



# HELPAROUND

FEATURE

## HelpAround Medical Uses Braze And Neura To Boost Retention By 60%

HelpAround, one of the first mobile health platforms for the \$219B specialty drug industry, guides patients through complex treatments by streamlining a network of patient services into the palm of each patient's hand. Using Braze and its tech partner, Neura, HelpAround was able to increase user retention rates by 60% and app engagement rates by 55%.

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By Madison Gardner

**PROBLEM:** HelpAround needed a HIPAA and GDPR-compliant platform to deliver valuable care-related messages at the right time without sacrificing patient privacy.

**SOLUTION:** HelpAround leveraged Braze to send personalized messages and Braze Alloys tech partner Neura to determine the best Moment to engage with each users.

**RESULTS:** HelpAround was able to increase app engagement rates by 55% and their retention rate by 60%.

By 2025, **51% of the world's population** will use a smartphone. As our daily lives become increasingly dependent on our mobile phones, science and healthcare must continue to adapt to this expanding landscape, and allow patient care possibilities to evolve. **HelpAround** is at the forefront of this revolution, helping patients to onboard the most complex treatments by seamlessly making relevant support services available to patients when they need them, through their smartphones.

When it comes to hyper-personalized specialty patient journeys, there's no standard experience or one-size-fits-all treatment—which makes it all the more important to customize customer communication. To adapt and respond to patient's individual needs, HelpAround uses Braze and Neura, a **Braze Alloys** tech partner.

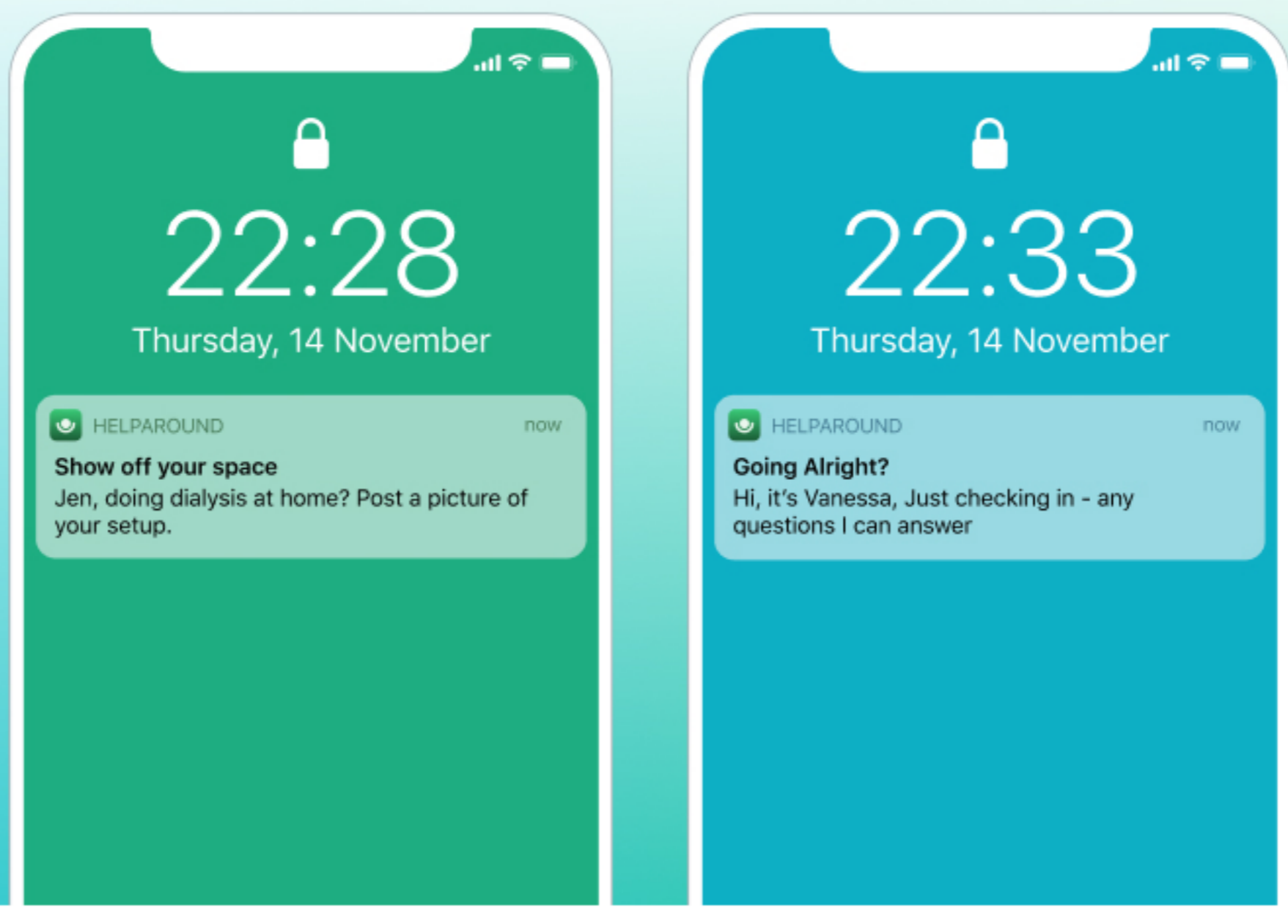
### The Right Message at the Right Moment

HelpAround helps patients navigate their path to therapy through **News Feed Cards** and **push notifications**, using Neura to understand when to engage and Braze to deliver and **personalize** the messages. The combination of **timely triggers and segments provided by Neura** and cross-channel mobile engagement powered by Braze makes HelpAround more helpful—and more valuable—to its users.

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"Our top priority is to provide patients with a private, secure concierge experience that fits their individual lives," said Yishai Knobel, Co-founder and CEO of HelpAround. "The Neura integration to Braze enables us to provide a personalized experience that feels familiar, helpful, and unique to each patient that trusts HelpAround with their health and their privacy. Neura's ability to understand each of our patients throughout their journey, beyond the device and in their daily lives, and turn these insights into engagement opportunities with Braze, has added incredible value for HelpAround and is key to our business success."

### HelpAround Results: Increased Engagement and Retention Rate

By focusing on relevant and timely messages, HelpAround increased its retention rate by 60%. They also boosted their app engagement rate by 55%.

## THE RESULTS OF HELPAROUND'S ENGAGEMENT STRATEGY

### 60%

HIGHER USER RETENTION RATE IN NEURA-SEGMENTED CUSTOMERS

### 55%

HIGHER ENGAGEMENT RATE IN NEURA-SEGMENTED CUSTOMERS

### Final Thoughts

By using the comprehensive, interconnected **ecosystem of best-in-class technologies supported by Braze**, HelpAround provides highly-relevant and personalized experiences to its customers. HelpAround is also able to adapt their patient concierge service to each individual patient without sacrificing patient privacy or data security.

For all the details on the wide variety of tech solutions partners Braze supports, visit [Braze.com/alloys](https://Braze.com/alloys).

FEATURE



**Madison Gardner**

Madison is obsessed with the human stories within data. When she's not writing case studies or discussing retention strategy, you can find her pizza crawling her way through every major city.