

Support Service

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OVERVIEW

# HEALTHCARE SERVICE

2024



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# OUR HEALTHCARE TECHNOLOGY FOCUS

Welcome to the Ev Services Healthcare booklet. This document is designed to provide an in-depth understanding of the technology services we offer to the healthcare industry, how we sell these services, and the internal processes involved in delivering exceptional technological solutions.



# Healthcare Solutions

**Website Development and Maintenance**

**Web and Digital Solution**



**Patient Engagement and Education**

**Regulatory Compliance and Safety**



**Data Analytics and Business Intelligence**

**Telehealth service**



**CRM Integration Management**

**Healthcare IT Support**

**AI powered Customer Experience Management**





# Detailed Service Descriptions

## Website Development and Maintenance:

- We design and maintain responsive, user-friendly websites that enhance user experience and meet the latest web standards. Our ongoing maintenance ensures optimal performance and security.

## Web and Digital Solution:

- Our comprehensive web and digital solutions cover everything from website development to digital marketing strategies, driving online engagement and business growth.

## Patient Engagement and Education:

- We create interactive platforms and educational content to empower patients, improving their understanding of health conditions and enhancing their overall healthcare experience.

## Regulatory Compliance and Safety:

- Our services ensure that your healthcare operations comply with all relevant regulations and safety standards, minimizing risk and enhancing patient trust.

## Data Analytics and Business Intelligence:

- We leverage advanced data analytics and business intelligence tools to provide actionable insights, helping healthcare providers make informed decisions and improve operational efficiency.

## Telehealth Service:

- Our telehealth solutions offer secure, convenient, and efficient virtual healthcare services, expanding access to care and improving patient outcomes.

## CRM Integration Management:

- We integrate customer relationship management (CRM) systems to streamline patient interactions, enhance service delivery, and improve patient satisfaction.

## Healthcare IT Support:

- Our IT support services ensure that your healthcare technology infrastructure is reliable, secure, and efficient, enabling seamless healthcare delivery.

## AI-powered Customer Experience Management:

- We utilize artificial intelligence to personalize and enhance the customer experience, providing tailored healthcare solutions and improving patient engagement.



# Compliance and Data Security

## ISO/IEC 27001



- **Managing Sensitive Information:** We established a comprehensive Information Security Management System (ISMS) aligned with ISO/IEC 27001 requirements, reflecting our structured approach to managing and securing sensitive information. Regular assessments and updates to EV security policies and procedures allow us to comply with international standards and adapt to evolving threats.

## SOC 2



- **Ensuring Security and Trust:** SOC 2 certification was awarded after a rigorous audit, showcasing our commitment to security, availability, processing integrity, confidentiality, and privacy. Our ongoing efforts to maintain and enhance security protocols ensure we consistently meet SOC 2's rigorous standards, fostering trust and confidence in our services.

## GDPR



- **Protecting Privacy Rights:** Our compliance with the General Data Protection Regulation (GDPR) underscores our dedication to protecting the privacy rights of EU citizens through robust data protection practices. Prioritizing transparency and accountability, we consistently meet GDPR's high standards, ensuring responsible handling of personal data, including obtaining explicit consent and providing data access rights.

## HIPAA COMPLIANCE



- **Securing Health Information:** Adherence to the Health Insurance Portability and Accountability Act (HIPAA) is integral to our operations. Implementing stringent measures ensures the confidentiality, integrity, and availability of electronic protected health information (ePHI), demonstrating our commitment to safeguarding sensitive health data in compliance with HIPAA regulations.

