



Web based global physician polling system improves core business focus

Client

Our client is a leading pharmaceutical marketing company offering healthcare advertising and communication services.

Challenge

Our customer was looking for a partner to effectively capture business requirement and translate it into an online enterprise level Web product. They also needed a partner to manage end to end information technology needs, which came as an offshoot of their product, while enabling them to concentrate on their core competency.

Marlabs Solution

The Client agreed to provide a Web and mobile based enterprise platform for developing the Global Physicians Panel to manage information collected from a Global List of Physicians. Information was to be collected from the Physicians using Surveys created by administrator/s of the application based on requests from Clients (Pharmaceutical companies).

Physicians were to be compensated for their participation in the Survey; this Compensation could be paid directly to the Physician or to a charity selected from a list of charities available within the application.

After completing a survey, physicians could compare their responses to those of their peers. This information could be used to gain insights into what set their practice apart from colleagues around the world. Data collected from Surveys could be analyzed using advanced reporting options for further insight by administrators and client (Pharmaceutical Companies). Marlabs delivered this product with demonstrated speed and efficiency.

Benefits

- One stop, end-to-end enterprise solution for Physician Polling Management
- Scalable application for future needs
- Reliable and stable solution
- High customer satisfaction ratings
- Delivery through CMMi Level 3 assured practices

Technologies

- .NET 3.5
- IIS
- SQL Server 2008
- AJAX
- jQuery Charts with SVG Graphics
- jQuery Mobile

Marlabs helps drive digital agility for our clients. We deliver innovative business solutions using digital technologies such as cloud, mobile, analytics, Internet of Things, and social. With a dedicated team of over 2,100 associates, a network of delivery centers in USA, Canada, Mexico and India, and strong partnerships with industry leaders, Marlabs offers a wide range of IT services across industries. Through our emphasis on quality driven by CMMi, PCMM, ISO 9001-2000, ISO 27001 and SSAE 16 Type II best practices and a customer-centric client engagement model, Marlabs has achieved a dependable track record of meeting high standards of excellence in every customer engagement. This has resulted in several awards and recognitions, including being consistently ranked in the Deloitte Technology Fast 50 and Fast 500 programs. Marlabs is headquartered in New Jersey, United States.

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