

Case Study



About Client

PatientsLikeMe is the world's largest patient-centric digital health platform and the fastest-growing community with 8,30,000plus people sharing more than 2,900 personal stories, info related to health, treatments, symptoms, & peer-reviewed medical & scientific journals.

Project Requirements

Our certified Salesforce specialists understood the Client's 24-week MDD (Mental Depression Disorder) survey plan in 2 phases. Our teams planned to implement custom components for goal tracking & reusable generic components to conduct surveys dynamically.

Objectives of Client

The Client has data about patients' lifestyle choices, socio-demographics, conditions, treatments, and insights. However, there was no survey component to conduct real-time surveys among patients and a goal tracking component to track weekly progress available on their self-serviceable platform.

Our Solution

Our teams planned and implemented Salesforce Experience Cloud and Service Cloud to enhance the real-time digital experience for the users.

Major challenges during implementation

- 01 Our teams developed six generic components for conducting real-time surveys & an MDD survey component with a goal tracking system with restricted access to the next survey
- 02 Successfully integrated SMS (using AWS) and EHRs (US-based digital health regulatory system)



Outcomes

- › The Client launched their 24-week MDD survey and goal tracking program in 2 phases
- › With automated and restricted access to the next survey in the MDD survey component, the users took their weekly survey and tracked their progress to gain access to the next survey. This further improved user engagement, besides gaining more qualified data and insights on the patients' mental health



- › The Client can reuse generic components for other surveys by modifying the content in the future
- › The patient data is dynamically updated to the EHRs system, and the Client can secure the patient data in compliance with GDPR
- › The Client can further use the patient data to analyze and understand health conditions, behaviors, demographics, and other useful info to develop their services further
- › The Community cloud and Service cloud implementation can improve user experience and interaction among the patients virtually



20+

Clients

4.7



AppExchange

79+

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