

## CASE STUDY

### SK&A Physician and Hospital Data Drives iPhone App Pilot Launch

#### Company

NogWorld LLC, Phoenix, Ariz.

#### Industry

Mobile Technology

#### Challenge

In June 2010, NogWorld LLC, a mobile search technology company, launched a new mobile application called DocNog, which is designed to connect consumers with easily accessible information and maps for nearby medical providers. During the app's development phase, Michael Gallagher, one of the cofounders of NogWorld LLC, searched online to find a provider for healthcare data to power the application. "For most of the providers we found, reliability was not up to our standards," said Gallagher.

#### Solution

Gallagher evaluated various healthcare data providers until he found SK&A. "We came across SK&A, did our due diligence, and found out that they are the leaders in the industry," he said. Gallagher worked with sales representative Kevin Cunningham to compile a database containing 66,000 physician offices, urgent care centers and hospitals in California for a pilot test of the application. For each medical provider site, SK&A provided accompanying information such as insurance accepted, specialty, and ZIP code, which would enable users of the app to reach search results within three prompts.

"I appreciated that SK&A was so flexible and really probed to find out what we needed," said Gallagher. "I really enjoyed working with Kevin. He communicated very effectively; that made me feel important. His follow up was impeccable. We really knew he was in our corner."

#### Results

"We were very pleased with the follow-through and results. The database was perfect. It was in the format we needed. SK&A had all the exact selects we needed for the application. It was like our wish list," said Gallagher. "Because of SK&A's data, DocNog's breadth and scope is as good as any insurance company's mobile medical provider search application." Gallagher also appreciated SK&A's quarterly updates for the database.

When the app first made news, it received five-star ratings in the Apple Store's consumer comments, and according to Gallagher, this is largely because of SK&A. "No one complained about the app crashing, which was a problem with many other similar apps. Our navigation works in concert with SK&A's data. They're good files, and we appreciate that," continued Gallagher.

Because of the success with its California pilot test, NogWorld LLC plans to launch private label and custom versions of the app for use by healthcare and insurance organizations. Based on the growth of the company, the owners envision launching DocNog in the Southwestern U.S. states and eventually the rest of the country, with the help of SK&A.

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