

# Genetic Apps Case Study

## PharmaQuest - MedEd App for the University of East Anglia & Rosemont Pharmaceuticals

### The Brief

**PharmaQuest** is a medical educational tool resulting from a collaboration between the **University of East Anglia and Rosemont Pharmaceuticals Ltd.** It was originally designed as a pack of cards to help pharmacy students at the University of East Anglia learn basic facts about the most commonly used medicines. It has very quickly become clear that pharmacy, medical and nursing healthcare professionals as well as students in these fields would also benefit from learning the same information. So, to widen access and to enable learners to test their knowledge, an app seemed to be a sensible next step.

### Our Solution

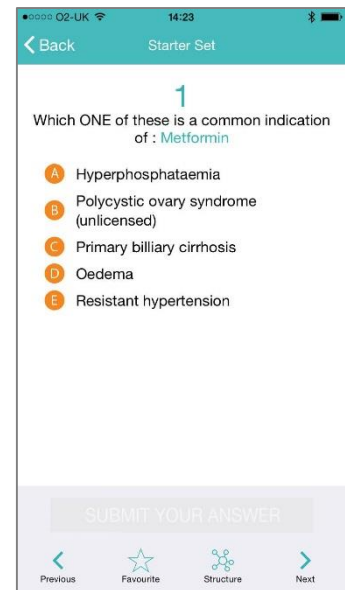
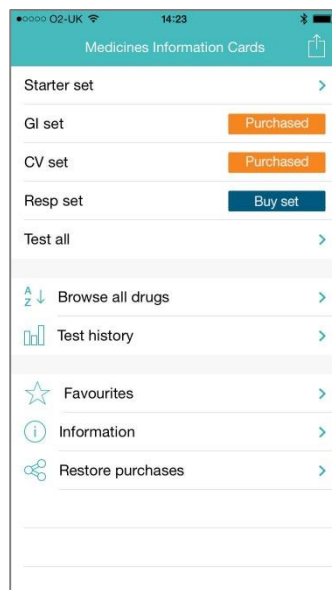
The **PharmaQuest app** comes with a number of questions freely available for pharmacy, nursing and medical students and healthcare professionals to test their knowledge of most frequently prescribed medicines. The app also contains 'in-app purchasing' allowing the option to purchase additional 'packs' to extend their learning around drugs for the treatment of cardiovascular, gastro intestinal and respiratory diseases and further packs are already planned. These can be purchased individually or for a single 'all packs' purchase at a discounted price.

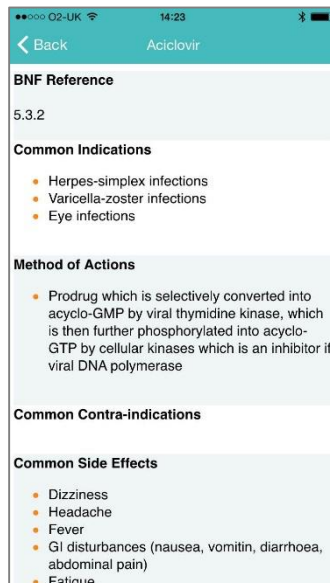
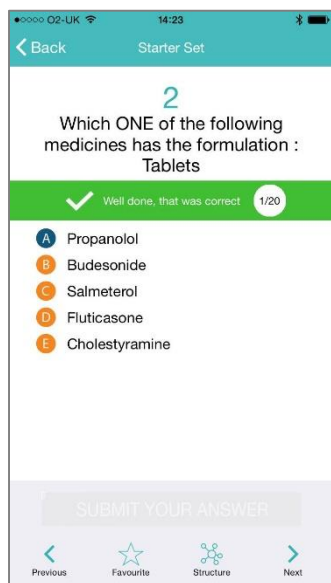
Easy and fun to use it promotes learning, allowing students and healthcare professionals to dip in whenever they have a spare moment while keeping track of their test results.

The app has been completed and is available on the [iTunes app store](#) and the [Google Play Store](#) for both tablets and smartphones.



#### Screenshots of the app





## Client Testimonial

Genetic Apps have provided an excellent service working closely with the University of East Anglia to produce a very high quality application learning tool for both students and healthcare professionals. Developed in conjunction with Rosemont Pharmaceuticals with an unrestricted grant, the design is clean and modern while the app is very intuitive. It has received many positive reviews from both the lecturers and students at the UEA School of Pharmacy.

**Marketing Manager, Rosemont Pharmaceuticals.**

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