



# Healthtech Solutions

Transform healthcare with software that impacts human lives.



## FROM OUR CEO

Having the right healthcare technology partner is essential for **delivering outcomes that profoundly impact human lives.**

Our **unwavering commitment to quality** is not just a goal but a fundamental principle that drives our approach, ensuring that empathy, safety, precision, and reliability are embedded in every solution we deliver.

By setting the highest standards, we aim to be a **catalyst for positive change**, integrating best practices into both our technology and the organizations we serve.

We look forward to the opportunity to partner with you to **elevate the standards of healthcare technology.**



**Jenny Farver**

CEO, 8th Light

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WHO WE ARE  
**Our Healthcare Leaders**



**Brett Mackie**  
**Mgr., Strategic Solutions**

“Working in healthcare requires the utmost attention to detail, both in the user experience but also in sensitive handling of data. Users need to be able to trust that their data is safe and only being used by authorised entities.”



**Amanda Graham**  
**Sr. Director, Strategic Solutions**

“Partnering with clients to understand business goals helps align projects to an organization’s vision. Providing such oversight shapes teams, deliverables, and outcomes in productive and authentic ways that drive results.”



**Pia Opulencia**  
**Head of Product**

“Ensuring technology provides safe and trustworthy experiences is critical to healthcare solutions. I have applied computer vision and linguistics analysis for radiologists and leading product strategy for healthcare software.”



**Jon Wettersten**  
**Head of Design**

“Leading with the needs of people versus technology results in software solutions that empower healthcare providers and improve patient outcomes resulting in improved quality of life. My design experience spans specialized healthcare work.”



## WHAT WE KNOW

[Trends](#)

[Industry Insights](#)

## WHO WE ARE

[Our Experts](#)

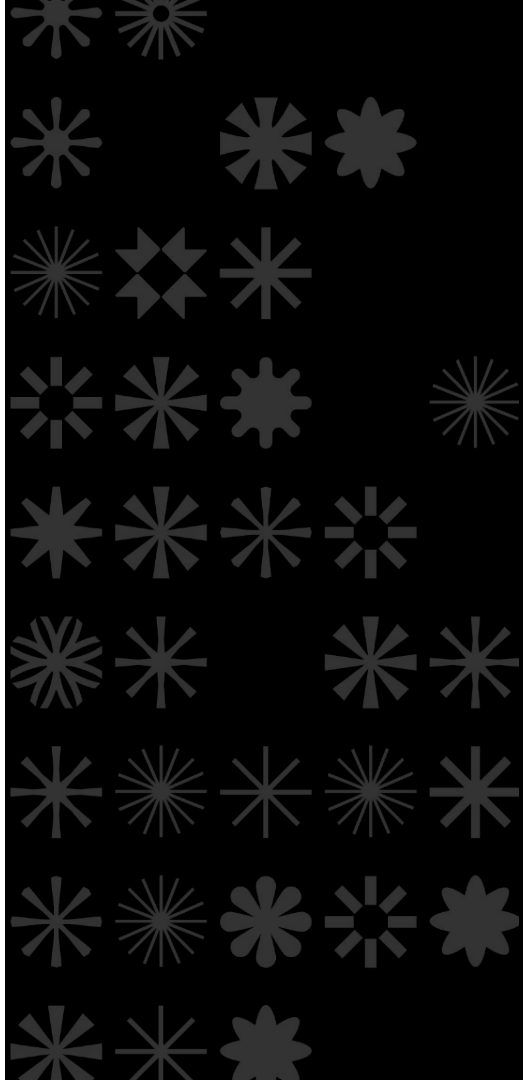
[Our Approach](#)

## WHAT WE DO

[Our Work](#)

## GET IN TOUCH

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*"We need to ask patients what is important to them versus theorizing."*

## **DESIGNING AT SCALE**

### **Leading with the needs of people and their organizations.**

The integration of design and technology continues to play an increasingly critical role in improving healthcare experiences that can scale to meet the demands of an aging population.

By applying Design Thinking and its focus on people, technology, and the business and organizational changes that need to be in place to drive digital health transformation, we are helping our clients navigate the evolving healthcare landscape with resilience, confidence, and innovation in this era of AI.



