Case Study:

Online Digital Pharmacy

Healthcare Industry

Client Situation

Our client, a prominent facilitator in medicines and healthcare products, planned to develop an online ecommerce system dealing in medicines and health care products. The customers can register themselves online and can purchase medicine and other health care products with easy and intuitive steps in order to have a hassle free shopping experience.

The distribution network catered through representatives (Health Buddy) will ensure a personalized experience as well as maintain high standards of quality and efficiency resulting in customer delight and satisfaction.

The key challenges included:

1. Selling medicines online
2. Assigning location-wise health buddy for consultancy and medicine delivery, and
3. Enabling reporting capability to measure volume of business and health buddy performance

Experis IT Solution

Experis IT proposed an ecommerce system application that will provide a new dimension to the way health care products are transacted. An online facility that only provides health care related information but also acts as an online medicine shop where customers get options for checking cheaper generic medicines as substitute and personalized service of Health buddy to enhance the overall shopping experience both in terms of quality and satisfaction.
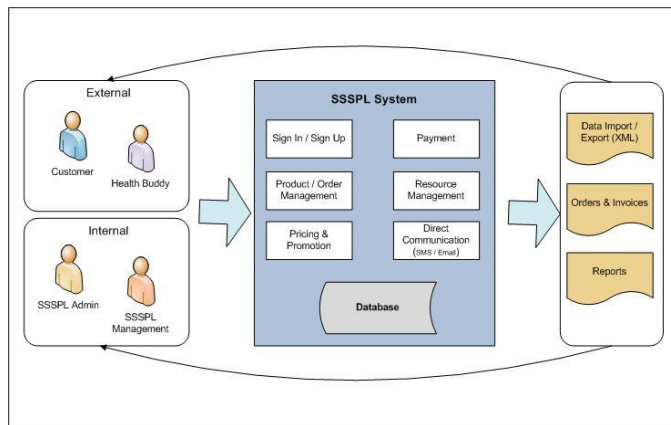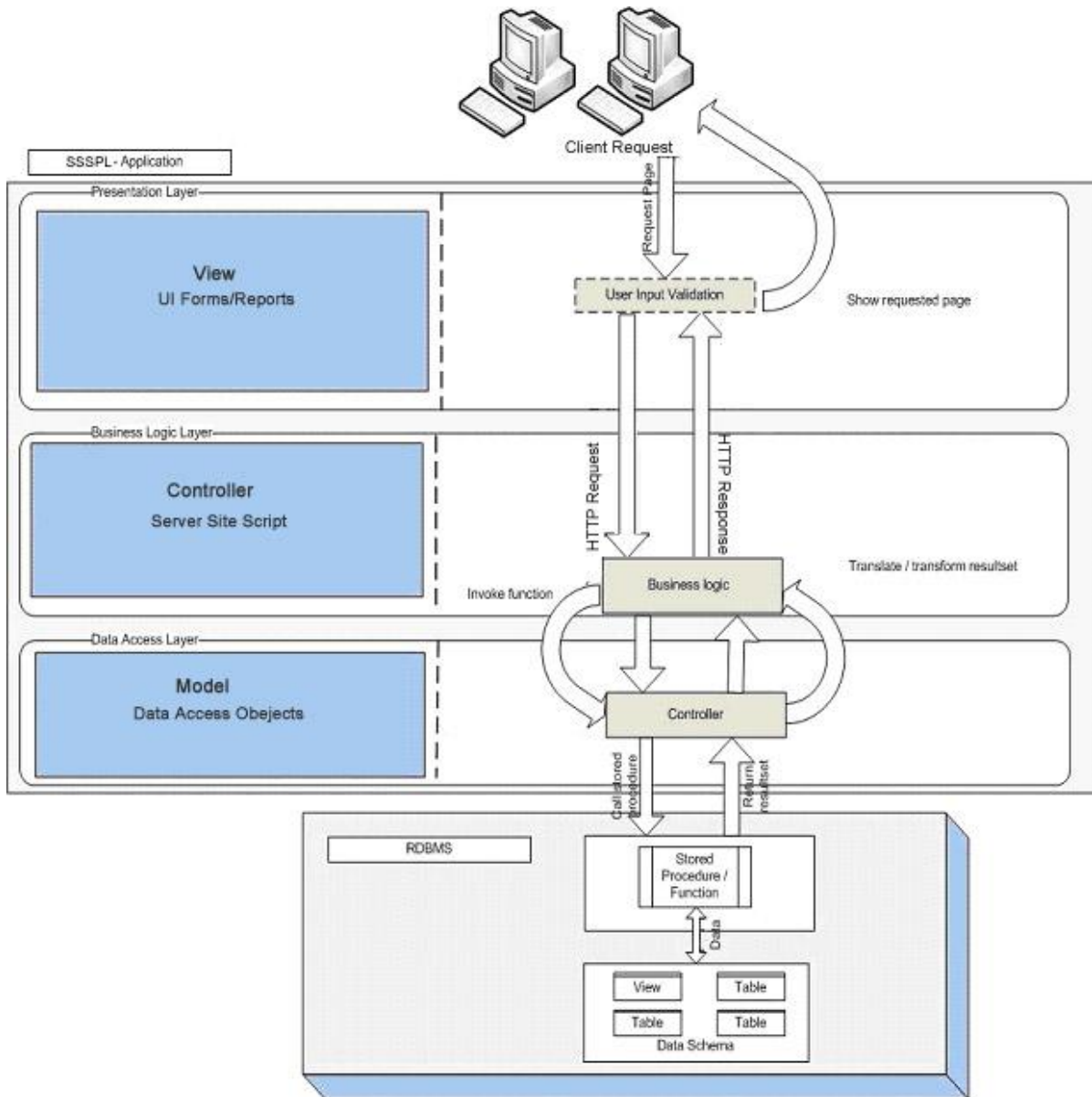

Figure – High Level System Overview

Solutions Overview

The application will be designed to follow a layered architecture approach so that each logical layer would be loosely coupled in order to provide greater flexibility and incorporating on demand business requirements.

Sample Screenshots

Technology Specifications

Key Components	
Scripting Language	PHP 5x
Web Server	IIS / Apache
Database	MSSQL Server 2008
Operating System	Windows
Front end validation	JavaScript

Client Benefits:

- Online healthcare products at your doorstep
- Improved user experience
- Choice of OTC and Prescribed drugs
- New Business opportunities for individuals to become health buddy and earn profits.
- Effective use of technology, time and manpower for delivering healthcare products

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