

# Medisafe Maestro

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

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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

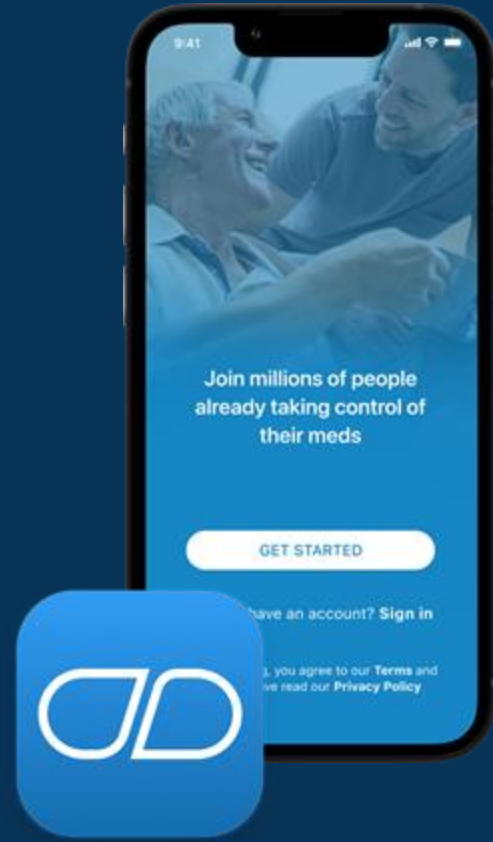
# Medisafe and the Shift from B2C to B2B2C

# 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**

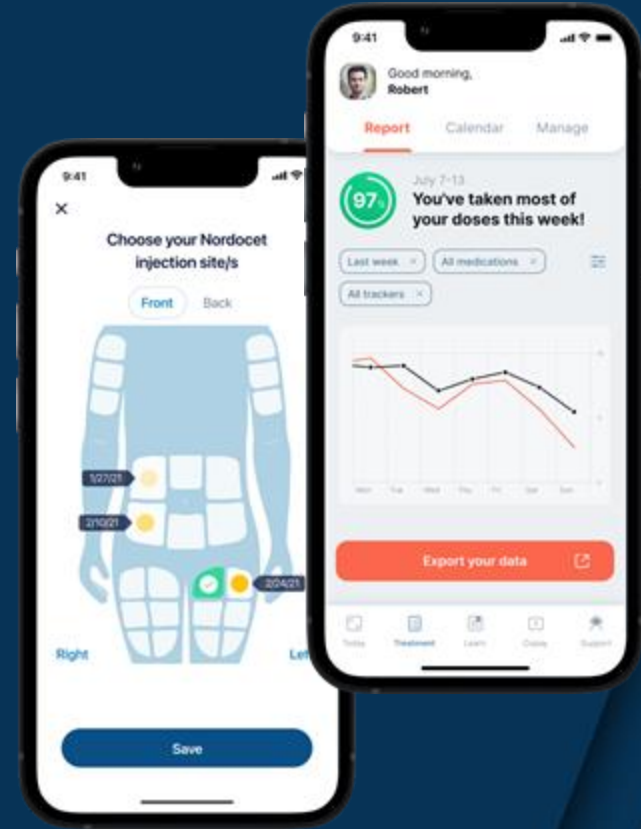
**On 2019, Medisafe decided to focus primarily on Specialty medication**



