HCP PORTAL SOLUTION (HECAPPS) ONE STOP WEB PORTAL FOR HEALTHCARE PROFESSIONALS TO ACCESS MULTIPLE ONLINE SECURED SERVICES AND INFORMATION

HCP Portal Solution or HECAPPS provides healthcare professionals the ease of accessing reports like the latest product information, patient support materials on different therapy areas and ordering samples online, in a few clicks. With its robust account management features, campaign and analytic integration, running a promotional or informational campaign or getting the critical analytics data on users for making market decision is made simpler than ever. Powered by Adobe Connect, the events management and webinar features make the HCP Portal into a true full blown solution that caters to the modern day needs of pharma companies and their users.

Key features

HCP features have been developed by careful analysis of 50+ locale requirements spread across all the major regions of the globe

- Easy to extend and customize for any unique market/business requirements

Web shop	**Web shop feature to order online products, samples and supporting materials**
Adobe Connect	**Campaigns**
Multiple CRM	**Campaigns**

Why HECAPPS

- Fully responsive and portal currently supports eight different browsers and all the latest mobile devices.

- Analytics info including user's activity tracking for improving the customer outreach & effectiveness

Integration with Adobe connect for effective events management (Webinar and for On-Premise Events). Support for multiple CRM and third party login integration with improved product search and product details display. Provision supporting marketing and promotional. Our careful and critical analysis on the needs of modern day health care companies has resulted in a truly full blown health care solution. 15+ HCP Web forms including Web shop, Opt-In and Out, CRM integration, Webinar, Events registration and Mass email campaign options.
Supports Live chat with Health care representatives in their local language

DO MORE WITH HECAPPS PORTAL

Cost	Time to Market	Quality
Cost reduced by 40 %	Time to market is reduced by 35 %	Quality is increased by 25 %

Profile Management: Users profile and preferences.

Subscriptions: Healthcare professionals can opt-in for the channels (email, SMS), therapies (more than 15 options), product safety information

HCP Interaction Forms: Registration, forgot and reset password, profile, contact us, report adverse event, Request a Rep, events registration, 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.

Web shop: HCP view the list of products, free samples, materials and place the orders. Web shop configuration is available to limit the orders per users and products.

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.

The HECAPPS Solution: Do you know?

The HCPE Portal solution is a full blown pharma product that can easily save up to 70% of new custom implementation effort and cost by leveraging the inbuilt features and easy integration and extendable options.

HCPE solution can be integrated with all major 3rd Party Login solutions (Doc Check, Swiss RX) and CRMs helping effort optimization and savings.

In built technical features include solution which is based on AEM, responsive & Bootstrap UI framework with easy to customize look and feel options according to company needs.

Defined content structure to ensure minimal technical assistance on content amendments with predefined publishing work flow.

Extensive configurable components list to handle new requirements and backend support.

To know more about Infosys Adobe Practice and Solutions, please write to us at adobe@infosys.com

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