

ClinicAid

THE CUSTOMER

ClinicAid is a full service, boutique, contract research organization providing a broad scope of services to support early and late stage clinical drug development processes from top to bottom. ClinicAid customers include private practice physicians, community medical groups, regional medical centers, large hospitals, academic medical centers, as well as biotech and pharmaceutical companies of every size. ClinicAid clients can select from a range of customized services to achieve rapid, streamlined outcomes.

THE CHALLENGE

Industry regulations and a practical application

As part of the highly regulated drug development industry, standards require ClinicAid to possess data systems with built-in version controls, audit trails and levels of security critical to ensure data integrity. This known aspect of the process would prove to make their search increasingly difficult and bring them close to spending over \$30,000 for a solution. This industry-specific need was complicated by ClinicAid's practical requirement for the chosen system to be as comprehensive as possible, including a system addressing the need for MS Exchange functionality, CRM tools, project management, document management and a sophisticated web conferencing tool.

An uncommon demographic with a need for change

ClinicAid is an organization comprised of experienced industry professors and scientific researchers, thus, the need for a highly intuitive, user-friendly product is paramount. The chosen application required a simple enough user interface to promote rapid deployment while providing seamless integration with their existing systems.

The existing collaborative approach within ClinicAid was patchy and ad-hoc. A series of word documents were circulated via email to inform employees internally of events, including meetings and due dates. MS Project was utilized by the Project Management team to track projects and tasks; however, this solution was limiting in its inability to share information across multiple parties and traveling employees. Complicating this, they began to see overlap in calendar events as a real time update did not exist with the email system, causing multiple events to be scheduled concurrently. The status of any given project was only viewable by the individual overseeing the project, bringing projects to a standstill with employee absence and providing a system with inherently limited managerial oversight.

It became increasingly clear that, in order to sustain its position and progress, ClinicAid required a more efficient and robust collaboration solution.

THE JOURNEY

The process of securing a product that addressed all of these needs proved more difficult than Dr. Dwight Tapp, the CEO of ClinicAid, had anticipated.

Does a solution even exist?

The selection process was complicated by a software market flooded with vendors that provided only one piece of the puzzle – Microsoft Exchange functionality, CRM tools, project management, document management, or online conferencing; however, nobody had a truly comprehensive "enterprise" solution, which had all of these components, or at least most of them. "Most programs required extensive training and were too difficult to deploy," Dr. Tapp recalls. He further emphasizes, "We were so frustrated with the process of extensively reviewing numerous products, just to find later that the product lacked an essential component. We came to a point where purchasing entirely new server architecture with Exchange, as well as a server driven customer relationship management tool, seemed like the only way to get the results we required."

The \$30,000 dollar question

Frustrated and disappointed with his tryst with the collaboration software market, Dr. Tapp finally decided to do what he attempted to avoid all along – travel down the costly path of MS Exchange. A point of contact with Dell was reached, arrangements to purchase the hardware required to host and maintain an Exchange server were set and an estimate was agreed upon. Although meeting the needs of ClinicAid, the integrated CRM/Exchange and collaborative project management solution held an initial price point of over \$30,000.00.

THE DISCOVERY

Just as Dr. Tapp was coming to terms with his decision to move to an Exchange server solution and finalizing monetary adjustments to offset the implementation cost, he happened to stumble upon the "HyperOffice Total Collaboration Suite." This was truly a bolt from the blue. Looking back, he exclaims, "Not only did HyperOffice effectively address every aspect that drove me to this transition, but it challenged me to think about how to improve other aspects of my business!"

Demos and Trials

Just two days prior to a scheduled purchase of Exchange server hardware, Dr. Tapp attended two webinar-style HyperOffice-hosted meetings addressing the complete collaboration aspect as well as the dynamic approaches used within the product. Impressed by the extensive demonstration of features and function, Dr. Tapp decided to expedite the process and forgo the free 30-day trial period. "Once I completed the webinars, I knew that I found the most affordable and practical solution for my company - I didn't need anything else. The staff

administering the demonstration was so knowledgeable and friendly that I knew I could trust the information provided," he says.

A Scalable, Robust Product

He admits that the feature-rich environment was overwhelming at first, but the ability to pick and choose functionality based on organization and department needs allowed the flexibility to scale back the product as needed. The "publisher" tool, which allowed an easy way to visually and functionally customize an intranet or extranet, was particularly enticing. This was something even his costly pending purchase with Dell would not address. Moreover, the completely non-technical and "push button" approach to setting up the solution provided a comfort level which was not present in competing products.

A \$28,000 Savings

The initial savings that HyperOffice allowed ClinicAid over a Microsoft Exchange implementation stood at an unbelievable \$28,000 – a sum that could be allocated elsewhere in the organization. These funds were immediately used to accelerate sales and marketing efforts, which brought considerable return and helped ClinicAid create new business opportunities and capture additional market share.

THE SOLUTION

Addressing all of the factors that drove Dr. Tapp to look for a new solution, HyperOffice systematically provided a fully integrated collaboration solution at a fraction of the anticipated cost.

Standards and Regulations

As with numerous other HyperOffice clients in healthcare, the need for a highly secure environment is paramount. With advanced security and document versioning, the HyperOffice Suite offers a fully compliant solution. 128-bit encryption technology and automatic backups provide top notch security from hacking attempts and unforeseen eventualities. Full version control and a robust permission architecture maintains the integrity of documents, allows changes to be tracked at every step, and restricts document edits to authorized users. These were three of the deciding factors that secured Dr. Tapp's decision.

