

Reference letter from Virtual Health Partners

Virtual Health Partners is an innovator in delivering comprehensive, virtual care solutions for the wellness and healthcare industry. We've started our collaboration with Itransition in 2015 when we came up with an idea of creating a SaaS platform for personal nutrition, lifestyle modification, and fitness support. Our main goal was to offer a personalized experience to our clients, enabling them to receive wellness support anywhere, at any given time. Having a general idea of the solution with the high-level functionality description, we were searching for a reliable, tech-savvy software provider, finally opting for Itransition due to their strong tech expertise and a portfolio of successful projects for the healthcare domain.

Itransition built an MVP in only 3 months, delivering a SaaS-based, HIPAA-compliant platform. The comprehensive solution offers the following functionality: personalized one-on-one appointments with consultants, wellness and lifestyles specialists; virtual wellness classes (e.g., fitness, nutrition, lifestyle), instant messaging; and a media library, allowing our clients to receive on-demand access to wellness media content (videos and PDFs), including recipes, fitness and meal plans. Available by invitation only, the platform quickly acquired a large number of clients and white-label providers, so Itransition focused their efforts on delivering platform enhancements. For example, their team implemented a food and exercise tracker, virtual support groups that enable users to communicate with each other via audio streaming, and user profiling with personalized goals and recommended content. They also added the reporting module that stores information on user activity, subscription info, etc. and the packages module that allows us to create and customize a package for each user in only several minutes.

To help us sell wellness products (e.g., healthy food, smart scales) and platform services (e.g., additional one-on-one appointments with nutritionists, fitness consultants), Itransition developed a nopCommerce-based store integrated with the platform. Apart from that, their team integrated our solution with a wide range of third-party tools and solutions, including OpenTok, Fitbit, Twilio, Nutritionix, Concierge Health, Stripe, MS Exchange, etc.

Itransition team has demonstrated a proactive and flexible approach, quickly adjusting the platform to our business needs. For example, initially, we planned to develop the platform making it available only by subscription. After the platform's release, we received many requests from different organizations to make it white-labeled, so we tasked Itransition with making the necessary adjustments and configurations. They prepared a set of customizable scripts that allowed icon recoloring, logos, and footer texts change, etc. Currently, we have 10+ white labels with different focus areas (fitness, pregnancy planning, etc.), and Itransition delivers adjustments to each of them by adding new functional modules to the platform, changing media content in the library, and customizing profiling surveys.

Due to the specifics of our solution, it was important to ensure its HIPAA compliance, and Itransition team made all the necessary adjustments. They encrypted all user information and customized video streams in the platform in order to isolate the end user's video streams from one another. Their team processed diverse streaming scenarios to ensure there were no unsanctioned streams. Besides, for the reporting module, they implemented the function of de-identified administrator (DeID Admin). DeID Admins receive reports on the users that belong to their white labels with de-identified data. All users in the reports have unique de-identified IDs, which ensures protection of user personal data.

Itransition developers are continually working on improving the platform's performance. Moreover, with high userbase growth, we had an increased demand for improving platform scalability and high availability. To address these issues, their team implemented AWS Elastic Load Balancer and scaled-out SignalR with Redis Backplane. They also implemented Amazon ElastiCache, which ensures secure, fast performance and carried out code refactoring, optimizing the platform's most widely used and data-heavy components, such as the home page. To ensure smooth performance, Itransition specialists implemented different server monitoring tools, including Azure Application Insights, Stackify, and Cloud Watch. All these improvements helped us reduce server performance issues and timeout errors by 20 times.

Apart from delivering technical improvements, Itransition carefully analyzes and evaluates all our ideas, turning them into concepts. For example, to help us send custom email reminders to clients about upcoming appointments, Itransition prepared a

concept of a custom solution that allows modifying email notifications and sending them at a particular date, time, etc. Additionally, they provided a solution for managing multiple language files as the platform currently supports 8 languages.

Together with Itransition, we managed to develop a solution that transformed the way wellness services are provided. The platform already boasts the following results: 700+ providers offering their services through the platform, 10k+ registered users, and 10+ organizations using the solution's white-label version. During 5+ years of partnership with Itransition, we were able to achieve an increased level of trust, working together on common goals. We are more than happy with their professionalism, creativity, strong tech expertise, and healthcare domain knowledge. Therefore, we recommend Itransition as a reliable software development vendor, delivering effective solutions of any complexity.

Sincerely,



Jillian Bridgette

CEO & Co-founder

Virtual Health Partners, Inc.