

# The secret to a leading wellness provider's revenue growth, rapid market expansion and superior customer satisfaction?

A shot in the arm from the industry pioneering Wellness ERP architected, designed and developed by Technosoft.

Technosoft Case Study

Oct 2012

**the client**

The client is a leading wellness provider conducting Health Screening and Immunization programs for corporate clients in the USA. Our client's differentiation rests on three pillars namely the depth and breadth of services offered, it's availability in every region within the USA and a superior IT application and infrastructure that powers the business.

**situation and impact**



The challenge was the availability of an IT application that would scale and support business expansion, growth and provide competitive differentiation. Historically business was run using Excel programs, Visual Basic and Access database applications that were used for creating health programs, clinics and appointments. These applications constrained the business with inefficiencies, lack of a streamlined workflow, inability to add new features, tedious reporting and crucially did not give a single, unified view of the business at a time when the client was embarking on a major expansion.

**proposed solution**

Ground-up development of a Wellness ERP platform spanning feature definition, architecture, technology selection, design, development, maintenance and feature enhancements.

**the technosoft approach**

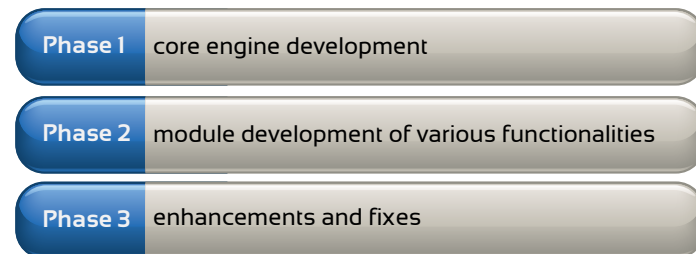
First, a detailed business and systems review was undertaken to understand the business requirements, goals and gaps in the current IT infrastructure. This involved understanding the business objectives, future plans, user challenges, requirements and arriving at the technology roadmap.

Findings from this exercise served as the driver for two decisions namely (i) Application selection strategy (ii) Technology selection of ASP.Net and SQL Server.

Early on, Technosoft recognized that off-the-shelf applications or traditional enterprise packages would not meet the goals and business requirements of our client and instead proposed that we develop a bespoke Wellness ERP. The need was for an advanced, scalable and industrial strength Wellness ERP platform that would need to replace primitive IT and non-IT methods of doing business which were constrained by their ability to support ever growing volumes of data, rapid growth and increasing client demands for customization.

In order to keep pace with the changing dynamics, the mission critical nature of this application and multiple touch points, it was decided to adopt a modular and agile development strategy.

To minimize disruption, a phased approach was followed.

