

## BUSINESS PROFILE



### Company Name:

GeoHealthApp

### Headquarters:

Hannover, Germany

### Industry:

Computer Software

### Business Environment:

- Business Type; Non Profit
- Employees: 10

### Customer information:

GeoHealth App is a Non-Profit Organization that aims to reduce the spread of COVID-19. Our goal is to customize COVID-19 protection measurements to maximise our users' probability to stay healthy. At the same time our users should have the maximum amount of freedom. By utilizing Big Data and artificial intelligence we are at the forefront of creating the most advanced digital health tools against COVID-19.

DOWNLOAD THE APP



## CASE STUDY

## BUSINESS CHALLENGE

German non-profit organisation, geoHealthApp gGmbH was founded to help fight the spread of COVID 19 with a freely available app which advises users of the current risk of infection based on their location. With a combination of private and crowd funding, the geoHealthApp was one of the first of its kind to reach the market.

Immediately following the launch in April 2020, the company was keen to develop the app further and introduce map data and visualisation, but did not have the expertise internally. Fate intervened with a perfectly timed approach from GeoJunxion – a company which had already developed a Health Alert Zones product.

## SOLUTION

GeoJunxion had indeed created an API to deliver aggregated global COVID-19 pandemic official statistics plus health exposure evaluation down to local level, across specific focus countries. There are risk ratings at street level for Belgium, France, Germany, Italy, the Netherlands, Switzerland, the UK and the USA.

By combining the official statistics with expected exposure in up to 50 different types of location (for example, shops, bars, restaurants, parks, beaches, train stations and schools), a detailed risk assessment can be generated for zones as small as 100m2. The algorithm estimates local behaviour based on this dynamic data and creates a health alert score for each region or area. This information is then displayed using GeoJunxion MapTiler technology.

With GeoJunxion providing both the API and algorithm, development and implementation were fast and very smooth – only two months from start to finish.

## RESULT: A UNIQUE COMBINATION

The geoHealthApp delivers a unique combination of COVID 19 tracking and location-aware risk levels. It works very well across borders and has a worldwide user base. It is very accurate and effective in advising people where the virus is more prevalent and supports informed decisions on where to go and where to avoid – throughout the pandemic and as travel restrictions ultimately ease.

Following the release of the version developed with GeoJunxion, app downloads gradually began to grow and steadily achieve a 500% increase. The data is refreshed three times daily.

## BENEFITS

- Accurate and effective
- Fresh, current data
- Global coverage
- Easy implementation
- Good support

“The GeoJunxion product completely exceeded our expectations and clearly elevated the quality of our app. Overall, service and technical support have also been excellent. We are looking forward to further collaboration.”

*GeoHealthApp GmbH*