

Case Study



Developing a Web-based Healthcare platform for a Pharmacy Chain

Abstract

A Pharmacy chain engaged with Infosys to implement a web-based healthcare platform. Using Infosys' Portal, Content and Collaboration services, the client revamped its website into a new, user-friendly Portal with web content management. The portal was a one-stop shop providing registered customers self-service capabilities and access to health records and information in a secure environment.

Background

The client is a Pharmacy chain focused on primary care, with a range of products for community health. The client desired to implement a web-based platform to provide professional services to its clientele. The platform was intended to make available general health information, offer a health and social care package and promote the client's services.

The client initiated a web development engagement with the following objectives:

- Create an online channel to provide health-related information and advisory to customers
- Enable self-service through a portal that would allow registered patients to access their health data
- Ensure that the online platform integrated information from different applications and made them available in a *secure* manner
- Improve the efficacy of online marketing initiatives
- Eliminate redundancies in IT infrastructure

As the client had limited experience in developing web-based systems, the existing platform was sub-optimal.

Infosys Solution

The client engaged with Infosys in a *co-development model* as this engagement was the client's *first experience* of the Global Delivery Model. Infosys was involved in all aspects of the move from the existing website to the new platform. The highlights included:

- A special emphasis on engagement *governance* to ensure client comfort with the Global Delivery Model. A team comprising Infosys, a client program manager, subject matter experts and client infrastructure team was set up with clear roles, responsibilities and metrics to ensure the success of the engagement
- Stringent focus on change management to accommodate the expectations and views of multiple business stakeholders in a timely and effective manner
- Hosting user workshops to understand the requirements and define the new processes and workflows
- Defining the architecture for the Portal and Web Content Management (WCM)
- Developing and deploying portlets with integrated content management
- Coordinating and managing the dependencies with the in-house team developing web services to be integrated with the portal and the third party designing the user interface
- User training to render in-store services via the web



- Access to health information and links to social groups and community initiatives
- Live e-mail based Q&A service enabling patients to get their questions answered by qualified pharmacists
- Access to assessment tests, questionnaires, customer reviews on the platform
- The new platform supported 6000 users / day and processed 200 transactions / second
- The solution handled 1000 concurrent users



- IBM Portal Server
- IBM Workplace WCM
- IBM WebSphere Portlet Factory
- IBM Tivoli Directory Server
- Oracle 10g

Benefits to the client

The client successfully met the stated objectives of the engagement. Key benefits included:

- Facilitated more effective delivery of online services to registered customers
- Improved the efficiency of online marketing initiatives
- Enhanced usability and interactive elements improved customer experience on the site
- Improved content management practices by reducing the publishing time for new content from 3 weeks to 3 days
- Reduced maintenance costs by eliminating redundant infrastructure



For more information, contact askus@infosys.com

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