

Healthcare & Medical Web Development

CLARITY



HIPAA eCommerce
Clarity Medical Platform

Executive Summary

Healthcare and Medical Web Development

With nearly 1,000 websites under our belt, Clarity proves to be an industry leader in web technology. We help organizations with everything web, including our scalable eCommerce platform, back-office integrations (EMR, ERP, and CRM), our own medical scheduling application and custom website designs. Our team has over 300 years of combined design and development experience delivering websites from small businesses to Fortune 500 enterprises, like Disney and the USO.

Although Clarity has designed and built websites for virtually every vertical, we have dozens of clients in the healthcare and medical industries. As we develop for these companies, we work with expert project managers and consultants who specialize in the healthcare and medical fields.

Through these relationships and successful projects, Clarity partners with our own medical consultants and project managers, bringing you not only the industry's best web and development technologies, but consultants who can help ensure what we build is exactly what you need to drive your business.

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Clarity walked with us step-by-step through a minefield of global regulatory compliance as we built a multi portal website in 6 languages with regionalized product information, multimedia content, and customized content management interfaces. We came in on-time and under budget.

Dana Kolflat, Global Project Lead, LDR Spine

We Address Your Pains

Scenario 1: IT Executive

I have been chartered to research potential vendors for redesigning our corporate website. I am confident I can evaluate the vendors in terms of what development platforms they use and whether they can develop to our specific IT standards. However, I do not know how to assess whether they will be able to work effectively with our sales, marketing, regulatory and quality departments to ensure the site will respect the constraints imposed by our industry.

To top it off, they want me to put the gift shop online so people can buy gifts and have them delivered to the patients' rooms! I need a vendor that can handle all our development needs.



We Address Your Pains

Scenario 2: Marketing Executive

I direct a team of seven regional marketing managers globally. Our new website needs a user friendly CMS for everyone on the team, and to respect the regional regulatory guidelines on product marketing language. It needs to efficiently manage user access to content that varies from region to region, such as the Bertrand Law requirements in France that restricts access to product content to medical professionals.



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Not only did we get a great website, Clarity helped us transform our business. We were able to triple our staff, go completely green, and run our business almost entirely from the Therapist Portal. Thanks Clarity!

Brian Braggs, COO, Shining Star Therapy

Website Design & Performance

The Need

In many industries companies can operate in a relatively unrestrained environment with few limits on where they can go with unbridled marketing creativity and communication with potential customers.

Designing, developing and launching a website can follow the tried and true practices known today that have introduced thousands of innovative and results: delivering websites around the globe. This is not so in the healthcare and medical device spaces, having many unique challenges to face:

- How do you build brand awareness while staying competitive and innovative, grow sales and strengthen customer relationships in a heavily regulated and constrained business environment?
- How do you ensure that your site architecture and design will be user-friendly AND respect regional regulatory and user access requirements?
- How do you manage effective content migration to the new site and respect internal quality and regulatory approval processes?
- How can you minimize risk exposure to Stark law, Sunshine Act and anti-kickback statute violations, ensure clinical accuracy and regulatory compliance, or manage HIPAA compliance issues if needed?

Website Design & Performance

The Solution

We have partnered with hundreds of private and public companies to design world-class websites and custom applications. Our experience with dozens of healthcare and medical device companies led us to develop an approach to website project development that is tailored to your industry's specific challenges.

We understand what makes website application development unique for your industry and have a proven track record for bringing projects like yours to launch on time and under budget.

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I have regained 50% of the time I used to spend fielding the dozens of program requests I receive each week. Planning has become easier and more efficient and both internal stakeholder and customer satisfaction have drastically improved. I'm sleeping again at night!

James Ahern Senior Manager,
Professional Medical Education,
Zimmer Biomet

Website Design & Project Management

Project management is the “train engine” that moves a project forward and ensures that your goals are achieved. For the healthcare and medical device industries the classic, road-tested design and project management processes remain intact but with fine-tuned processes:

- Timeline and milestone planning adapted to the industry and your company’s specifics
- Website design and architecture planning for SEO optimization while ensuring user access requirements such as Bertrand Law requirements in the EU, US FDA regulatory restrictions on marketing, and other regional requirements that can impact site architecture, SEO strategy and overall marketing goal achievement

- Content migration management to respect regulatory and quality approval processes
- Flexible project hours and resource allocation for fast-paced projects with shifting priorities
- Mobile friendly development for a sales force on the go, in the OR, with the customer and in need of time-critical sales and marketing support

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I really appreciate your sensitivity to the timeline for getting these programs reinstated. Greg and I, and the Board, have been very happy with your responsiveness and the work you have done. Thank you!

Teri Simoneau, Ph.D.

Website Design & Our Clients

In addition to knowing how to design and develop your website, Clarity has experience developing platform-independent and mobile-friendly custom applications for our healthcare and medical device clients:



- Find a Physician / Office / Clinic locators
- Payment / subscription processing for plans and insurance claims
- Patient education and product launch portals and press media kits
- Secure sales and scheduling portals
- CRM and EMR application integrations
- HIPAA compliant websites, patient forms and appointment scheduling
- Product / device digital flipbooks for doctor's and surgeon's offices
- Medical education and sales program management applications

Boost Your Web Presence

Benefits

Our industry-focused development and project development processes are designed to ensure your project meets your specific needs and typically save our clients, on average, up to 30% on their total project costs.

We specialize in creating user experiences that improve conversions, and optimize site navigation to improve access to appropriate regional regulated product content. With many types of special needs visitors, we focus on user access requirements while effectively managing content updates across multiple portals, with optimization for SEO as a priority.

Under our tailored project management processes, clients' content migrations have achieved a 100% approval to publish rate under company quality and regulatory review procedures across all regions.



Boost Your Web Presence

Summary

Delivering a major website development project in the healthcare and medical device industries requires assertive management. This includes all aspects of the project along with finesse and caution to ensure legal, regulatory and clinical compliance and accuracy while maximizing the achievement of company marketing goals. Our proven approach has already helped dozens of companies in your industry handily navigate the minefields of regulatory constraint and strengthen their brand and competitive position on the Internet.

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Clarity not only did a superb job in designing and building our website, they also fine tuned our SEO and helped us dramatically improve our rankings on Google page which permitted us to stop using Google Adwords with a consequent savings of \$30,000 per year in advertising costs.

Andrew Moore, Owner, Marriage Couples Counseling