

Developed an advanced healthcare relationship management solution for smart referral management and physician engagement

About the Client



A niche healthcare relationship management solution vendor based in USA



Business mission is to improve referral management and topline growth



Healthy growth rate attracting strong series A investments

Business Needs

Provide

actionable referral insights

Breakdown

referral insights into simple visualizations

Understand

platform usage patterns to identify improvement opportunities

Expand

product suite with physician recruitment platform

Upgrade

the existing monolith platform to enable superior data processing

Eliminate

or significantly reduce technical debt

Solutions

Implemented mature data acquisition and analytics platform

Made referral visualizations intuitive to identify patient leakage/acquisition opportunities

Enabled mature relationship management features to initiate and track physician engagement

Developed physician recruitment solution to help streamline hiring workflows



Set metrics-driven product management practices for continual improvement

Established omnichannel engagement with iOS and Android apps

Refactored platform into a modern microservices-based architecture

Technology Stack

LANGUAGES AND FRAMEWORK



CLOUD



DEVELOPMENT TOOLS



Business Impact

<2 weeks
customer onboarding timeline

2x improvement
in time to market

99.9%
system availability

Cybage Healthcare and Life Sciences



Digital Health



Healthcare Interoperability



Revenue Cycle & Administration



Healthcare Data Engineering



Life Sciences

**Engineering Digital Excellence.
Transforming Healthcare Outcomes.**