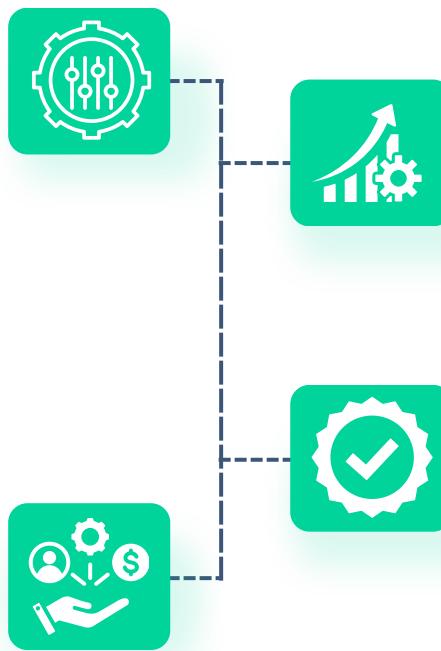
# Delivery model

In the healthcare services domain, we adopt a **Client-Centric Project Execution delivery model** to ensure efficient and effective project delivery, tailored to the specific needs and timelines of our clients.

## Benefits of the Client-Centric Project Execution Model

### Customized Solutions:

By closely collaborating with the client from the outset, we ensure that the delivered solutions are precisely tailored to their specific needs.



### Continuous Client Involvement:

Regular engagement with the client's lead stakeholders ensures that the project remains aligned with their expectations and allows for timely adjustments.

### Efficient Resource Utilization:

Careful planning and task assignment optimize the use of internal resources, ensuring timely and cost-effective project completion.

### High-Quality Deliverables:

Rigorous quality assurance processes guarantee that the final product meets the highest standards of healthcare service delivery.

This delivery model exemplifies our commitment to providing personalized, high-quality healthcare solutions that meet the unique requirements of each client, ensuring successful project outcomes and lasting partnerships.

# Delivery model Preparation

In the healthcare services domain, we adopt a **Client-Centric Project Execution delivery model** to ensure efficient and effective project delivery, tailored to the specific needs and timelines of our clients.

**The Client-Centric Project this model is characterized by the following steps:**

## 1. Project Scope and Timeline Submission:

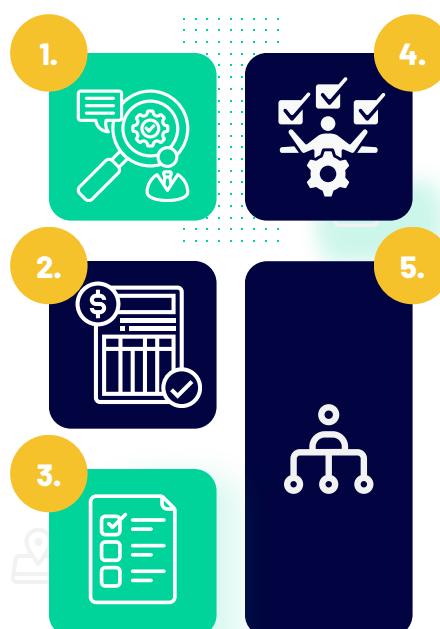
- Client Submission: The client provides a detailed project scope and a proposed timeline, outlining their requirements and expectations for the healthcare service project.

## 2. Quotation and Approval:

- Quotation Preparation: Based on the submitted project scope and timeline, we prepare a comprehensive quotation, detailing the costs, resources, and deliverables.
- Client Approval: The client reviews the quotation and, upon agreement, provides approval and issues a Purchase Order (PO).

## 3. Task Assignment to Internal Resources:

- Internal Resource Allocation: Once the PO is received, we allocate the necessary internal resources, including project managers, healthcare IT specialists, and other relevant experts.
- Task Assignment: Specific tasks and responsibilities are assigned to each team member, ensuring that all aspects of the project are covered.



## 4. Project Execution and Delivery:

- Execution: Our team executes the project according to the approved scope and timeline, maintaining regular communication with the client to ensure alignment and address any emerging issues.
- Quality Assurance: We perform rigorous quality checks at each stage of the project to ensure that all deliverables meet the highest standards.

