Medisafe Maestro

How did we cut 90% of our development time for digital health apps

Rotem Shor, CTO



About me

Married + 4

Piano Player and (ex- and future-) Marathon runner

Medisafe's CTO since 2012







The Medisafe story

In 2012, Omri and I faced a family health emergency.

We realized that such mistakes in medication management have created a global health crisis in need of a solution.

We decided to build that solution.



Omri Shor, CEO



Rotem Shor, CTO

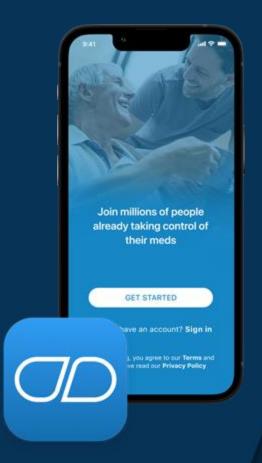
Medisafe and the Shift from B2C to B2B2C

From B2C to B2B2C

Medisafe began as a direct-to-consumer app, helping individuals manage their medications.

On 2015, Medisafe shifted into B2B2C model, working with pharmaceutical companies

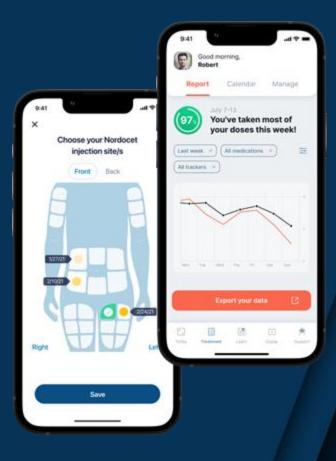
On 2019, Medisafe decided to focus primarily on Specialty medication



Specialty Pharmacy: Navigating Complex Treatments

As Medisafe continued working with pharma on specialty drugs and complex treatments, the demand for tailored solutions grew.

Injectable therapies, infusion schedules, and unique patient needs required a more flexible, scalable approach.



Patients are different, Brands are different

The personalization has more layers:

- Unique patient journeys
- Individual needs and preferences
- Distinct branding requirements
- Diverse age groups and demographics
- Varying levels of familiarity with conditions









Growing Chaos in Development

The need for a change became especially clear during the Novartis project, which required 18 developers over eight months.

An unsustainable effort that highlighted the need for a more scalable solution.





The Challenge - A Turning Point

The vision – platformization

Medisafe was at a crossroads:

Continue custom work OR build a scalable platform?

We needed a platform, not a feature factory.



Principals

Scalable Growth Handle increasing demand without expanding the team

No-Code Empower users without technical barriers

Brand Ownership

A seamless, customized experience that feels truly theirs Personalized for Patients Tailored support to meet individual needs **Comprehensive Analytics** Gain full insights for better decision-making

First Attempt

First Attempt - The excel experiment

In an effort to shorten program creation, we initially tried Excel templates. While this provided a starting point, it quickly became clear that Excel lacked the flexibility and structure needed for scalable solutions.

This challenge taught us a key lesson: we needed a more structured, adaptable approach to efficiently build and scale programs.

					1.1.1			4		
			and Real			Automation Cold		- C		marker 6
		3.000 L	and parts	is Horge		Respect & Development	Annale .			
		1.040	People (Sch.	Salving Annual		meutatoing	104	100		in the second
		1,000	Jule Brutet	beater	Name .	Second to Products	Sec.	(and the second	- 8	UCA/HM
		A. (1994)	Persilige invite	Corpute Sutters Manager		Resistence	1010	American	- 5	101000
		4,000	Autore	to Analysi	- Peers	Benhenorg	1044	Ann	- 2.	10000
		Contract of Contra	Anton Jugite	Assort Remarkanse	jane .	Cogette	Aber	100	-5	10000
		1,000	Auty Kerten	No. of Lot of Lo	-	1215448	Family .	Courses	-5	11/1808
		1200-	Lose Warks	Andyst .	thand	Neufators	1044		- 5-	10000
	Sec.		Kartor Kaleg Malahira Balka	warrant.	Assessing	-	angle .	(means	-5	a britten
	1000	And Long	Internet of	St Analysi	Testing		10140	Constant	-	*10004
	1 Cardina	1000	Cartola Traper	is margin	Autor Brown		Tanala.	faces and	- 2	\$10,1000
	1000	And Long	th and	Contract of Street			and an	Inches		100/001
	1000	And Distance	Ramburgh Ag	ter opri-		A _	Annual Contraction	Auge	-0	alasian.
		And A store	Robert Targ	's indust	Faile		Anala	Aust	- 2	tables.
		Add of Street	transfe to	Ter Pareter	- 110	(Insurant)	Parage.	100	- 6	L'OURS
	1000	And A Lot of	Bally housed	Baging .	- 60.	search & Development	Tenate	Red .	- 2	11000
A	1000	1.000	canaciana.	5. Reight	· ·	Spincarily Persisten	Tanala.	1000	-2	and the second
		NAME OF COMPANY	David Server.	Sivelly .		Country .	biala:	Inches	- 24	1010053
	1 mm	man r. town	Address Triang	Deaths		Research & Development	- Marke	100	- 2	11/100
		Lotter of street	the investo	3. Airgit	-	Manufacturing	100	Latin .	-2	union.
	Come 1	ALL DE LA CONTRA	farbiers.	(heating	Table .	Renulature	Assister	Labor-	- 14	10.000
	Cont of the local division of the local divi	And A LOUGH	Lager-Brank	Quarter -		Armenth & Development	Anto	URNA	- 6	NWING
-		Read of space	Lawrence in the second	Andyte	inter .	Speciality Postality	Ariate	Causaina	- 21	11/010
			Manual Val	Tray President	inter .	Inscring Products	and an	Room 1	- 2	10004
	A LOCAL	And I store	And Handships	Sherry.	Name -	Speciality Headballs	Main	March	- 6	4117080
	Witness."	And A local	digat/facts	Shattly Highman	inground a	Lingunder	in make	Latina .	- 14	21/201
	of second	said a name	Mush (htt	Tale Percebed	Englementing	Speciality Products	Ante	darage .	- 6	11/1004
	of least.	And A store	Carlor La	Addressing Recognit	Departing	Speciality Products	dista la	-	-	1010104
	<pre>//</pre>	Name of Street	Parlan Dhai	Vice Personnell	1	Ampade	90y/w	-	44	A/W/IRM
		NAMES AND ADDRESS	Ended Rootage .	di Constitution		Annanti & Sentiturent	and a	10.000	- 10	4/2/06/
	10,000	THE PART OF THE	COLUMN COLUMN	and the second se	Name and Address of	And it has been been	et tam	COLUMN ST		
1.000		rantal Park	4444	-	Annual State of Longian State	Aug. 1.644	-	17 9/1/246		
	A.16874	Automatic	to a resident	and the second s	and the first of	-		IN STATE		
		And Manifester	And a second	And the other designs of the o	Annual States in which the	- Mart - Mart		4. 617596		
	K)me.	startings	Safe free	Pagessong .		1.040 LAN	· · · · ·	m cMm		
	A.1654	Martine .	tota National	- Andrewson and a second	Service Products					
		Garacture	Automatical Research	engineering	Bergley-Fieldsh	- 104 AUX		40 225/1000		
	(One	Justicity	The Provident		10000	ALC: 100		. M. 201/000		
	100.00	Colla bree	(Transformer)		Annaly & Street or		_			
							1000			
							-			
							-			
							-			
		And Agent					-			
							-			
							-			