## **ENSURING SECURITY AND SAFETY**

### **Responsibly applying breakthrough AI technology.**

At the heart of these technological advancements lies a critical concern for security and safety.

**Just as healthcare providers vow to "do no harm" so do we.**

We are continuing to enforce and evolve our data governance and security measures to protect patient and company information, proactively mitigating the risks when choosing to apply this powerful technology.

*The role of AI in Healthcare continues to be perceived as extremely important, while also being the primary subject of concern.*



WHAT WE KNOW  
**Industry Insights**



**Generative AI is driving digital transformation to harness its breakthrough capabilities.**

Generative AI plays a crucial role in transforming healthcare organizations by supporting medical decision-making and leading to improved provider experiences and patient care.



**Digital tools are improving and expanding healthcare delivery.**

Technology enables greater access to healthcare, streamlining the flow of timely information and improving experiences promoting adherence to positive change.



**Personalized healthcare requires increasingly robust security.**

Creating effective telemedicine solutions requires crafting seamless, tailored user experiences without jeopardizing the safety and security of patient information.



## Generative AI is accelerating drug discovery beyond traditional methods.

Generative AI models help **predict molecular targets** for new drugs, **accelerating the drug discovery process**. Pharmaceutical company **Pfizer is leveraging AI to speed up drug discovery and development**, exploring quality assurance, incident reporting, and other automation opportunities.

### NOTABLE IMPACT

By using generative AI models, Pfizer can simulate how new drugs might interact with biological targets, thus identifying promising candidates faster and more efficiently than traditional methods. [Pfizer's AI Press Release](#)







## Digital tools are improving and expanding healthcare delivery with new modes of care.

mHealth apps coupled with telemedicine are focused on **improving healthcare delivery and patient engagement**, such as **remote monitoring** of patients with chronic diseases enabling healthcare providers to **track patients' health data** in real-time. mHealth apps also are being designed to **enhance adherence** in personalized ways by **leveraging data analytics and AI for tailored health recommendations**, ultimately making healthcare more accessible, affordable, and efficient.

### **NOTABLE IMPACT**

Success will come only from changing the actual models of care, not simply moving the same care over the internet, and developing integrative platforms in which multiple forms of telehealth technologies are leveraged to deliver an entirely new and more comprehensive product. – [NIH 2023](#)



## Robust security means going beyond HIPAA compliance to safely deliver personalized healthcare.

Cerebral notified over **3.1 million users impacted by a data breach** that stemmed from its use of tracking pixels, which involved **sharing sensitive health information with third-party advertisers such as Meta (Facebook), Google, and TikTok**. Secure data storage and transport, access controls, cloud and network security, and secure communication protocols are essential considerations for all healthcare technology stakeholders.

### NOTABLE IMPACT

Teladoc-owned BetterHelp to pay \$7.8M to online therapy users for alleged data misuse, per FTC order, [FierceHealth 2023](#).





WHAT WE DO  
**Our Approach**

We unlock opportunities through impactful software solutions that deliver value to our clients.

**8th Light partners with you to →**



**ILLUMINATE STRATEGIES**

Identify business viability and technology feasibility and desirability.



**DESIGN & DEVELOP PRODUCTS**

Design and engineer engaging software products customers and stakeholders love.



**SCALE YOUR PRODUCT**

Optimize your product efficacy and impact among stakeholders for the long term.



**BOLSTER TECH INFRASTRUCTURE**

Improve developer experience with reliable infrastructure that enables success.



**MODEL & INFLUENCE TEAMS**

Train and empower teams through hands-on design and development.



WHAT WE DO  
Our Work

CASE STUDY



## Applying next-generation DevSecOps principles to the business of saving lives.

### 🎯 CHALLENGE

In light of COVID-19, Pfizer needed to move faster. That meant the software systems powering its supply chain needed to meet changing requirements with speed.

### 🤝 PARTNERSHIP

Working across more than 20 disparate teams, we helped Pfizer adopt the research-based practices of DevSecOps that help software teams move faster and with high reliability. The approach highlighted a new version control plan that empowers frequent, immediate feedback and global collaboration.

