

Healthcare Newsletter Service Provider Application

The Client was a US based e-Health service company operating on the principle of permission based marketing and newsletter service for major hospitals and clinics. The Project was to build a HealthCare Newsletter Service Provider Application.

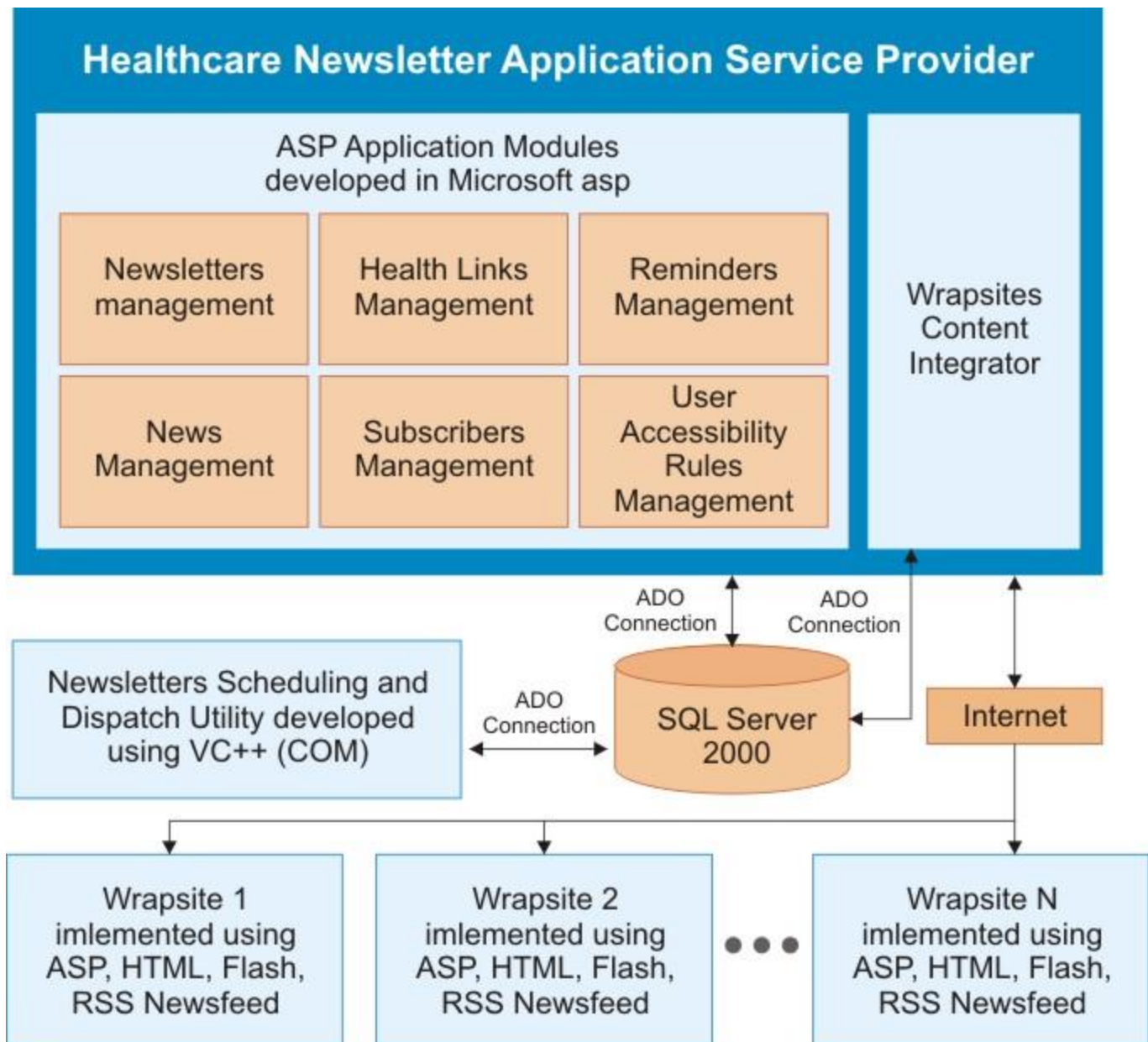
Challenges

e-Zest responsibility was to develop a web based platform for medical practitioners, clinics and hospitals to send personalized health and marketing newsletters to their patrons as well as offer them value added services like health reminders, healthcare resources, health news, feedback and rating facility through their own websites by means of subscription-based hosted Application Service Provider (ASP).

Solution

The project was executed on a Time and Materials basis whereby a two-member team was constituted to accomplish the project objectives. The team worked on creating new wrapsites based on HTML templates provided by client and converted it to ASP website integrated with the Application Service Provider. When there were no new wrapsites to be created, the team worked on enhancements of Application Service Provider catering to maintenance needs of existing wrapsites arising out of these enhancements.

The figure below depicts the diagrammatic schema of Application Service Provider and its integration with wrapsites:



Technology

Microsoft.NET, SQL Server 2000

Conclusion

This project facilitated the client's business expansion by means of adding more and more wrapsites integrated with ASP application as well as ensured business continuity by means of enhancements of the core Application Service Provider and maintenance of existing wrapsites. A very flexible Time and Materials Business Model was adopted which allowed the client to shift focus from new wrapsites to ASP enhancements to wrapsites maintenance as per their priorities and pertinent business drivers. By using a small team e-Zest was able to complete the project without any unnecessary cost to the client.