The Pivot – Building "Program Generator"

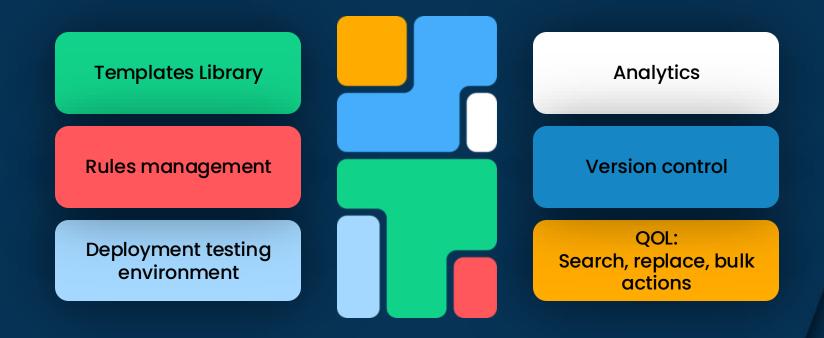
Building the solution we needed

We formed a dedicated team to develop a program generator—a scalable, structured solution for program creation.

With one developer, one designer, and one product manager, **70% of their focus was committed to this effort**, Aiming for a four month first program launch.



The execution - Building blocks



The execution

We designed our platform with a modular approach, creating templates, reusable components, and a rule engine for control and customization. Starting small, we focused on core building blocks, gradually expanding options to support more complex programs.

			Content	Mustache library (0)
* und	Content template Convey a message by adding any title, pictu (customize the buttons to your needs).	ire, text, and CTA	Image	~
Martina Anara ina Andra pana antika mang ang ang ang ang ang ang panang ang ang ang ang pang ang ang ang ang bana gan ang ang	Usually used for welcome screen, explana image), consent before joining a program.	tion, term text (without	Title	×
Services a special device of the service services, from the analysis and services and the general services and and services and generalized as			Body text	~
(and an	Add +		~	
× Progress Dashb	oard	× Filter by rules	5	
AI	Rows Components	Q. Search		
• Done	SS items 34% (2	Q search		
e Draft	89 koms 54% (2	ACTIVITY & ENGAGEMEN	π	
Doing	21 items 10% (2	 Today's doses mark 	king status	0
131 components have mi	ssing details:	V Number of active n	neds	0
Analytics Categories	120 items 🖾	Time ref. variants rek	ated to events in category:	
Button Linkoo	60 items 🕑	 Entered Digital Con 	npanion	0
Description	117 items [2	 Last user activity 	-	0.4

The Impact – What We Achieved

The result

The program generator evolved into a platform that now powers all our programs.

We cut development time by 90%, eliminated bottlenecks, and enabled seamless support across SMS, email, and web.



What Does it Mean for Pharma & Digital Health

The effect

- Centralized Management
- Scalability
- Automation
- Personalization
- Improved Collaboration
- Data Insights & Analytics
- Compliance & Security
- Cost Savings



Maestro Today

Maestro Today



Innovation beyond programs

Medisafe's platformization didn't just transform patient support—it sparked innovation across other domains. One key success is Stepium, an automated QA tool born from the same scalable approach.

This reinforces a core belief: internal innovation fuels external success.



Takeaways

Success comes from **looking beyond immediate needs** and building for scale rather than just the next request

A strong vision, even when challenging in the short term, leads to long-term success.

Finally, **prioritizing internal infrastructure** investments proves invaluable, driving efficiency and innovation across the organization.



Cutting 90% of development time isn't magic—it's vision, strategy and execution

Questions?

Thank you