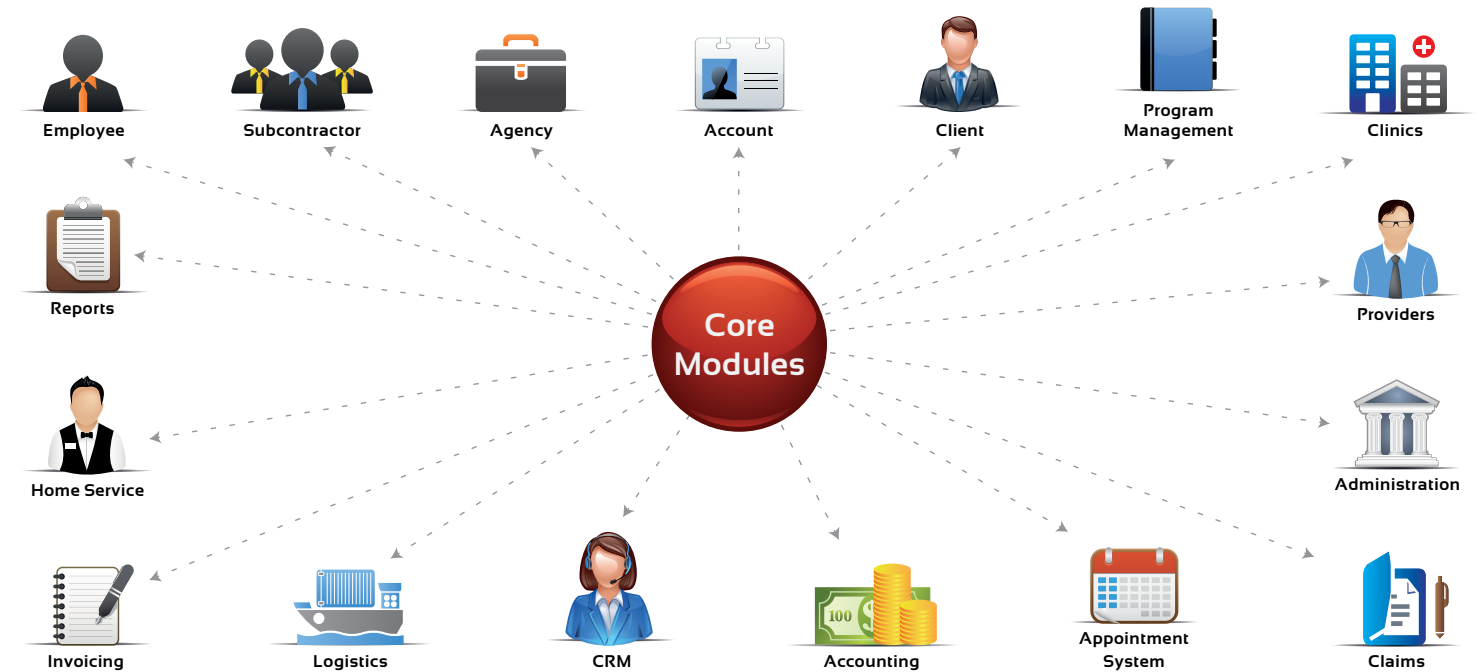


The team worked with end-users to understand their role, activities performed, tools used and their expectations from this new application. During this phase we encountered twin challenges - the dynamic nature of the business and ever changing client requirements meant new features had to be planned for and changes made to existing functionalities in real-time which required robust change request methodologies and testing strategies. On the other hand several end-users were used to the current approaches in place to running the business and naturally would be slow to change. This necessitated a two pronged approach of a quick workaround in the application followed by the actual implementation. The biggest challenge however was the

existing and often cumbersome standalone programs and applications.

Processes that were replaced and/or automated in the initial phase included Word and Excel based methods of capturing employee and client information, as well as setting up programs and individual clinics. In the next phase, an in-house Visual Basic application with Access database used to create and manage events, a report generating utility to generate reports and a basic appointment system were incorporated as functions into the ERP.

The ERP modules developed include:



pressures of ever growing expectations which required a model where we had to anticipate demand well in advance and plan accordingly.

Portal functionality was setup so various users could access information and alerts specific to their role. The resulting ERP allowed users to perform activities pertaining to managing accounts/clients, setting up programs, staffing the clinics (events), managing logistics, registering and managing workforce, reporting, portals for role based access and a call center application. Subsequently

This made us all too aware of the importance of continuing to support the core business while simultaneously replacing the



mobile enablement of this application was done to support on-the-go access

A comprehensive mobility strategy resulted in the mobile enablement of key functionalities and portals that offered flexibility through on-the-go access leading to increased productivity, reduced response time and greater client satisfaction. Also native applications were developed for real-time data collection that reduced human errors associated with paper based forms and improved turnaround time for patient report availability immediately after the event.

This project has been a fountain of innovations that has led to better data visualization and reporting, customer satisfaction, better ease of use, improved turnaround times, reduced errors and superior compliance. Some of them are 1) Google maps integration with radius search and superimposition of data pertaining to events location and health care professionals helps in decision making for events execution 2) Integration with Google distance and address validation feature ensures against human errors and prevents issues that would arise from wrong shipping 3) First-in-class appointment system application with SAML (Security Assertion Markup language) based single sign off capabilities with customizable logos and email templates for each client 4) Best-in-class logistics and shipment support through integration with UPS for online tracking of shipment 5) Well defined HL7 engine implementation for inbound and outbound processes ensures compliance to health standards for lab data and processing of results.

