Incorporating tech-driven dermatology applications and product personalization to increase treatment efficacy and compliance- Lada Rasochova- Dermala Inc.

Lada Rasochova

Dermala Inc., University of California, USA

From skincare to haircare, a new class of tech-driven dermatology applications has emerged in the market that allows consumers to access beauty and dermatology products personalized for their specific needs and self-treat their issues in real time. Dermala focuses on the most prevalent skin diseases like acne and eczema, skin conditions like skin aging. It is developing end-to-end solutions that consist of a mobile app for tracking the treatment outcome and treatment optimization. We use data analytics, machine learning and artificial intelligence to personalized topical and oral treatments for specific conditions and individual customer needs. Incorporating digital health approach allows us to track customers??? treatment progress, educate them about their condition and provide support if they have any questions. We use the tracking data and outcomes to personalize and optimize treatments and adjust and optimize products and treatment routines based on actual results. This leads to better outcomes, higher treatment compliance and higher customer retention and satisfaction.