

Medical Education and Health Communications Company

Switch to customized web-based application helped improve procedures, efficiencies, and management in real time.

The client needed a business solution to better manage medical compliance information, while ensuring security and data integrity. Spiralogics designed and developed a custom web-based application, and applied product expertise to maximize its potential, and address key business needs.

About the Client

The client is a Georgia based full-service medical education and communications company specializing in oncology. They serve a narrow niche market and needed a unique contact-management application. The company receives huge amount of data on its customers' products. That voluminous technical information is then used to educate medical professionals who in turn educate others in their industry. It is also used to market products under strict government guidelines. Needless to say, it's crucial that every minute detail be accurate and accessible.

Prior Process

All state laws and regulations and academic guidelines for pharmaceutical compliance were recorded manually by the client. They didn't have any mechanism in place to readily present information to prospective users.

Proposed Solution

Spiralogics proposed a web based application which would allow the client to record and update all state laws and regulations and academic guidelines for pharmaceutical compliance. The portal facilitated management and security of all compliance related data

Spiralogics also helped create a portal to market the client's product. The portal facilitated subscription to the client's product, and allowed subscribers direct and easy access to the compliance data.

Technology Used

- ◆ ASP.NET, C#, Silverlight, MS SQL Server 2008, LINQ, WCF, WPF, Web Services, SOAP, & Vector light.
- ◆ Client-server architecture.

Value Realized

Compliance department could now easily manage and distribute the compliance information and change that information into a revenue generating product for the company. Their clients and personnel also had instant access to compliance data. This led to saved time and effort managing their product: compliance information.

The client continues to utilize Spiralogics software services and Technology expertise to help manage their business process.