



CASE STUDY

Beter – the occupational health service that does it better

How to prevent healthcare issues by providing individual level guidance through a secure and user-friendly platform.

Beter is an innovative health service provider that helps companies, organisations and employees get better, stay better and perform better.

1

THE STRIVE

**Overcome
the challenges
to build
healthy organizations.**



Across Europe, it is clear that there is a need to improve access to healthcare. Having more **effective** and **people-centred** health systems that ask patients systematically whether they are better or worse, following different healthcare changes, as well as having **more resilient** health systems can all create a huge shift in the healthcare system.

Healthy employees make a healthy organization.

Public institutions have implemented in the past years different measures and objectives related to health prevention and promotion, and life expectancy has increased in EU countries over the past decades, but this rise has slowed down since 2010 in many countries. Therefore, private organizations felt the need to offer services to their employees for a healthy mind and body, through a digital platform.

2

THE CHALLENGE

**Easy access
to scientific research
for patients**



A large challenge stands in making employees aware of their health and lifestyle by having easy access to, and benefit from, existing scientific research provided by the Netherlands Organisation for Applied Scientific Research on medical prevention and health gain, while also covering a wide range of personas (from different perspectives: age, computer knowledge, medical knowledge, culture, and more).

To be able to overcome and complete such a challenging task, it is necessary to provide individual level guidance to users and support outstanding situations such as the COVID-19 pandemic. For this, a powerful system that evolves, and that can be easily adapted to the rapidly changing environment and needs in the healthcare domain is required.

3

THE SOLUTION

**Offer top healthcare
digital services**

Healthy and happy employees make the organisation better.

With this in mind, Beter wanted to make it easier for organisations to offer **top healthcare services** to their employees. Thus, they asked Maxcode to build a digital platform with a personal Coach program to provide insights and recommendations for improvement via an online questionnaire and physical examination. This way Beter ensures healthier results for thousands employees from multiple organisations.



To be able to do that, Maxcode integrated the platform with third parties such as **Netherlands Organisation for Applied Scientific Research** and **Ritense** to fetch the necessary medical data and display it in an intuitive manner.

TNO innovation
for life

ritense

Medical data and analytics



maxcode

An intuitive platform



beter.

A successful product

The Beter Health Gaining Program is a medical coach that enables users to:

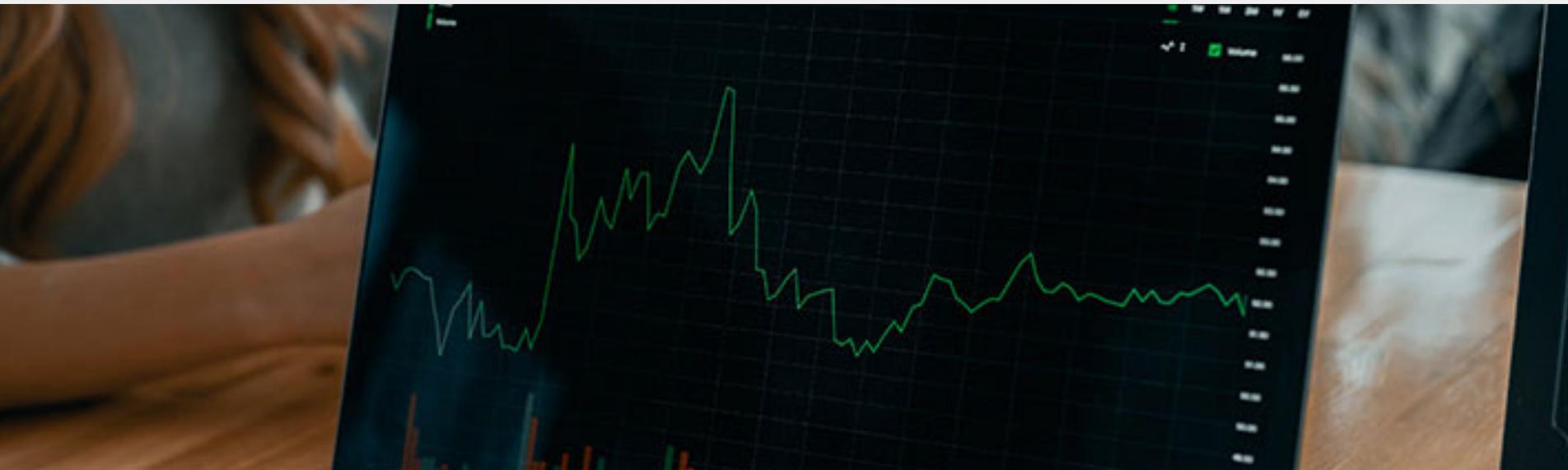
- ✓ Fill-in a dynamic online questionnaire collecting medical and lifestyle data
- ✓ Schedule appointments with personal coaches and doctors
- ✓ Directly communicate with the coaches and doctors
- ✓ See the personal health gaining progress (after recommendations) through visual reports, health scores, and more.
- ✓ Access medical data of each employee
- ✓ Make laboratory appointments for Covid-19 and medical recommendations
- ✓ Pay for Covid-19 test using iDEAL