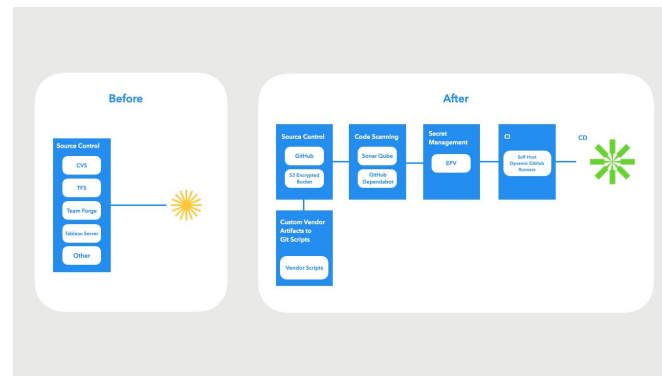
### 💡 RESULT

By implementing next-gen DevSecOps practices, Pfizer adopted a streamlined software delivery process — enhancing security and compliance — and resulting in a 50% reduction in deployment times.

### 🔧 SERVICES

Cloud infrastructure and migration · Solution architecture · System architecture · Test automation · API development · Application architecture · Enterprise software

📄 [Read the case study](#)





WHAT WE DO  
Our Work

CASE STUDY  
GeneDx

## Helping parents and caregivers navigate one of life's most challenging scenarios.

### CHALLENGE

GeneDx sought to create connection and community for caregivers faced with a potential genetic disorder diagnosis.

### SOLUTION

Leveraging Design Thinking, our cross-functional team conducted extensive research to create the first B2C HIPAA-compliant app for a leader in genetic and genomic insights, prioritizing caregiver needs for information and emotional support in caring for their loved ones.

EIGHTH LIGHT

### IMPACT

Our work helped GeneDx transform from a diagnostics laboratory into a trusted direct-contact genomic information resource.

### SERVICES

Design thinking · UX + UI design · Agile practices · Full-stack development

 [Read the case study](#)



**“I really enjoyed working with the entire 8th Light team. I have learned so much and organizationally we're in a much better place than when we started. Thank you for your partnership.”**

Joan Mikardos  
Business Lead, Pediatrics /  
NICU/Rare  
GeneDx



## Creating a compliant and scalable live video platform to meet demand and unlock funding.

### 🎯 CHALLENGE

To support their growing business, Proximie needed to architect a scalable solution to meet demand without sacrificing security or compliance.

### 🔗 SOLUTION

Our team created a secure, multi-tenant infrastructure-as-code solution, meeting country of origin data management requirements in compliance with stringent HIPAA and EU protocols.

### 💡 RESULTS

The pilot hospital launch of the new platform enabled Proximie to go from 50 to unlimited users sessions across concurrent surgeries, all managed through an on-demand payment architecture. This success unlocked significant funding to expand their global footprint.

### 🔗 SERVICES

Web application architecture · Data management · Domestic and international compliance · Security · UI design



WHAT WE DO  
Our Work

CASE STUDY



## Improving access to care during a global crisis by crowdsourcing reliable clinic information.

### 🎯 CHALLENGE

When the COVID-19 pandemic limited hospital capacity, ConceiveAbilities needed to quickly find a way to gather and display data about IVF clinic availability to increase access to care.

### 🔗 SOLUTION

Inspired by other decentralized databases, we helped to build a website to display crowdsourced data directly from clinics and provide a simple, clear picture about the availability of egg donation and surrogacy services.

### 💡 IMPACT

Responding to the urgency of this challenge, we leveraged the user friendly survey functionality within Netlify CMS for the MVP launch resulting in broader data that could be collected and made available to patients and clinics.

### 🔗 SERVICES

Web app development · UI design

➔ [Read the case study](#)



**AT OUR CORE, WE ARE COMMITTED TO**

helping clients imagine and create elegant, robust, and groundbreaking digital solutions to complex problems.

If you're looking for a partner to meet you wherever you are and help you every step of the way, **we'd love to talk.**

GET IN TOUCH

Let's collabrate.