## 5. Stakeholder Engagement and Handover:

- Engagement with Lead Stakeholders: Throughout the project, we engage with the client's lead stakeholders to provide updates, gather feedback, and make necessary adjustments.
- Project Handover: Upon project completion, we deliver the final product to the client, ensuring all requirements are met and providing any necessary training or support for a smooth transition.



# INTERNAL PROCESSES AND WORKFLOWS

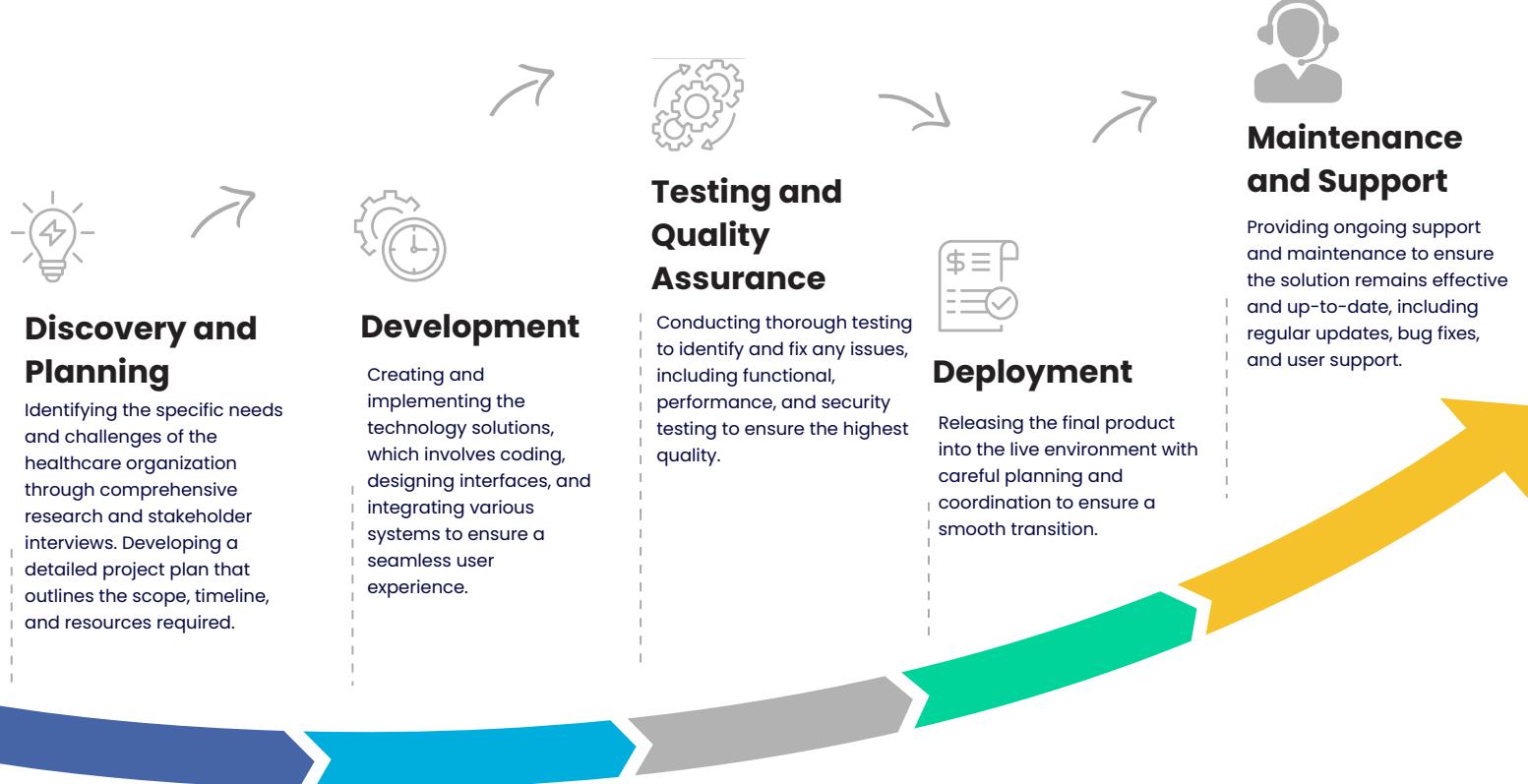
Our internal processes and workflows are designed to ensure the highest level of service delivery. Key processes include:

- **Discovery and Planning:** Identifying client needs and planning the project scope.
- **Design and Development:** Creating and developing the technology solutions.
- **Testing and Quality Assurance:** Rigorous testing to ensure functionality and security.
- **Deployment and Ongoing Support:** Implementing the solutions and providing continuous support.



# Website development Workflow

*Our healthcare support services are implemented using a phased approach to ensure smooth and effective integration. This method allows us to systematically address each aspect of your healthcare needs, ensuring comprehensive and reliable support.*



# Healthcare Challenges



## Sensitive and confidential data

Ensuring data security and confidentiality when outsourcing technology services is a significant concern.



## Compliance with Regulatory Requirements

When outsourcing technology services, agencies must ensure that the vendor has a clear understanding of these regulations and can provide compliant solutions.



## Agility & Flexibility

Media agencies in the healthcare industry need flexibility and agility to keep up with changing healthcare trends and regulations, and to effectively communicate complex medical information.



## Medical, Legal, and Regulatory (MLR) Challenges

Adhering to strict MLR standards is crucial to ensure that all healthcare communications and technology solutions are compliant with industry regulations and legal requirements.



## Communication and Collaboration

Agencies need to establish clear communication channels and ensure regular updates and progress reports.





# Communication Protocol

**Training and Onboarding:** Training plans for the client's team and ongoing support for onboarding new systems or processes.

**Regular Updates:** Schedule regular check-ins and status update meetings to discuss progress, address issues, and plan next steps. These can be weekly, bi-weekly, or monthly depending on the project phase and requirements.

**Documentation:** All project documentation will be maintained and shared through a centralized platform to ensure accessibility and transparency for all stakeholders.

**Time Agreement:** Commit to a predetermined number of hours per week, focusing on completing all tasks within the agreed-upon timeframe.

**Client Feedback and Satisfaction:** Mechanisms for gathering and addressing client feedback.

**Performance Metrics and KPIs:** Key Performance Indicators to measure success and areas for improvement.

**Risk Management and Contingency Planning:** Strategies to handle potential risks and issues.



Healthcare Service

# Tools and Technologies

We utilize a range of tools and technologies to deliver our services, including:

- **Operating Systems:** Windows Server
- **Databases:** MySQL, Microsoft SQL Server, PostgreSQL
- **Programming Languages:** Java, PHP, .NET (C#), Python, JavaScript
- **Frameworks:** Angular, React, Flutter
- **Content Management Systems:** WordPress, Drupal, Sitecore, Veeva
- **Analytics Tools:** Google Analytics, Tableau
- **Cloud Services:** AWS, Microsoft Azure, Google Cloud Platform
- **Security Tools:** SSL/TLS, OAuth, SSO, Firewalls, IDS

# Agile Healthcare Technology Solutions



- **Resilient and Versatile Healthcare Infrastructure:** Fortify your healthcare framework to be robust and adaptable, ensuring continuous and efficient operations across all medical services.
- **Enhanced Efficiency and Minimized Downtime:** Our services streamline healthcare processes and proactively address potential issues, significantly boosting operational efficiency and reducing system downtimes in critical healthcare settings.
- **Scalable Solutions for Evolving Healthcare Needs:** We provide solutions designed to grow and adapt with your healthcare organization, ensuring that your infrastructure aligns with your evolving medical and administrative requirements.
- **Access to Broad Expertise and Support:** Our team, comprising experts across various domains, offers a wide range of specialized support and knowledge. This diverse expertise ensures that all your technical healthcare needs are met promptly and efficiently, under one umbrella.
- **Unparalleled Accessibility to Services and Support:** Our approach ensures that you have round-the-clock access to support and services. This accessibility guarantees that help is available whenever and wherever it's needed, keeping your healthcare systems running smoothly at all times.



