



We are a **data expert company** based in San Francisco that delivers **smart solutions based on our proprietary algorithms**, and develops **high quality products in the fastest way.**

# We work with organizations on complex challenges.

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We develop **data solutions** for specific needs and we partner with companies for inhouse projects with senior **qualified staff augmentation**.

## DATA SOLUTIONS

- \*Data science
- \*Big Data
- \*Machine learning
- \*Consumer engagement
- \*Search engines

## QUALIFIED STAFF AUGMENTATION

- \*Place product to market earlier
- \*Reduce excessive backlogs
- \*Reduce engineer recruiting time & cost

# We are a team of engineers, data specialists, business professionals and creative people working for outstanding results.



Through our **algorithms and our passionate teams** we have achieved outstanding results in **machine learning, data intelligence and product development in healthcare, finance and media industries.**

## ALGORITHMS

- FLIGOO User profiling™
- FLIGOO Search engine™
- FLIGOO Recommendations API™
- FLIGOO Cognitive toolkit™
- FLIGOO Senior staff augmentation

## ENGINEERS

Almost unlimited number of Senior engineers with Data expertise, as a result of unique relationship with Universities and Government.

## KNOW-HOW

- \* Big Data
- \* Machine Learning
- \* Health
- \* Finance
- \* Consumer
- \* Social Networks

# We deliver solutions and bring measurable impact to companies' core initiatives.

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Agility stands out for tracked record expertise, senior and passionate teams, working together in creating better solutions to big challenges.

## EXPERTISE

+5 years experience in:  
Data science, Big Data & Machine learning  
90% senior Developers + 10 year experience  
Senior specialists in Consumer UX & engagement

## AGILITY

Software development 20% faster  
15 days to build 5-10 senior engineer team  
Proprietary algorithms and components  
Agile teams and methodologies

## QUALITY & CREATIVITY

HIPAA compliant  
Best software dev, security & privacy practices  
Design and Business people integrated  
Focus on delivery  
Fligoo human friendly culture

## COST

50% less than internal team  
Teams located in San Francisco and Argentina  
Team Leaders travelling constantly to client's site  
100% fluent in English  
Same time zone, same culture

# Reducing Revenue Cycle management costs with Machine Learning

## CHALLENGE

The company needs to significantly reduce costs and improve their complex and expensive Health Revenue cycle that employs all multiple channels to collect from all payers regardless of the case.

The management platform works with the cycle of Claims Submission, Medical coding, Charge Capture, Payment Posting, Denial Management Services and Account Receivables.

Even though it is a core initiative, people from other projects can't be relocated, and building a new internal team is too expensive and would delay the process for months of useless billing costs.

## SOLUTION

### Mixed In-house / Nearshore Fligoo team

Fligoo builds a team of **8 senior engineers** that work in this project, applying their **expertise** in the industry and **Big Data**.

The project **kicks off on-site** in the client's office for 4 weeks and is continued **remotely** from San Francisco and Argentina with the leaders traveling to the company's site every 4 weeks to keep the project going almost as if on-site while being **efficient on budget** as well.

## OUTCOME

The solution catalogues cases into categories (using data about treatments, insurances, bill amounts, credit scores, etc), identifies the optimum channels & timing for communication, and determines the maximum investment that should be made per case.

### Machine learning

We **mine** the company's complete history of cases to **identify patterns** in the customers, the cases, and how they behaved in response to each stage of the cycle (answered, partially payed, completely payed, appealed, etc) in the past.

We are able to understand the different types of cases the company usually has and build a model that analyzes every situation in real time to define the optimum collection procedure.

Conversion rates improve progressively as the machine learns about cases and the company saves millions in useless billing costs.

# Improving EHR/EMR usability through Search and dictionary synonyms databases

## CHALLENGE

The company needed to improve its search component in all their products since it wouldn't find an accurate result unless the user typed the name exactly as it is, which was unusual especially for non technical people. A mistake in a record can have an impact in a patient's life.

The Health system has a large and complex vocabulary. The name of conditions, medications, immunizations, diagnosis are difficult to learn and even more to spell for most people.

It wouldn't understand typos, partial words, words in different orders or synonyms and the probability of not finding the desired result was high.

## SOLUTION

Fligoo has a proprietary **Search Engine** that combines **phonetic, spelling** and **machine learning** algorithms, that understands typos, words that have a similar phonetic composition, and is optimized for partial words/sentences search, which is of extreme value for mobile, where search has to work with only 3 or 4 letters of input.

