INFOGAIN HELPS FULL SERVICE MEDICAL LABORATORY DEBUT E-COMMERCE WEBSITE FOR DIRECT-TO-CONSUMER LAB TESTING SERVICES

The Client

The client is a multinational, full service medical laboratory facility providing consumers with the full complement of clinical laboratory and anatomic pathology services. The 35-year old company's 900 employees perform tests on 70 million samples annually and handle over 60,000 incoming and outgoing calls per month. The lab operates 24 hours a day, 7 days a week, 365 days a year.

Business and Technical Challenges

The latest trend is direct-to-consumer lab testing, worth $33.1 million in 2015, with an expected 30% growth rate. To respond to consumer demand, the client needed an agile web site platform that would address these business challenges:

- Ability to customize marketing campaigns to gain new customers
- Ability to expand into new markets
- Integration of payment services and internal systems
- Provide an intuitive customer user interface (UI) for registration, payment collection, order tests, securely view results, fax capabilities from portal
- Provide mobile ready functionality

Technical challenges included:
- Addressing data-mapping complexity, data-Governance integrity, API limitations and security
- Providing Improvements to internal cycle time through automation and integration
- Performing integrations with Rhapsody, Salesforce CRM, XIFIN Financial Management System, Passport Fax Service, PayPal and NPPES Registry
- Providing clear and consistent flow across the client's eco-system

BUSINESS RESULTS

- Cost savings of 50% with reusable frameworks
- Better customer experience leading to brand loyalty
- Increased competitiveness with mobile ready technologies
- Optimization of processes leading to greater productivity

KEY BENEFITS

- Expansion capabilities into new markets
- Higher quality sales leads based on analytic data collected
- Mobile ready portal, giving the client an advantage over other vendors
- Opportunity for measurement with analytics capabilities

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Technologies

- Microsoft .net
- NopCommerce
- RESTful API
- Salesforce

Solutions & Scope of Work

Over a duration of 6-months, the client engaged the Infogain team to build a consumer website portal that implemented a scalable framework, utilizing best practices of continous integration and Agile development. The nopCommerce App provided the client with a reliable, extendable, pluggable open source E-commerce solution.

Other solutions included:

- Integration with Salesforce customer care management to facilitate early alert to customers for critical test results
- Integrations with internal systems for a seamless flow of information
- Intuitive User Interface (UI) for compatibility with desktop, smartphones, and tablets achieving a "One Web" concept
- nopCommerce Application for integration with internal systems
- Regression testing on the application, integration, and UI to enhance user friendly capabilities
- Reusable components – e.g. Report Framework, SFDC Connector, File System Connector

Infogain's Healthcare Expertise

Infogain brings the following strengths to each engagement:
- 10+ years' expertise in the healthcare sector
- Dedicated healthcare team of 300+ professionals
- Proprietary testing tools, accelerators and frameworks for E-commerce

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This project was delivered by an organization subsequently acquired by Infogain

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