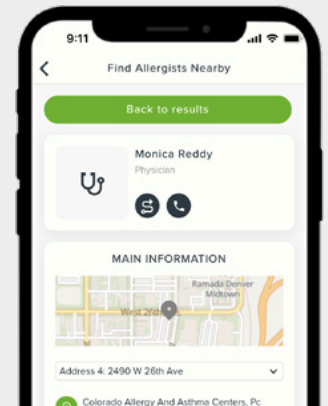


Increasing User Engagement with New Healthcare Provider Search Module

Allergy Plus mobile app enables patients to find, evaluate and connect with HCPs by implementing the HealthCare Locator Software Development Kit

An unmatched resource for patients with environmental allergies

With 7-10 million unique annual visitors, Pollen.com has been the leading digital resource for patients with environmental allergies since 2000. Allergy Plus, Pollen.com's mobile app, is the number one most-used mobile application for allergy care on the U.S. market and includes features like air quality reports, weather forecasts, a national allergy map and a symptoms diary.



A competitive advantage through deeper engagement

The provider search module was released in December of 2021, making Allergy Plus the first allergy app to offer this feature. This gave Allergy Plus an immediate competitive advantage. Continued collaboration with the HCL SDK team led to a number of enhancements to the app's functionality, resulting in increased user satisfaction and business results.

25%

increase in
session time after
introducing module
built with HCL SDK

77%

faster
implementation
compared to
alternatives

2X

ad revenue in the
first two weeks
following module
implementation

4M

data requests
from new module
in first 6 months

4.8

out of five app
user rating

1st

allergy application
to offer a provider
search feature

The HCL SDK is a set of pre-built screens and features connected to the world's largest and most accurate source of global HCP data. It allows developers to quickly and easily integrate HCP search modules in mobile apps and web portals and customize them to their organization's specific needs and branding. It allows users to:

- **Search** for HCPs or HCOs by name, specialty, location or medical term
- **Access** detailed HCP profiles and locations on a map
- **Review** HCP journal articles, clinical research and recommendations
- **Schedule** in-person appointments or teleconsultations

Using the HCL SDK, the provider search functionality was integrated into the Allergy Plus app in about a day, and the design was completed in about a week. This saved at least two months of development time and resources.

Empowering patients to quickly identify, evaluate and connect with nearby allergists

In 2021, the development team set out to add new features to the app to offer a more holistic allergy care experience. Specifically, they determined that a module to help users easily find and connect with allergists in their area would be a perfect complement to their real-time allergy forecasting.

However, building a custom provider search module from scratch would have taken months of design and development. Because of this, the team was excited to learn about the IQVIA HealthCare Locator (HCL) Software Development Kit (SDK) and how it offered an easy way to deliver this new functionality to their users.

“When we learned about the HealthCare Locator Software Development Kit, we saw a good opportunity to improve Pollen.com and Allergy Plus user engagement.”

~Alexander Reznik, Associate Director of Software Development, Allergy Plus by Pollen.com

Looking forward

Given the project's success and potential to positively impact allergy care, the team recently used the HCL SDK to build an HCP search module on Pollen.com for their web users. And, as the SDK continues to evolve, additional enhancements — including the ability to recruit patients for clinical trials directly through the app — will result in both new revenue streams and improved support for research in the field of respiratory medicine.