

## CASE STUDY



## LIV: A PREGNANCY APP | MOBILE DEVELOPMENT

### ABOUT THE CUSTOMER

A health agency for the State of Indiana that serves to promote, protect and improve the health and safety of all Hoosiers with a purpose to ensure a healthier and safer Indiana. This agency is focused on lowering the infant mortality rate in Indiana. With an emphasis on education and accessibility of information, this agency looked to eimagine to create a platform that is made available to all Hoosiers.

### THE CHALLENGE:

Infant mortality is one of the key indicators of health of a population. Unfortunately, Indiana consistently has one of the highest infant mortality rates in the country, and there are specific zip codes which infant mortality rates compare to third-world countries. From 2014-2017, Indiana has consistently ranked among the bottom in the U.S. for infant mortality, according to the Centers for Disease Control.

As the concept of Liv was being developed, Indiana Governor Eric Holcomb tasked the state with the goal to have the lowest infant mortality rate in the Midwest by 2024. At the time of project inception, Indiana had the worst. There are many factors that play into this, including state accessibility to resources, lack of education, obesity, drug use and more. At the time, Indiana did not have one centralized resource that has state recommended information, a full list of program offerings and a map of relevant resources. No other state had ever developed a mobile app dedicated to the health of its mothers and babies. Knowing that 76% of the United States population owns a smartphone, a mobile app was deemed the best way to solve this challenge.

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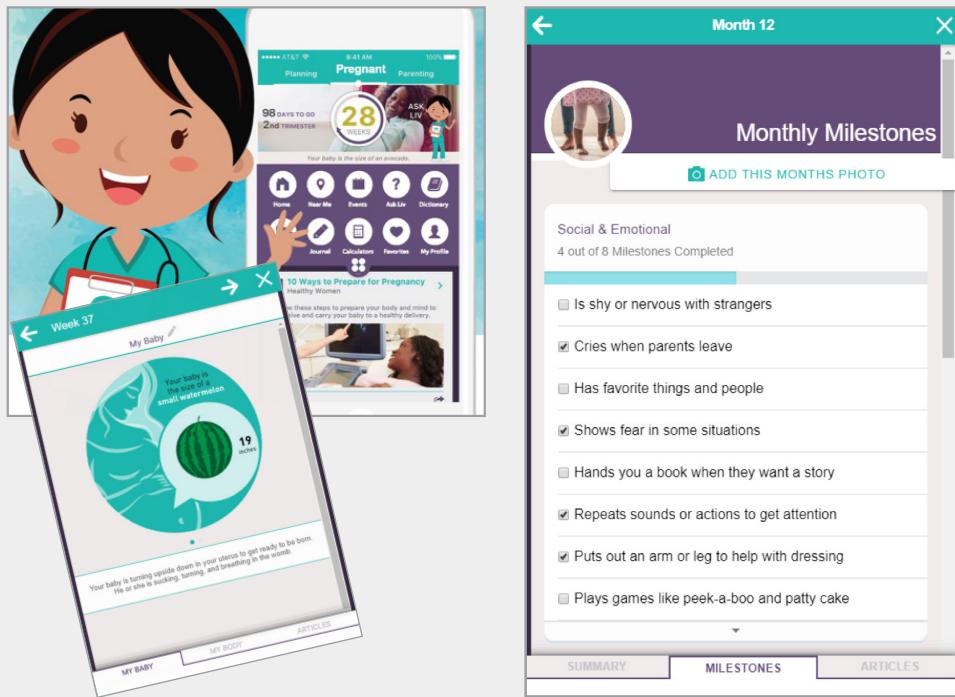
### THE SOLUTION:

eimagine was selected to create Indiana's first publicly funded app focused on the health of Indiana women and babies. In November 2017, Liv went live. Liv is a free, dual-language mobile app that has found great success as a health education resource. The app is available for download on the App Store, Google Play Store, and is accessible over desktop.

While the app's primary focus is to support a woman that is planning, pregnant or parenting, the information is relevant for all people that are searching for this vital health information. Through the app's Admin Portal, the agency has the capability to add articles, edit content and prioritize information based on user activity without the need for additional app builds. The adaptive frameworks of the app and admin portal give any client the ability to make real-time updates.

### APP FEATURES

- Contact health professionals
- Track your pregnancy
- Watch videos
- Push notifications
- Read peer-reviewed articles
- Find local events
- Due-date calculator
- Baby development milestones checklist
- Find local health services



### THE RESULTS:

Liv has established itself as the premier education resource in maternal and child health for Hoosiers. We were able to establish this through partnerships with state organizations and support from State Government agencies.

**UTILIZES A HYBRID PLATFORM THAT ALLOWS A SINGLE DEVELOPMENT TO BE AVAILABLE ON MULTIPLE PLATFORMS.**

#### INTEGRATIONS

- Facebook
- Google Maps
- Features from multiple state agencies

#### PLATFORMS

- Angular
- Ionic
- C#
- SQL



**9 month app build**



**10+**  
years of mobile app development experience.



**Positive verbal & written feedback from end users.**

**Over 150 articles**  
peer-reviewed and created.



**INTER-AGENCY INVOLVEMENT OF 10+ DEPARTMENTS**