This application has had a significant impact on the larger ecosystem that comprises organizations, payers, providers and healthcare professionals. End clients now have access to information on their programs and clinics via an online portal eliminating the need for emails and phone calls while on-the-go access helps our client's salesforce to be more responsive to

queries and concerns. It supports the customization of programs to meet specific requirements while the automated design coupled with minimal human intervention means information is timely, fast and 100% accurate.

For those undergoing health screening, the appointment system offers the flexibility to schedule screening date and time conveniently. A device based approach to gathering patient data means fewer errors and faster turnaround times for data analysis and report preparation while the call center application resolves issues, provides test results and addresses queries leading to programs and events success.



Subcontractors (who deliver health services) are more likely to continue with our client as they can register for clinics, view their schedule, submit invoices and get paid all through a streamlined workflow. A comprehensive automation strategy allows the application to perform several tasks without human intervention while alerting and reminding users to take action as and when required.

A roadmap of continuous feature enhancements is essential to maintain competitive differentiation and support new markets. Plans include architecture and infrastructure revamp to support

A ground-up development of the industry's pioneering Wellness ERP application in less than 4 years that today runs 80% of our client's business, reduced turnaround time by 50%, meets and exceeds SLA of 98% uptime and has been responsible for our client's revenue growth, market expansion and end client satisfaction.

growing usage, integration of accounting module with payroll for financial visibility, enhanced logistics module to support multiple nodes, real-time data collection application for quicker turnaround, consumer portal to expand services beyond corporates to individuals, seamless access to engagement information reducing emails and calls, enhanced laboratory interface to support bi-directional data flow and a document management system to integrate business document sharing across different entities of the application.

### outcomes realized

- Client revenues have increased year-on-year
- Supported expansion and growth
- Reduced turnaround time by upto 50% for each function through process re-engineering and mobile enablement
- Reduced human effort by nearly 80% through automation, workflow and process re-engineering
- Unified view of data and business and better reporting for decision making and forecasting
- Functional workflow implementation for greater end-user and end-client satisfaction and increased productivity

### we can help

The experiences gained from developing the Wellness industry's pioneering ERP platform means whatever your needs be it simple application development to a more complex ERP style application development with several modules, Technosoft is well positioned to help you in your development, maintenance and feature enhancement requirements.

Our mobility expertise means we can help you develop either native applications to offer your employees and clients new

functionalities or mobile enablement of existing enterprise applications.

But no matter what your needs are, you can be rest assured our competencies and service delivery will increase your revenues, improve productivity, reduce turnaround times and errors and finally lead to greater satisfaction all around.

### Client Testimonial

Critical to our success and competitive advantage has been our partnership with Technosoft. They have been instrumental in translating my vision into a reality namely the industry's pioneering and innovative wellness ERP application that they helped architect, develop, rollout and continue to innovate around.

Technosoft has been an outstanding partner highly responsive to our rapidly changing business requirements and challenges by being extremely nimble, focused and flexible in their approach. They have been an invaluable strategic technology partner over the course of our evolution helping us embrace and adapt to emerging technologies like mobility - a game changer for us.

I am confident that our partnership will continue to be a critical component of our winning strategy going forward.

**Richard Penington**  
President & CEO





# About Technosoft

Technosoft Corporation is an IT and BPO services provider with headquarters in Southfield, MI, USA and delivery centers in India. We provide information technology, business process outsourcing and consulting services to companies in North America, Australia and New Zealand and Asia-Pacific Regions. As a privately owned company we answer to only two constituencies - our customers and our employees. Our customers rely on us to provide services and solutions that leverage our industry and domain expertise combined with our technology prowess, delivery focus and quality. Our collaborative culture and work environment helps attract and retain exceptional talent which is a key ingredient of our sustained growth. To see how Technosoft can go 'Beyond Possible' for your organizational needs, email us at [wecanhelp@technosoftcorp.com](mailto:wecanhelp@technosoftcorp.com) or visit us at [www.technosoftcorp.com](http://www.technosoftcorp.com).

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