Digital health products like Synthera catalyze innovation in healthcare by enabling personalized, data-driven care and breaking geographical barriers. Our interviews and financial analyses have validated the significant opportunity for Synthera's digital health solution.

Implementing a third-party digital solution in a traditional healthcare ecosystem is challenging. Synthera's success depends on its solution's ability to integrate seamlessly into existing workflows, its acceptance by healthcare providers and patients, and its effectiveness in improving health outcomes for ID and IDA patients.

Through evaluation of tools, understanding their financial and clinical impacts, ensuring data compatibility, and addressing broader industry challenges, Synthera can demonstrate clinical value and generate ROI.

"Synthera Health is solving a huge problem for patients- finding the right OTC therapy is time-consuming and filled with needless trial and error. Their approach helps you find what you need quickly." — JOE D., Father of a child with anemia