## OUTCOME

In 3 weeks we were able to predict what the user was looking for with a 99% accuracy with 3 letters.

The company was able to improve the usability of all their products through search speed and reduced the amount of mistakes in Health records in less time than expected.

We adapted our Search Engine to their platforms in a way that is optimized for the health vocabulary and use case, we built a database that relates the synonyms that each name has in all health dictionaries, and we applied machine learning based on the specific user and the population to provide the most accurate results.

# Reaching MU2 and MU3 goals through Rapid Development

## CHALLENGE

The company needed to solve a forthcoming breach in MU2 and MU3 deadlines, but they couldn't reassign people from other teams, and the time for recruiting, training in healthcare, and the coding of the products would take too much.

The company develops and commercializes software solutions that enable health organizations to comply with MU and receive the incentive rewards.

Meaningful Use (MU) is a CMS Medicare and Medicaid program that awards incentives for using certified electronic health records (EHRs) to improve patient care. To achieve Meaningful Use and avoid penalties, providers must follow a set of criteria that serve as a roadmap for effectively using an EHR which have to be certified within certain deadlines.

## SOLUTION

Fligoo built a team of **5 Senior Engineers and 1 PM** with expertise in healthcare that joined the client's set of teams reporting to a senior Product Manager, on-site in the company's office in Illinois.

All engineers had **more than 8 years** of experience, were **fluent in English**, and were **ready to relocate**.

## OUTCOME

The project was ready earlier than expected.

The company was able to deliver their products to clients on time so that they could comply with MU2 and MU3 deadlines.

Fligoo's team expanded to 10 people and kept working with the company in other projects.

Coding started in **15 days**.

The team was assigned with a complete project.

# Renewing Patient Portal dashboard with Design and Rapid Development

## CHALLENGE

The company needed to rewrite the complete patient portal (front-end, back-end and its multiple integrations) into Html5 in less than 6 months.

They had their patient portal dashboard product working on Microsoft Silverlight and Microsoft was discontinuing support for Silverlight in 4 months, affecting the product in functionality and security issues.

The company couldn't reassign people from other projects and the time for recruiting, training, and the coding of the products would take too much. Also, the cost of building and maintaining an internal team would be excessive for their budget.

## SOLUTION

Fligoo provided one team of **7 Senior Engineers, 1 PM and 1 Designer** with **healthcare** and **consumer expertise** that joined the client's set of teams reporting to a senior Product Manager.

The project kicked off **on-site** in the client's office for 4 weeks and was continued **remotely** from San Francisco and Argentina with the leaders travelling to the company's

site every 4 weeks to keep the project going almost as if on-site while being **efficient on budget** as well.

Instead of only rewriting the portal, we proposed a more modern product that is in line with the latest discoveries in terms of **usability and design**, while respecting the company's style and existing product portfolio.

## OUTCOME

The redesign and coding started in 15 days.

The portal was finished 1 month before the deadline.

The company saved 43% by hiring Fligoo.

# Increasing cross-selling sales through predictive algorithms

## CHALLENGE

The company needed to increase cross-selling sales with their higher margin products.

The company is a major bank offering accounts, credit cards, insurances, tourism products and even an ecommerce store.

They also have subscriptions to magazines, auto-payments and other services that work through the phone.

They have a big user base consuming their main products but they had discovered that some of their other products have bigger margins so they wanted to increase cross-selling sales.

The company had agents from call centers call their customers almost randomly to offer their other products.

That system of calling and selling on the phone was already profitable but they needed to improve their conversion rates to reduce the investment in calls with no results.

## SOLUTION

Fligoo built an exclusive team of **8 senior engineers** that would work in this project. We **mined** the complete customer **database** to identify which were the factors that purchasers of each of the products had in common at the moment of purchase , during usage and churn when applicable.

## OUTCOME

By using recommendations and context in their conversations, agents are dramatically increasing sales, and cutting costs in thousands of unnecessary product offering calls.

The solution is not only recommending the right products but also the right timing and channel for the communication.

In addition, Fligoo has a **proprietary algorithm** that can analyze this dataset to understand where are customers buying, what are they buying, in which kind of stores and identify trends in their behaviours.

We combined the results from the **data mining facts** with the **algorithm predictions** to build a **layer of intelligence** in the client's **CRM** in which we can provide a prioritized list of the products each customer is more likely to buy and with what confidence.

Let's talk.



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