

*HighFive Health Prescribes
DataXoom in its Mission to
Reduce Risks Associated with
Medication Misuse*



A Case Study In
Healthcare

HighFive Health wants to reduce the improper use of medications and eliminate the hospitalizations that are often the result. It's a company mission with real grit: the startup wants to help healthcare providers prevent 50,000 unplanned readmissions or hospitalizations each year by 2020.

HIGHFIVERAX

Patient-Centered Medication Management™

Facilitating HighFive Health's mission are data-driven tools and services that identify risks and help develop medication optimization plans tailored to the individual needs of patients. HighFive Health also utilizes a collection of secure, mobile applications to engage those patients, and ultimately increase medication adherence and reduce adverse drug events. The company's technology must be easy to use, business-friendly and enterprise ready.

That's why HighFive Health turned to DataXoom, a next-generation Mobile Virtual Network Operator (MVNO) with mobile data services designed from the ground up for business customers. Unlike mobile data plans from the large, retail wireless carriers and traditional MVNOs, DataXoom's service is multi-carrier, requires no annual contracts, and has no activation or termination fees. There's no need for HighFive Health to deal with multiple contracts from different wireless providers—there's just one single bill—and the all-inclusive pricing structure means there are no surprise fees, overages or hidden charges. DataXoom's service also features enterprise management functions that make it easy to onboard new users and remove them when services are no longer needed. DataXoom's online management portal and reporting tools help HighFive Health and its clients make the best decisions about mobile data use.



*“We need flexibility.
Our customers
expect that”*

Keith Streckenbach
CEO, HighFive Health

“We need flexibility. Our customers expect that,” says Keith Streckenbach, CEO, HighFive Health. “So we need to deliver a comprehensive solution that not only includes our advanced applications and robust security, but also multi-carrier mobile services that can be scaled up and down to support what can sometimes be a fluctuating workforce. We need to be able to easily add mobile data services in a very short order, without having to go through complex contracting processes, and DataXoom provides all that.”

Equally important are DataXoom’s mobile data pricing options that include pay-as-you-go plans as well as Gigabyte (GB) and Terabyte (TB) plans that pool across large numbers of people and can be customized for specific business needs, Streckenbach adds. Expert customer service and tech support is always available, oftentimes proactively handling issues before a call is even made, he says. Streckenbach also credits DataXoom for providing HighFive with innovative solutions to problems that traditional wireless providers would have never considered.

HighFive Health is supplying one of its customers, one of the country’s largest healthcare providers, with a mobile solution designed to help nurses ensure the provider’s members are getting quality care.

More than 250 nurses have been given secure, encrypted tablets, each pre-loaded with a HighFive Health app and DataXoom’s mobile data service. By year’s end, Streckenbach expects that number to grow to over 500 devices.

Before a mobile device is shipped to one of the healthcare provider’s nurses, the mobile data plan is activated. Once the nurse receives the device, HighFive Health holds a 90-minute online training session with the nurse. “We’ll start the session, and at the same time we’ll contact DataXoom to request the appropriate IDs and credentials the nurse will need. Invariably, we get those IDs and have a fully functioning tablet before the training session is complete. The onboarding is great, the device functions just as it should, and there are no worries. It really is phenomenal,” says Streckenbach.

