InsightAI

CLIENT STORY

Therapists toolkit to deliver vital services online



Healthcare

Story Snapshot

Paranimo (Latin for “matching minds”) is a UK start-up built on the belief that technology can bring people together and empower them to take control of their mental health and wellbeing. The idea began in 2018, when co-founder Matthew Vamplew, an innovation manager, drew on his own experience of accessing mental health support through the NHS and privately. In 2019 he teamed up with neuroscience PhD academic Daniel Condliffe, who taught himself coding and built a prototype tested with therapists. In 2020, Paranimo was introduced to Insight AI, which featured on its application for an Innovate UK grant. Paranimo was awarded around £50K from the Covid-19 grant fund for “cutting edge” startups, turning the prototype into reality. Phase one delivered a Therapist Toolkit to help therapists continue delivering vital services online during COVID-19 and beyond.

The Challenge

Finding the right mental health support shouldn't be complicated or dependent on where you live, but traditional directories make it both. Clients face so much choice, and because everyone's needs are unique, choosing the right therapist is very personal. Therapists often list long lists of expertise, so comparing those with similar profiles makes it hard to know who is the right fit. Access can also be restricted by location, adding more stress to the process. Therapists faced challenges too. A remote therapy platform needed to help them: - Grow their practice by matching with clients from anywhere in the UK, saving on marketing costs - Reduce the administrative burden of managing a practice - Provide a secure online platform for video sessions - Ensure GDPR compliance for patients and prospective patients - Focus on the people they can help most With COVID-19 making remote delivery essential, Paranimo needed a toolkit to help therapists continue delivering vital services online.



Insight AI shared our social values which made for a great partnership. They proved, through their actions and the end results, that nearshore development delivers high quality code against a fixed budget and challenging timelines. We are at the start of our journey and I am very excited about what we can achieve and the positive difference we can have on mental health in the UK.