# SERVICE REQUIREMENTS QUESTIONNAIRE

## General Information

- Can you describe your healthcare organization and its primary services?
- What are your organization's key business objectives and goals in relation to technology?

## Support Scope and Services

- What specific healthcare services or processes will the technology support team be responsible for?
- What are the typical technical issues or requests that your healthcare staff face?

## Support Hours and Availability

- What are your desired support hours (e.g., 24/7, business hours, weekends)?
- Do you need support across multiple time zones?

## Communication Channels

- What communication channels do you want the support team to use (e.g., phone, email, chat, healthcare portals)?
- Do you have any preferred tools or platforms for these channels?

## Reporting and Metrics

- What key performance indicators (KPIs) are important to measure the support team's success in the healthcare context?
- Do you have specific reporting requirements or formats?



# SERVICE REQUIREMENTS QUESTIONNAIRE

## Integration and Tools

- Do you have existing tools or systems that the support team needs to integrate with (e.g., EHR, CRM, healthcare management systems)?
- Are there any specific workflows or processes that the team should follow?

## Training and Knowledge Management

- Will there be initial training provided to the support team? If so, who will deliver it?
- How will ongoing training and knowledge sharing be managed?

## Security and Compliance

- Are there any specific security or compliance requirements the support team needs to adhere to (e.g., HIPAA, GDPR)?
- How should sensitive healthcare data be handled and protected?

## Cost and Budget

- What is your budget for the healthcare technology support services?
- Are there any cost constraints or considerations we should be aware of?

## Other Considerations

- Are there any other specific needs or considerations that we should be aware of?
- Do you have a timeline for when you want the support team to be operational?

# FAQ



## **Q: What type of healthcare providers would need this service?**

A: This service is typically needed by hospitals, clinics, medical research facilities, and other healthcare providers that require reliable and efficient technology solutions to support patient care and operational efficiency.

## **Q: What measures are taken to guarantee confidentiality and data protection for healthcare providers?**

A: To ensure confidentiality and data protection, we implement strict access controls, data encryption, regular security audits, and compliance with relevant data protection regulations such as GDPR and HIPAA. Additionally, all team members are trained on data privacy best practices.

## **Q: How do you handle the integration of new technologies with existing healthcare systems?**

A: We conduct a comprehensive assessment of the existing systems, plan the integration carefully, and ensure compatibility and seamless operation through rigorous testing and validation.

## **Q: What kind of support do you offer post-implementation?**

A: We offer ongoing maintenance and support services, including regular updates, troubleshooting, user training, and performance monitoring to ensure the continued success of our technology solutions.

# REFERENCES

In this section, we will showcase some of the Healthcare services we have provided to our clients.





# Client: Greater than One

## **Challenges and Requirements:**

GTO, a leading agency in the healthcare marketing sector, initially faced challenges with their website development and quality assurance processes. They needed reliable support for bug fixes and development, and lacked internal resources to manage these tasks effectively. Their existing team was unable to keep up with the growing demands, which led to inefficiencies and delays.

## **Proposed Solution & Approach:**

We began our partnership with GTO as a dedicated QA team, identifying and fixing bugs to ensure the smooth operation of their website. As GTO's trust in our capabilities grew, we expanded our role to include full-scale website development. Our approach included:

- Full-Time Resources: Provided GTO with dedicated developers and QA specialists to handle their needs consistently.
- Process Optimization: Assisted in developing efficient workflows and implementing Jira for better project management and tracking.
- Comprehensive Support: Took over all internal development and QA functions, offering a seamless transition and continuous support.

