

CASE STUDY: APPLICATION DEVELOPMENT

INDUSTRY

Medical Marketing & Analytics

SERVICES PROVIDED

Project Management, Strategic Business Process Consulting, Vendor Relations

COMPANY

Internet Company offering intelligent marketing for doctors and clinical boutiques

CHALLENGE

Help build a new client startup providing a sales & marketing program that supplies all the tools necessary to drive patients to a medical practice.

SOLUTION

Created, designed and developed a business concept to sell medical practices on membership services to drive and keep patients. Used technology including PRIME market analytics, MS SharePoint, MS SQL Server, plus a developed application and website portals. Sold to a large medical device marketing company.