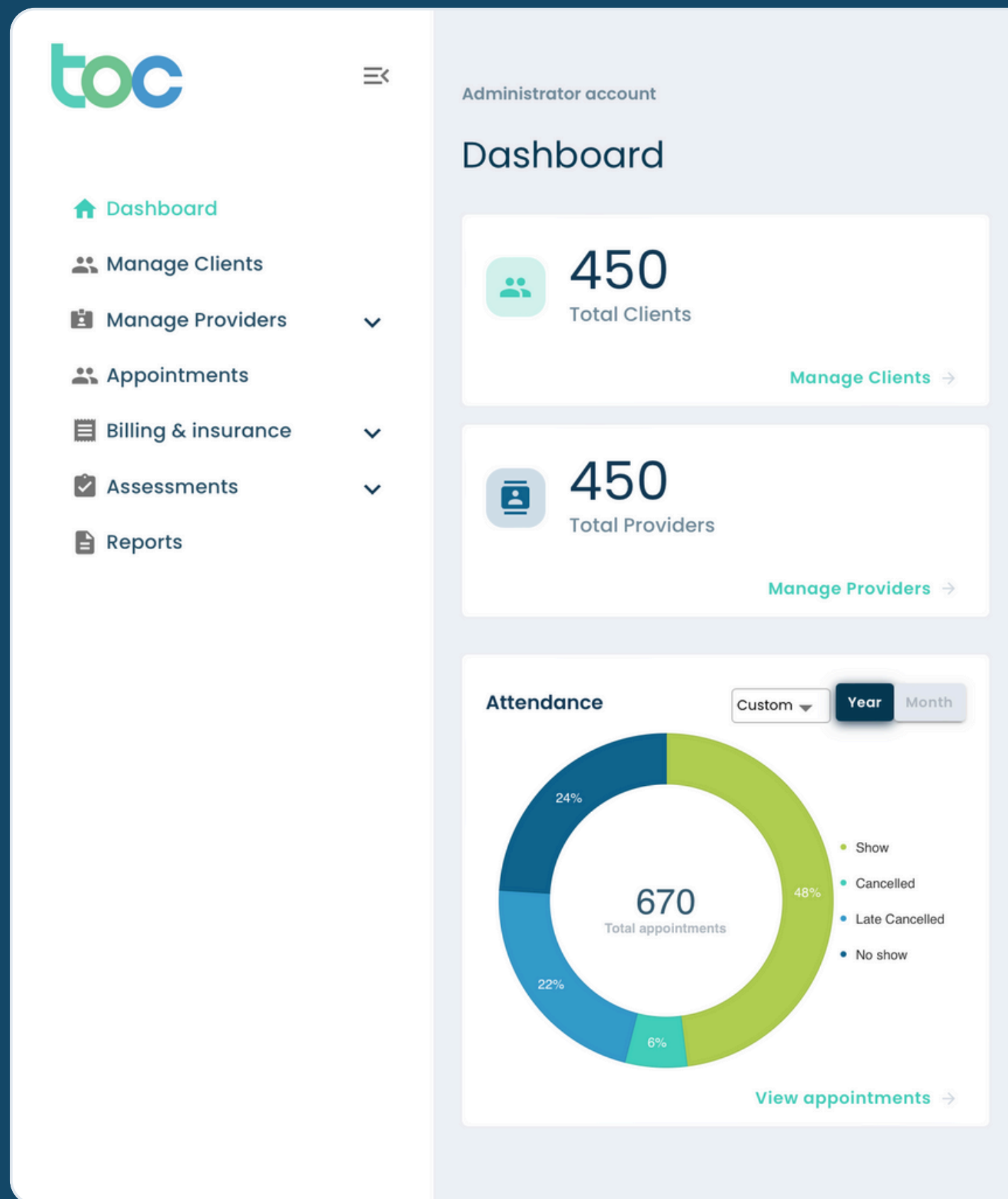
Addressed technical debt and implemented best practices, ensuring the system's reliability and scalability.

Enhanced User Experience

Created a user-friendly interface for both mental health professionals and patients, improving engagement and satisfaction.

Streamlined Workflows

Integrated third-party tools to simplify appointment scheduling and practice management.



About Empeek

Engineering a better healthcare future

Empeek is a custom healthcare software development company that helps healthtech startups and medical facilities create and leverage innovative, HIPAA/HITECH compliant technology solutions such as EMR and telemedicine systems, patient-centered crossplatform apps, AI-powered tools, IoT ecosystems, and others.



**HIPAA & GDPR
Compliant**



150+

Specialists

Operating since 2015