

SUMMARY

A well know chain of hospitals that specializes in pulmonary & sleep disorders with multiple centers located across USA was looking to make its presence felt in online world. They wanted to provide access of medical records, furnishing the doctor's availability information and other important hospital related information online to keep their existing and potential client informed. They also wanted to harness the use of technology to streamline appointment scheduling, automate the handling of incoming fax etc.

CHALLENGE

Client had no foot print in the online world. Neither did they have website for their patients to look them up. They didn't have any presence across social media platform. Hundreds of faxes like updated insurance cards of patients, patient information from other hospitals etc. were received by various centers and were handled manually by the staff. Appointments scheduling/cancellation had to be done by having lengthy talk with attendant as there were multiple doctors and centers and hours to choose from.

SOLUTION

Responsive and intuitive website was built keeping in mind the clientele of the client. In order to boost online social presence, profiles were created on Facebook, LinkedIn & Twitter. Integrated with fax to email service, results being clean and paperless way to handle incoming faxes. This resulted in reduced errors and boosted confidentiality and security by not having paper trails. Integrated with appointment scheduling COTS software on the website. Also provided basic yet secured patient information system for easy access to necessary information about history, medical records etc.