

## ‘Empowering healthcare practitioners with digital tools for a more personalised approach to health’

### **Omega Diagnostics enhances patient reporting of test results and practitioner-patient engagement by partnering with Cirdan to develop their new digital health platform.**

Omega Diagnostics has enhanced the process of reporting test results and facilitating greater practitioner-patient engagement by partnering with Cirdan to develop Patient and Practitioner portals for Omega’s new health app. The portals, launched under the names MyHealthTracker and MyHealthTracker Pro, allow patients to receive test results in an engaging format that facilitates understanding, while practitioners will now have an easy to use tool to better manage their patients and support them in navigating their food sensitivities. The successful go-live of the portals marks a significant step in enhancing remote access to results for healthcare practitioners and patients.

#### **Background and Business Need**

Omega Diagnostics is an international diagnostic testing business that is passionate about improving lives by accurately informing health decisions. Drawing on over 30 years’ experience, Omega develops, manufactures, and markets pioneering diagnostic products associated with food sensitivity and gut health. Promoting a personalised approach to nutrition, Omega’s products enable healthcare practitioners to make informed decisions that can transform their patients’ long-term health.

Omega’s FoodPrint® test analyses food IgG antibodies to up to 222 foods and identifies foods which may be causing a delayed immune response which can lead to increased systemic inflammation and the onset of symptoms such as migraine, bloating and IBS. Test results can help practitioners create personalised IgG-guided elimination diet for their patients. This approach is supported by scientific studies which show that eliminating trigger foods from the diet for a short period leads to improvement of long-term chronic symptoms which are associated with food sensitivities. FoodPrint® is available in over 85 countries and is currently trusted by more than 150 medical laboratories worldwide.

Omega identified Cirdan as having the software development capabilities to create a platform which improves the connection between patients and practitioners. From the beginning of app development, Omega and Cirdan shared a vision to make a real difference in a patient’s experience through greater engagement with their healthcare practitioner. Key to this was providing patients with their results in a secure and accessible format, with support to facilitate interpretation of results from their practitioner and from Omega’s team of nutritionists. The patient and practitioner portals evolved during several discovery sessions from this shared vision of reporting results to a patient, to the creation of an app where patients can track their symptoms using the in-app symptom diary, helping them identify the link between the foods they eat and their symptoms, as well as enabling practitioners to monitor and manage their patient more effectively.



---

## The Results and Impact

At the beginning of the project, Omega's experienced team of nutritionists and scientists and Cirdan held joint workshops to get a deep understanding of the current challenges in patient reporting and how a solution could be found in an easy-to-use, mobile-friendly app. This provided the development team with a clear view of the processes and complexities of both Omega's customer laboratories and its own CNSLab®. The teams brought together their shared vision of patient ownership of their healthcare journey and used it to define the key features within a new patient and practitioner portal app. The feature prioritised was the ability for patients to securely access and read their results in a timely and easy to understand format, with the additional capability of enabling patients to record their symptoms and share them with their practitioner.

The key functionality defined in the first version of the app ultimately has a dual benefit for both patient and practitioner who have secure, direct, and timely digital access to their results through iOS, Android, and web apps. Practitioners can view patient reports as well as make notes to support patient understanding of the results. The patient can also create a daily record of their symptoms, allowing them to build up a picture of their own health, and share this with their practitioner and gain ongoing support towards their health goals. The apps also support independent practitioners by providing them with a centralised location to store and manage patient results, with data security and patient privacy key principles of the solution design.

Jag Grewal, CEO at Omega Diagnostics said: "As an international diagnostic testing business that is passionate about improving lives around the world by accurately informing health decisions, the recent launch of our MyHealthTracker app helps our reach and connects us to our customers globally while giving us a better understanding of gut health data and trends. It also empowers people, via a healthcare practitioner, to become more proactive about managing their health straight from their phone, which we believe is an important step forward."

Brendan McCann, Product Manager at Cirdan added: "It was great to work with such an innovative and forward-thinking company, who share the same passion and vision as we do at Cirdan. Both Cirdan and Omega care deeply about patient experience and outcomes and know that this means healthcare practitioners need the best tools possible for their work. This launch is another step in enhancing patient healthcare and empowering practitioners with digital tools for reporting and sharing the results with their patients and supporting result interpretation and decision making."

-End-



---

### **About Cirdan**

Cirdan is a leading provider of informatics and imaging solutions that enhance and speed up patient diagnosis. Headquartered in the UK, with offices in Canada and Australia, Cirdan is recognised as one of the leading suppliers of laboratory information systems (LIS) worldwide and one of the fastest-growing UK LIS providers.

The award-winning ULTRA LIS is one of the most widely used LIS solutions in the Australasian region. It is deployed in numerous prestigious and diverse healthcare organisations throughout the world and is currently helping to increase efficiency and streamline operations in multiple laboratories across six continents.

Find out more about how Cirdan can provide your business with healthcare solutions to streamline your workflows at: [www.cirdan.com](http://www.cirdan.com)

### **About Omega Diagnostics Group PLC**

Omega (AIM: ODX) is a specialist medical diagnostics company focused on promoting a personalised and functional approach to health and nutrition.

[www.omegadx.com](http://www.omegadx.com)

For Cirdan media enquiries contact:

Rebecca Fitton, Head of Marketing at Cirdan

**T:** +44 (0) 28 9266 0880 **E:** [rfitton@cirdan.com](mailto:rfitton@cirdan.com) **W:** [www.cirdan.com](http://www.cirdan.com)

For Omega Diagnostics media enquiries contact:

Walbrook PR Limited **T** 020 7933 8780 **E:** [omega@walbrookpr.com](mailto:omega@walbrookpr.com)

Paul McManus **Mob:** 07980 541 893

Lianne Applegarth **Mob:** 07584 391 303

Sam Allen **Mob:** 07502 558 258