Matthew Vamplew, Co-Founder and CEO | Paranimo

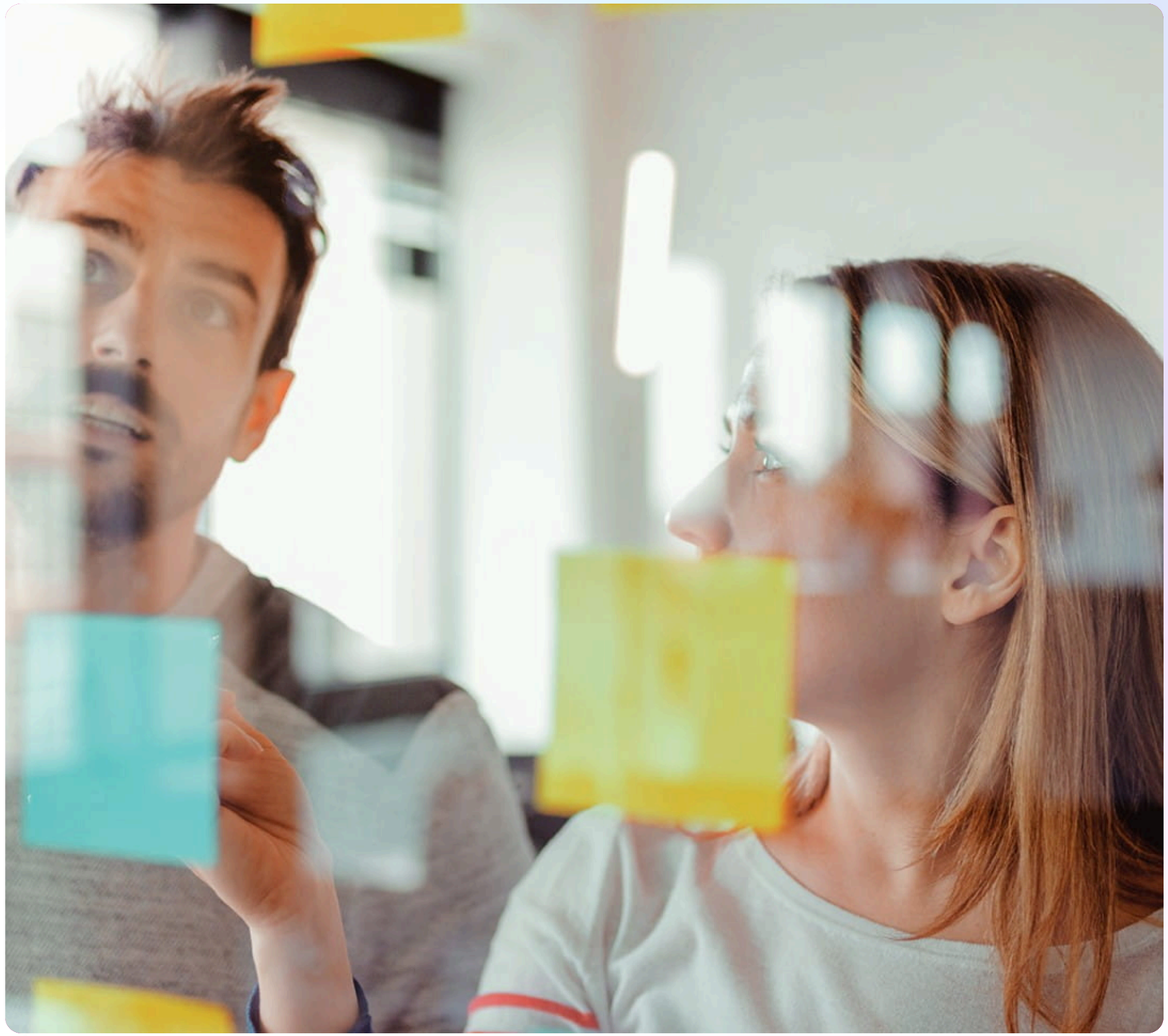


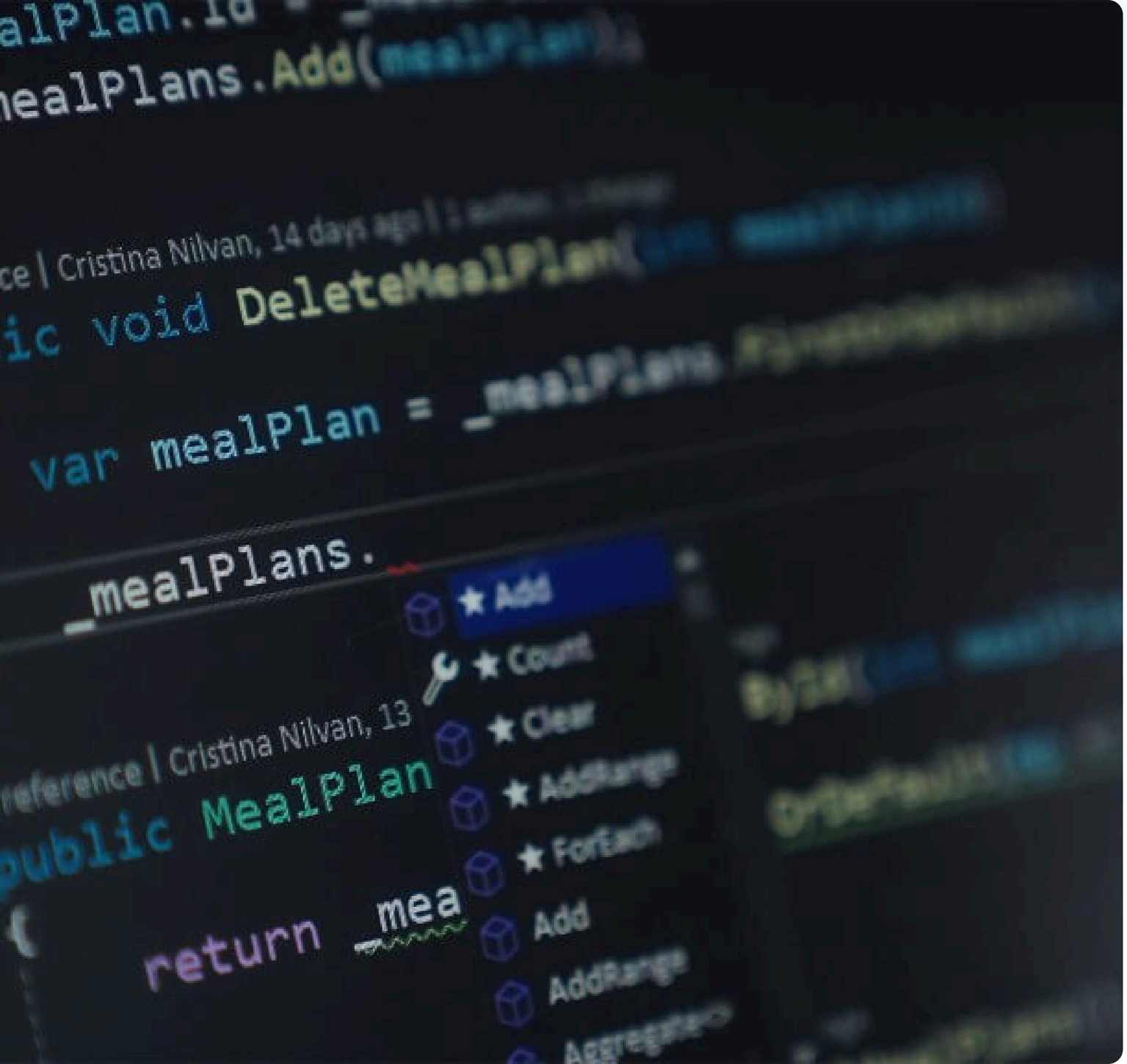
The Solution

Paranimo chose to work with Insight AI as they felt we shared the same socially responsible values, offered great value and had a reputation for delivering against fixed budgets and at pace. We agreed to build their Therapist Toolkit as the minimal viable product (MVP) covering the following core functionality: · Therapist registration. · Customer registration. · Schedule management. · Payment processing. · Video therapy. · Topline financials. Working together with the team at Paranimo, in a highly agile manner, we were able to provide suggestions on the look of the platform as well as contribute to the validation of features. Suggesting improvement to the back-end technology and API, the team was able to take the minimal viable product (MVP) to a platform ready for commercialisation. The result was a commercially viable product.

Results

The Therapist Toolkit MVP was delivered on time and budget and the Innovate UK feedback stated that the Paranimo project was one of the best executions in that funding round. It was awarded the top-performing project. The toolkit has set the foundations for moving forward and the team is ready to work on the next phase of the project, to develop the matching functionality and create a mobile application. They have just recently won their second round of Innovate UK funding, and signed collaboration agreements with the National Counselling Society, Carer Support Wiltshire, and the UK's first Disability Union. They are also a finalist for the Business Leader Covid 19 Hero Award 2020. Paranimo was hugely impressed with the ability of the team to work at pace and ensure all deadlines were met. Due to the nature of the funding, there was a hard deadline to complete this project which was met with time to spare. We took the client from nothing to set-up of their platform on AWS, so that they can offer phase one of the project – to enable therapists to onboard existing clients.





Technical Highlights

The Therapist Toolkit was developed using Node.js, React, and TypeScript, with AWS Serverless services and Amazon DynamoDB supporting the platform.



Why Insight AI?

By combining exceptional people and processes we helped validate existing requirements and focused on the backend work of complex API and database development. We took the client's vision and prototype, analysed them in detail so we could understand the users, their needs, and ensure we discovered everything we needed to know to build the platform that Paranimo envisaged.

Insight AI

Thank you for reading

Confidentiality Statement

This document contains confidential and proprietary information belonging to Insight AI. It is intended solely for use by authorised personnel for understanding and implementing the tone of voice guidelines outlined herein.

Unauthorised disclosure, distribution, or copying of any part of this document is strictly prohibited. If you are not the intended recipient, please notify the sender immediately and delete this document from your system.

By accessing this document, you agree to maintain its confidentiality and to abide by the guidelines set forth by Insight AI for the protection of its intellectual property.