A Dynamic and Robust Environment

With multiple vendors and various internal employees associated with independent departments, the need for a fully customizable solution for each group was apparent. Utilizing the "publisher" tool, ClinicAid has the ability to easily create multiple extranets for different vendors within HyperOffice, as well as use it as a company intranet solution with customized areas for departments, teams and individuals and a microsite to develop its customer database. Moreover, these functions are easily maintained by non-technical employees, thus keeping the costs needed to employ in-house IT staff at a minimum.

A “No-Brainer”

The fully integrated project manager, business email, and online calendar tools provide a uniquely streamlined process for keeping employees and vendors updated on important information and in-touch through a real-time environment. Not only did this eliminate overlap in scheduling, but it also instilled a certain confidence in users that did not exist previously. “The savings over Exchange and the physical architecture was a whopping \$28,000, not to mention the ongoing cost of maintenance. This made the decision to move to HyperOffice a no-brainer.” Dr. Tapp quickly saw the opportunity and realized this was the best option for his growing company.

THE IMPLEMENTATION

“HyperOffice provides a scalable, secure, yet agile environment to promote online collaboration and project management. By creating a common extranet domain which allows our employees and clients to schedule manage and facilitate project collaboration while exchanging data in a secure environment, HyperOffice provided the greatest innovation and seamless integration of all of the products reviewed. Even the price point was far more attractive than competitors with lesser offerings.”

~Dr. Dwight Tapp

The Roll-Out

Referencing one of the deciding factors in moving to HyperOffice, Dr. Tapp found the process of implementation as effortless and streamlined as anticipated. With almost no training involved, ClinicAid employees immediately took to the product and began to schedule tasks and setting shared calendar events within days. The uniquely intuitive nature of the product has allowed ClinicAid to dedicate almost no time to internal training as well as limited time to oversee the portal from an administrator standpoint.

“The customer technical support line assisted us just as an internal IT department would. They were very responsive, prompt, courteous, and resourceful.”

~Dr. Dwight Tapp

The customization of a uniquely dynamic structure

The ability to develop custom intranet and extranet areas with multiple subpages and dedicated members proved exceptionally useful in managing current vendor relationships, as well as employees. This “microsite” approach allows ClinicAid the ability to fully customize each page with integrated graphics and links without any knowledge of HTML or even of web design. The ability to finely manage access permissions and level of access to folders, subfolders or even files within a group, allows total control of information, even while having everyone in one universal system. Live and visual update of project status via task view or the Gantt chart is fully utilized, giving management the ability to track and have oversight into

projects at a moment's glance. The system is so user-friendly, that ClinicAid internal employees even use it to manage personal projects in their personal area of the intranet.

Future Plans

As a rapidly growing organization, ClinicAid plans to dive deeper into HyperOffice and make it the nerve center of all their information flows and communications. They intend to further utilize the power of the Intranet/Extranet Publisher, which would allow them to set up tailor-made areas from departments, vendors or even clients, and jumpstart two way communications. With the pending release of HyperMeeting, HyperOffice's robust web and audio conferencing tool, ClinicAid will also be able to move weekly conferences with attendees scattered all over the globe to HyperOffice's fully integrated environment. They can't wait to experience the synergic effects of integrated collaboration and online meetings.

"We are also looking forward to the launch of the webinar/phone bridge components to further promote our online collaborations. We currently have weekly teleconferences with our employees around the globe and a webinar would improve communications and project training and planning."

~ Dr Dwight Tapp

THE RESULTS

"HyperOffice has significantly improved our collaboration by centralizing project management and document management requirements. The secure domain is compliant with most federal regulations, which is key for our industry, and the web based application has improved mobility and accessibility for our employees around the globe. It is the closest application to an enterprise solution that I have seen with a price point that is equally attractive and affordable. To top it off, we have had absolutely NO issues with downtime or connectivity!!!!"

~ Dr. Dwight Tapp

A \$28,000 Savings

With a 2007 budget that included the procurement of a new server platform for \$30,000, ClinicAid was now tasked with the not wholly unpleasant duty of allocating a surplus \$28,000 to other areas of the organization. Dr. Tapp expands upon this issue: "Our year one cost of HyperOffice was \$1,900, representing an immediate savings of almost \$28,000 over our original planned investment. We then had a surplus of funds to allocate towards additional programs which were not projected in the 2007 budget." These allocations would prove to not only open additional opportunities, but also generate additional funds to promote even more organizational growth.

New Opportunities

With the money saved, Dr. Tapp was able to allocate this considerable overhead towards marketing and sales ventures. Resulting in a considerable increase in contract awards, ClinicAid began attending additional trade shows and partaking in advertising as a means of marketing their service. This additional overhead has changed the way ClinicAid approaches business development, with the ability and newfound confidence to consider and approach larger opportunities.

"One of the largest ClinicAid contract awards to date has been as a direct result of marketing which would not be possible without HyperOffice's help."

~Dr. Dwight Tapp

An Endearing Solution

A few months into the implementation, ClinicAid has taken a step past the first layer of the product and finding that there is still much power left to be tapped. They have realized that HyperOffice is a multifaceted and mature product that is even more robust than initially thought. The ability to publish tailor-made microsites, coupled with the web and audio conferencing tool that would allow them to completely move to HyperOffice, has given Dr. Tapp many new ideas about how to approach and improve current vendor relationships. With HyperBase, a complete online database solution in the works, ClinicAid can look forward to soar to new heights.