

HECAPPS: One-stop web portal for healthcare

HCP Portal Solution (HECAPPS) provides healthcare professionals easy access to the latest product information and patient support material on different therapy areas by ordering samples online. With its robust account management features and campaign and analytics integration, running a promotional or informational campaign, or getting critical analytics data for making a market decision, is now simpler than ever. Powered by Adobe Connect, the event management and webinar features ensure that the HCPE portal caters to the modern-day needs of pharmaceutical companies and their users.

Key features of the HCP Portal solution:

- Web shop feature to order online products, samples, and supporting material
- Integration with Adobe Connect for effective event management (for webinars and on-premise events)
- Support for multiple CRM (customer relationship management) and third-party login integrations with improved product search and details display
- Provision for supporting marketing and promotional campaigns
- Analytics information, including user's activity tracking, to improve customer outreach and effectiveness

Why HECAPPS?

Our careful and critical analysis on the needs of modern-day healthcare companies has resulted in a truly full-blown healthcare solution.

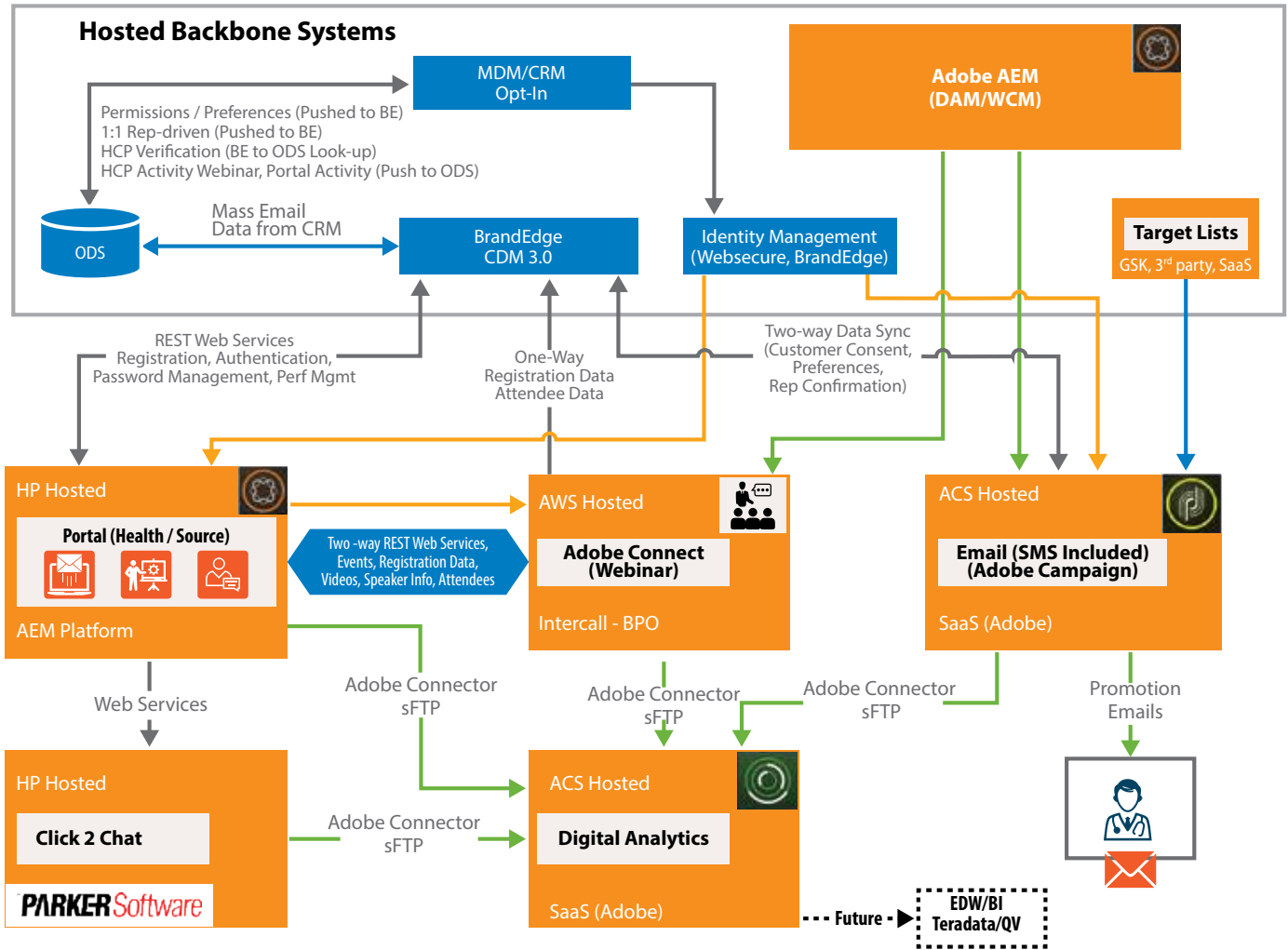
- HCP features have been developed by careful analysis of 50+ local requirements spread across all the major regions of the globe
- Fully responsive portal currently supports eight different browsers and all the latest mobile devices
- 15+ HCP web forms including web shop, opt-in and opt-out, CRM integration, webinar, events registration, and mass email campaign options
- Supports live chat with healthcare representatives in their local language
- Easy to extend and customize for any unique market / business requirements

A typical view of how HECAPPS works currently



- Profile management:** Users' profile and preferences management
- Subscriptions:** Healthcare professionals can opt-in for channels (email, SMS, etc.), therapies (more than 15 options), product safety information, etc.
- HCP interaction forms:** Registration, forgot and reset password, profile, contact us, report adverse event, request a rep, events registration, communication preferences, etc.
- Product and therapy information:** Products filtering, document references, and respiratory and vaccines therapy articles with reference details
- Resources:** Patient resources, medical resources list, and quick filtering options. 'Request a sample' option is enabled for sample resources
- Web shop:** HCP views the list of products, free samples, and materials, and places the orders. Web shop configuration is available to limit the orders per user and product
- Live programs:** Registering webinar and on-premise events
- Click to chat:** Representatives available over chat for HCP users for all support
- CRM integration:** HCP users validation and events tracking

HCP Portal solution framework



Did you know?

- HCP solution can be integrated with all major third-party login solutions (Doc Check, Swiss RX) and CRMs, helping effort optimization and savings
- Inbuilt technical features include a solution which is based on Adobe Experience Manager (AEM), responsive and bootstrap UI framework with easy-to-customize look and feel options
- Defined content structure to ensure minimal technical assistance on content amendments with predefined publishing workflow
- Extensive configurable components list to handle new requirements and back-end support

Do more with HECAPPS

The HCP Portal solution is a comprehensive pharmaceutical product that can easily save up to 70 percent of new custom implementation effort and cost through inbuilt features, easy integration, and extendable options.



For more information, contact askus@infosys.com

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