

CS605 Project Proposal: Database Design for Hologic

Background and current market situation

Hologic is a medical technology company primarily focused on women's health and beauty. Its main business is selling medical devices for surgery and medical imaging to healthcare providers. There are two main concerns about their business. One is related to innovation. Clinical researchers need to cooperate closely with healthcare providers and R&D department to do innovation. The other concern is related to sales. Sales supports provide guidance and technical advice for Hologic's equipment, and also do maintenance during a certain time of period. So they need to know sales data as well as the operation activities of clients.

Goals of the project

The goal of our team project is to design a database for Hologic, Inc. to strengthen innovation capability and improve the efficiency of their sales operation. More specifically, our database will help to connect different departments in the corporation with their clients.

Function want to achieve

- Connect Sales rep and Clinical researchers and R&D
 - They can share the sales data to analyze the trend of healthcare industry;
 - Clinical researchers and R&D can keep track of clinical experiment data and clinical trials
- Connect Sales representatives, sales support and clients
 - They can track purchasing history of customers;
 - They can manage customer clinic activity data like patient volume/day, annual budget, etc;
 - They can gather feedback from clients about the products and do analysis.

Users of the database system

R&D, Sales & Sales support, Clinical Services people in Hologic; Doctors and researchers in hospitals.