**Greater Than One**  
MAKING PEOPLE BETTER

## **Results:**

- Seamless Transition: Successfully integrated our team as GTO's sole development and QA resource, replacing their internal staff.
- Enhanced Efficiency: Improved project management and workflow through effective use of **Jira**.
- Reliable Support: Provided consistent and high-quality support, leading to smoother operations and fewer disruptions.
- Strengthened Collaboration: Built a strong partnership with GTO, allowing for better alignment and faster project turnaround.

# Client: Heller

## Challenges and Requirements:

Heller Agency, a pharmaceutical and medical device marketing firm based in San Diego, partnered with EV in August 2023. The agency specializes in delivering creative campaigns for pharma companies, focusing on areas like ophthalmology, dermatology, aesthetics, and sexual health. Their projects with EV include websites, email templates, and creative banners, often under tight timelines and demanding go-live schedules. Heller requires extra attention because their design approvals come after EV's work estimations, which impacts project timelines and delivery.

## Proposed Solution & Approach:

- Established a dedicated team familiar with Heller's operational standards.
- Conducted training to prevent bottlenecks and ensure smooth project flow.
- Introduced an internal design review process before starting work.
- Set up review calls with Heller's designers to align on scope and budget, reducing miscommunications and rework.



## Results:

- Improved team alignment with Heller's working style, allowing for flexible support when needed.
- Achieved more accurate project estimates.
- Effectively managed client expectations, ensuring high-quality deliverables and timely project completion.
- Implemented a continuous improvement process to refine workflows and enhance future project outcomes.



# Project : xdemvy

XDEMVY (lotilaner ophthalmic solution) 0.25% is the first and only FDA-approved treatment for Demodex blepharitis.

### Services Provided:

- Development, QA, and deployment.
- Integration with the "Find a Doctor" tool from PressGaney.
- Developed and deployed websites throughout stages of their drug approval process (Production approval, availability, and confirmation).

One drop per eye, twice a day (12 hours apart), for 6 weeks.

**NOW THERE'S XDEMVY**

XDEMVY is the first and only FDA-approved treatment for Demodex blepharitis (DB).<sup>1</sup>

[SEE REAL RESULTS](#)

One drop per eye, twice a day (12 hours apart), for 6 weeks.

**See XDEMVY in Action**

**Indications and Usage**  
XDEMVY (lotilaner ophthalmic solution) 0.25% is indicated for the treatment of Demodex blepharitis.

**Important Safety Information**  
Most common side effects: The most common side effect in clinical trials was stinging and burning in 10% of patients. Other side effects in less than 2% of patients were chalazion/hordeolum and punctate keratitis.

Our Find an Eye Doctor tool can help you locate an eye doctor in your area who is knowledgeable about Demodex blepharitis (DB). Schedule an appointment today to get your eyelids checked and determine if XDEMVY® is right for you.<sup>1</sup>

\* Required Field  
Enter your city, ZIP Code, or doctor name \*

Online Scheduling for In-Person Visit

[Advanced Search](#)

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# Project : eyelidcheck

EyelidCheck.com provides information and resources for understanding and diagnosing Demodex blepharitis, a common eyelid disease.

### Services Provided:

- Development, QA, and deployment.
- Integration with the "Find an Eye Doctor" tool.
- Developed and deployed websites throughout stages of their educational and diagnostic process.

**TARSUS** About DB Getting a Diagnosis Patient Stories Maintaining Eyelid Health Patient Resources Join the Community Find an Eye Doctor

AN EYE FOR

**What's causing your red, itchy, irritated eyelids?**

**TARSUS** About DB Getting a Diagnosis Patient Stories Maintaining Eyelid Health Patient Resources Join the Community Find an Eye Doctor

**Real people share real stories**

When it comes to Demodex blepharitis, you're not alone. Nearly 25 million eye care patients in the US are affected by DB.<sup>1,2</sup> Here are some real stories from real people who shared their challenges, daily struggles, and overall outlooks on living with Demodex blepharitis.