4

THE RESULT

**A performant platform
to support
thousands of patients
and organisations**

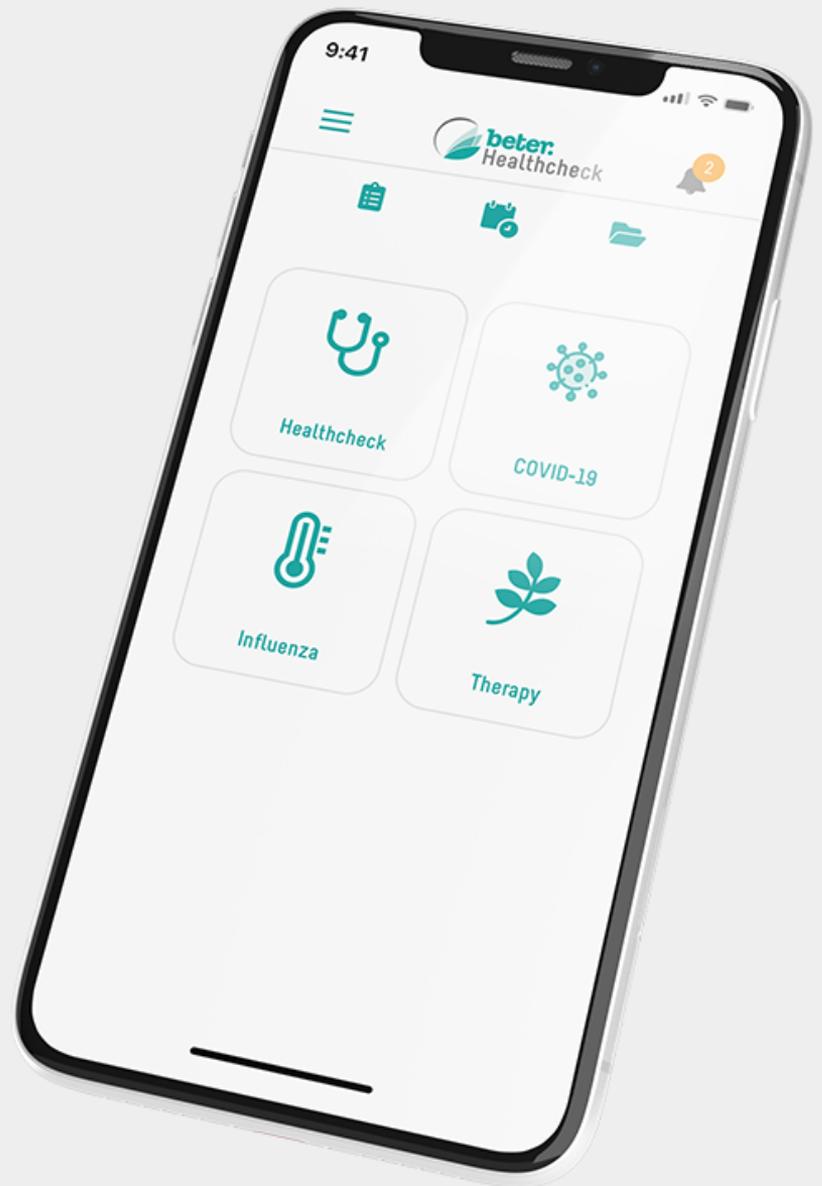
To build an intuitive platform using scientific data means to reach a deeper understanding of the audience and its needs. For this, user testing sessions in the beginning of development and collecting analytics to identify usability issues is a must.



The Beter Health Gaining Program became a success.

The program is now being used by employees from different organisations, as well as multinational professional services companies, from different domains such as banking, insurance, accounting, legal and others.

The flexibility and performance of the platform was demonstrated during the COVID-19 pandemic when a new module was added to the platform in just one month, with hundreds of tests made in a few days after going live. The ease of the testing process and the quick access to the results were a real support for the patients.





Despite the lack of serious complaints, I still wanted to know if I had Corona. I'm not much of a hero with needles. But yes, to measure is to know. Super professional and friendly service from Beter's doctor's assistant. I also found the portal with the short questionnaire and digital results very clear. Even received a text message when my results were ready within a few days, great! 'Unfortunately' I had 0.0 antibodies. Glad I know at least.

MARGOT (46)

Entrepreneur on Beter Covid-19 module



ABOUT MAXCODE

Helping FinTechs offer improved payment experiences to their customers across Europe

Our clients are using the Open Banking opportunity to innovate the financial services sector, making the international payments safe and secure. Fast delivery of Open Finance solutions is a must in positively impacting a company's revenue, therefore Maxcode's mission is to support its clients in transforming the market they are in, starting with the financial sector and continuing with other domains that require digital transformation, such as healthcare.

We believe it is possible to offer innovative and secure financial experiences. Contact our office today and let's start discussing your idea.

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