



digital health circle

the client
AYOGO

the challenge
CONTENT PRODUCTION AND EXPERT REVIEW OF A MULTIPLE SCLEROSIS SUPPORT APP

Multiple sclerosis (MS) is the most common autoimmune disorder that affects the brain. Although it affects over 2,000,000 people globally, MS is especially prevalent in Canada, where it affects an estimated 1 in every 385 Canadians. Symptoms usually onset between the ages of 20 and 40, which often coincides with patients starting families and raising children. As a result, MS and its symptoms often extend beyond patients to affect families and loved ones of those with this disease.

Ayogo, a small digital health technology developer in Vancouver, was contracted by a US pharmaceutical developer to create a wellness and family support application for patients diagnosed with MS. This was a significant growth opportunity for Ayogo with multiple sales pathways in the United States and internationally. Unfortunately, Ayogo lacked the in-house medical expertise to create the support content at the core of this app. Worse, as a small company, it lacked access to domain experts to review and approve the medical accuracy of this app. This collective lack of access to knowledge resources put the project at significant risk with their client.

Digital Health Circle was able to assist on multiple fronts. It connected Ayogo with another regional small business—Avocado Video—with expertise in scientific content creation. With in-house expertise in neuroscience, DHC was able to provide rapid, first-pass review of the produced content, significantly shortening development time and reducing costs to Ayogo from expensive medical professionals. Moreover, DHC de-risked



this collaboration with financial cost sharing, which can be a significant barrier for cost-sensitive small businesses. Lastly, DHC connected Ayogo with two medical doctors, including a neurologist, to review all content for medical accuracy before submitting the app to their US client. This significantly shortened the pathway to market for this app, leading to the successful and on-time deployment of this app in the United States.

6

Full-time jobs created in 2020

1

New product developed

3

BC-based SMEs supported

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