**ZACH** | On living with the symptoms of Demodex blepharitis

**TINA** | On fighting the emotional effects of Demodex blepharitis

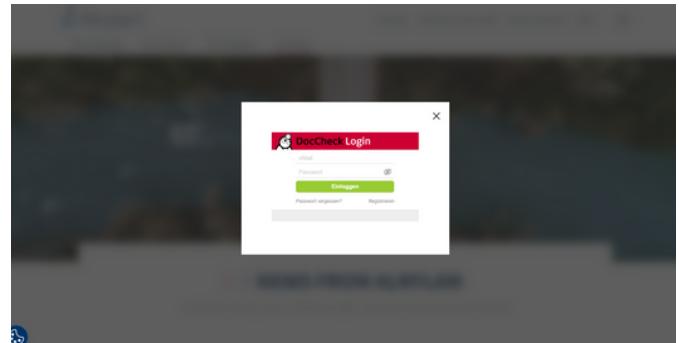


# Project: Alnylam

Alnylam Pharmaceuticals is a leading biopharmaceutical company specializing in the development of RNAi therapeutics to treat a wide range of diseases.

### Services Provided:

- Development and QA.
- DocCheck login for EU Healthcare Professional (HCP) sites.



The screenshot shows the Alnylam website's main navigation bar with links for Investors, Medical Professionals, Patients, Job Seekers, Quick Links, Follow Us, and a search icon. The main content area features a dark background with a central news banner. The banner has a red header with the text "DocCheck Login" and a "Logout" button. Below this, there are fields for "Email" and "Password", with "Forgot password?" and "Register" links. The main headline in the banner reads "HELIOS-B Phase 3 Topline Results" and states "Alnylam announces positive topline results from the Phase 3 clinical trial of utraviriran". A "LEARN MORE" button is present. To the right of the banner is a stylized sunburst logo with the text "HELIOS-B". At the bottom of the page, there is a section titled "ALNYLAM NEWSROOM".

# Project: Onpattro

Onpattro is a treatment developed by Alnylam Pharmaceuticals for polyneuropathy caused by hereditary transthyretin-mediated (hATTR) amyloidosis in adults.

### Services Provided:

- Development and QA.
- Built a "Find a Doctor" tool.

The screenshot shows the Onpattro (patisiran) product page. At the top, there are links for "Important Safety Information", "Prescribing Information", "For HCPs", "Find an Infusion Center", and "Connect With an Alnylam Educator". Below this is a large image of a tree with people sitting on its branches against a sunset sky. The text next to the image reads "ONPATRO® (patisiran) may transform the future for you and your family. ONPATRO® is a prescription medicine for adults that treats the polyneuropathy caused by an illness called hereditary ATTR (hATTR) amyloidosis". There are three call-to-action buttons at the bottom: "Learn more about hATTR amyloidosis", "Explore treatment with ONPATRO", and "Discover patient support services". At the very bottom, there is a link to "Important Safety Information and Indication" and a note about what are the most important things to know about ONPATRO® (patisiran).

The screenshot shows the "Find an infusion center" tool. At the top, there are links for "onpattro (patisiran) Empagliflozin", "Disease Overview", "How ONPATRO May Help", "Treatment With ONPATRO", and "Support & Resources". Below this is a search bar with the placeholder "Search the ONPATRO® Infusion Center Directory to locate the infusion center closest to you". It includes dropdowns for "Search within" (set to "100 miles") and "of" (set to "ZIP code"), and a "Search" button. At the bottom, there is a section for "Important Safety Information and Indication" and "Important Safety Information" about what are the most important things to know about ONPATRO® (patisiran). It lists "Infusion-related reactions" and notes that ONPATRO® is given as a drip into a vein (called an "intravenous infusion").



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