

**CUSTOMER SUCCESS STORY**for **Wellness**

“Validic continues to bring in new apps and devices we are able to put at the fingertips of our customers, allowing them to make better decisions on their population.”

*Mac Gambill  
CEO & Co-Founder  
Nudge*

**Nudge** is a digital coaching and population health tool designed to help make data from health tracking apps and wearables more useful to health and wellness professionals. Their two complementary platforms, Nudge and Nudge Coach, allow professionals to incorporate consumer health tracking data to better manage and provide touchpoints to their clinical network.

**Challenge:**

Nudge had built 10 integrations in-house and were spending a bulk of their time integrating new apps and devices as well as troubleshooting existing integrations. With the amount of time they were spending managing these integrations, they had considered hiring an outside developer to manage these integrations for them, until they heard about Validic. It would have taken them months to get access to all of the apps and devices they wanted had they continued to manage these in-house or hired externally. “Validic could get us up and running in just a few weeks vs. several months, making them an obvious choice for Nudge.” – Mac Gambill, CEO & Co-Founder, Nudge

**Solution:**

The solution for Nudge was Validic. With the time they have freed up not managing these integrations on their own, they are now able spend their time and effort advancing on their core product and executing on their value proposition. “Validic is the only way we could get as many integrations as we would have liked in an effective and timely manner.” – Mac Gambill, CEO & Co-Founder, Nudge