

## **Ixonos Provides NHS Choices With Innovative Health Apps**

Bio-Medicine.Org

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[Ixonos](#) [1] is breaking new ground by bringing [NHS Choices](#) [2] syndicated content to new mobile platforms. NHS Choices is the United Kingdom's number one health information service. Ixonos has used its mobile software experience, cloud hosting facilities and mashup capabilities to bring NHS Choices health content to new mobile platforms for the first time.

(Logo: <http://photos.prnewswire.com/prnh/20120911/559727>)

Ixonos took an innovative approach by leveraging NHS Choices' content and combining it with Ixonos' extensive mobile and cloud experience. Five highly interactive apps were created by [Ixonos App Agency](#)<sup>™</sup> [3] and launched for key smart- and feature phone platforms. By bringing NHS Choices' content to these mobile ecosystems, Ixonos enables a huge market penetration potential for National Health Service. New channels were created to reach users and increase their access to health-care services as well as wellbeing information.

The apps bring health news, give access to an encyclopedia of over 800 conditions and allow users to find and compare health services in the UK. All these packed in exceptional user experience and complemented with location-based search.

Ixonos has simplified and empowered the implementation by utilizing its mashup solutions on top of [Ixonos Elastic Cloud](#)<sup>™</sup> [4]. By doing that, Ixonos has made the architecture simpler, more responsive and the implementation more scalable. The solution enables multiple monetization alternatives, such as advertising and subscriptions.

NHS Choices is the digital gateway to the National Health Service in the UK and receive  
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**Links:**

[1] <http://www.ixonos.com/>

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Published on Medical Design Technology (<http://www.mdtmag.com>)

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[2] <http://www.nhs.uk/Pages/HomePage.aspx>

[3] <http://www.ixonos.com/online-solutions/app-development/>

[4] <http://www.ixonos.com/online-solutions/ixonos-elastic-cloud-services/>