# 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.**

18 Devs

3 Product Designers  
2 Product Managers

8 Months

 **Cosentyx**  
(secukinumab)

 **MAYZENT.**  
(siponimod) tablets  
0.25 mg • 2 mg

 **Kesimpta**  
(natumumab) 20 mg  
injection



# 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.**



# The Pivot – Building “Program Generator”

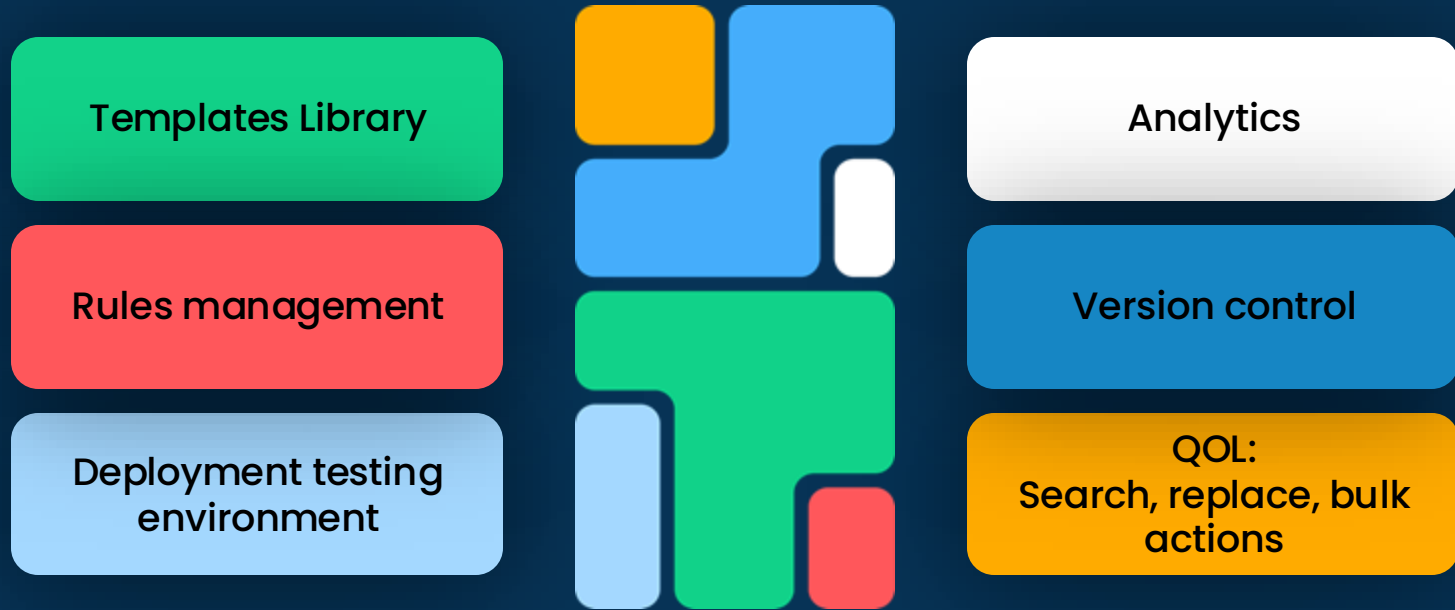
# Building the solution we needed

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.



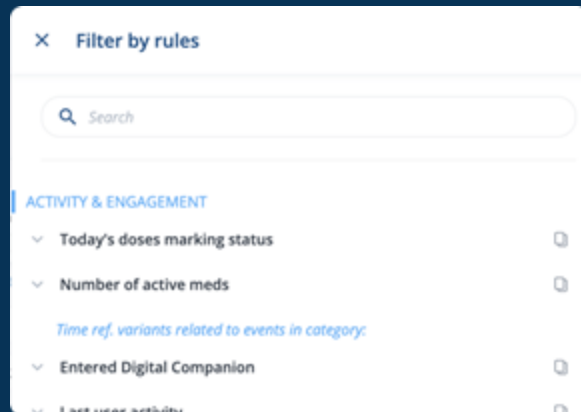
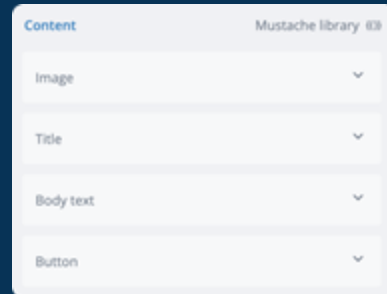
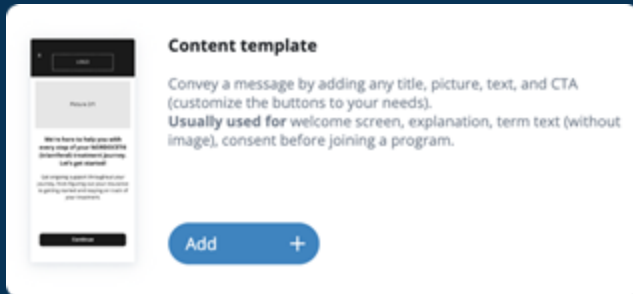
# The execution – Building blocks





# 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.



# 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

SMS/Email/Web support

SDK

Whitelabel



MAESTRO

Compliance  
Ready  
(SaMD)

Deployment  
Worldwide

30+  
Programs

AI  
Supported

# 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