

Medical Communications Media

Overview

Medical Communications Media is a healthcare Communications Company providing comprehensive educational support, including publishing, computer-based education, meeting management, audio and video production, sales training support, patient education, and distance learning. Their new web enterprise helped increase their customer base, as well as their overall visibility in their industry.

Requirements/Tasks

An in-depth requirements analysis determined that a complete, ground-up re-architecture and redesign was needed. This entailed graphical and multimedia design and development as well as database design and development in order to integrate with the content management system to power the front-end web site. Additionally, the development of online marketing and analysis tools was needed to allow MCM to make educated decisions regarding product offerings. A hosting migration plan was necessary in order to seamlessly, and without interruption, transfer not only the existing customer data, but the domain name and email accounts as well to netStride servers.

Objective

MCM's main objective was to combine all of their medical educational offerings (CD-ROMS, online programs, live symposiums) into a single, integrated online market place, and convert a greater percentage of web traffic into orders and registrations via a redefined online presence. Secondary objectives were to establish a stronger identity and increased functionality while at the same time changing the perception of online CME programs away from its primarily text-based past. Thirdly, it was important to quantify the ROI in order to generate interest on behalf of pharmaceutical underwriters.

Business Challenges

Because of MCM's rich educational offerings to three distinct visitor types (physicians, nurses, pharmacists), the overarching challenge was threefold: logically showcase the offerings while streamlining navigation to minimize the number of clicks between a visitor and the desired offering; directing the visitor to the program offerings according to their visitor type, rather than making them hunt for such offerings; and developing the infrastructure in such a way as to maximize scalability in order to reduce development costs for anticipated future enhancements, all while providing for a seamless migration of data from their previous provider, and a smooth launch date to ensure minimal interruption to their existing customer base.



The screenshot shows the CMEcorner.com website. The header includes the logo and tagline "the heartbeat of CME". A navigation menu on the left lists "PROFESSION" (Physicians, Physician Assistants, Nurses, Nurse Practitioner, Pharmacists) and "PRACTICE SETTING" (Primary Care, Senior Care, Managed Care, Specialty Care). The main content area features a "Featured Programs" section with a "PODCAST" player for "Examining the impact of rhinitis". Below this is a grid of program categories: Rhinitis, Insomnia, Breast Cancer, Glioma, Asthma, Anemia, PE vs. ACS, and Brain Tumors. An "Upcoming Events" section lists audioconferences with links for more information. The right sidebar contains "Announcements" regarding educational needs assessment surveys and a prize promotion.



Solution/Implementation

We developed an intuitive, dynamic infrastructure driven by a powerful, yet easy-to-use database-driven back-end content management system which became a key component in MCM's e-business process by allowing MCM employees to easily manage the presentation and publishing of existing and new material, including program offerings, and announcements, as well as the ability to build online presentations, and examinations, schedule symposiums and seminars, and process orders and registrations. Additionally, custom-built online marketing and analysis tools were developed allowing MCM to track relevant data on a number of important web interactions, enhancing MCM's ability to make crucial business decisions regarding the educational offerings to feature on the site.

On the front-end, we implemented an innovative user-centered navigation system that is integrated with the back-end database allowing MCM's program offerings to be accessed easily from any page in the web site while at the same time delivering appropriate information to the specific visitor type. Visitors can easily order programs, view online presentations, register for symposiums, or take required examinations and be graded online.

Once the web enterprise was completed, we developed and implemented a migration strategy that allowed for the integration of existing customer data into the new database, as well as the seamless transfer of the domain name and employee email accounts to netStride servers without interruption to online business.

Results

The site has been well received by MCM employees and both existing, and new customers. For employees, the new web enterprise has resulted in large savings in time to fill orders, and process registrations, as well as building programs, and online examinations. Additionally, with the aid of the online marketing analysis tools, MCM now has the ability to analyze which educational offerings are producing desired results, as well as which segment of their customer base is providing the most web traffic. This increased knowledge allows MCM to make educated decisions regarding which educational offerings, in which format to showcase to which segment of their customer base. Existing customers now have an easier time viewing and obtaining program offerings, as well as taking required examinations. Registration by new customers is up sharply and there has been a steady increase in the use of the new online resources by existing customers—all of which is helping in MCM's quest to position itself as the single best source for free CME programming.