CASE STUDY
Ameda Direct USA

Techies®
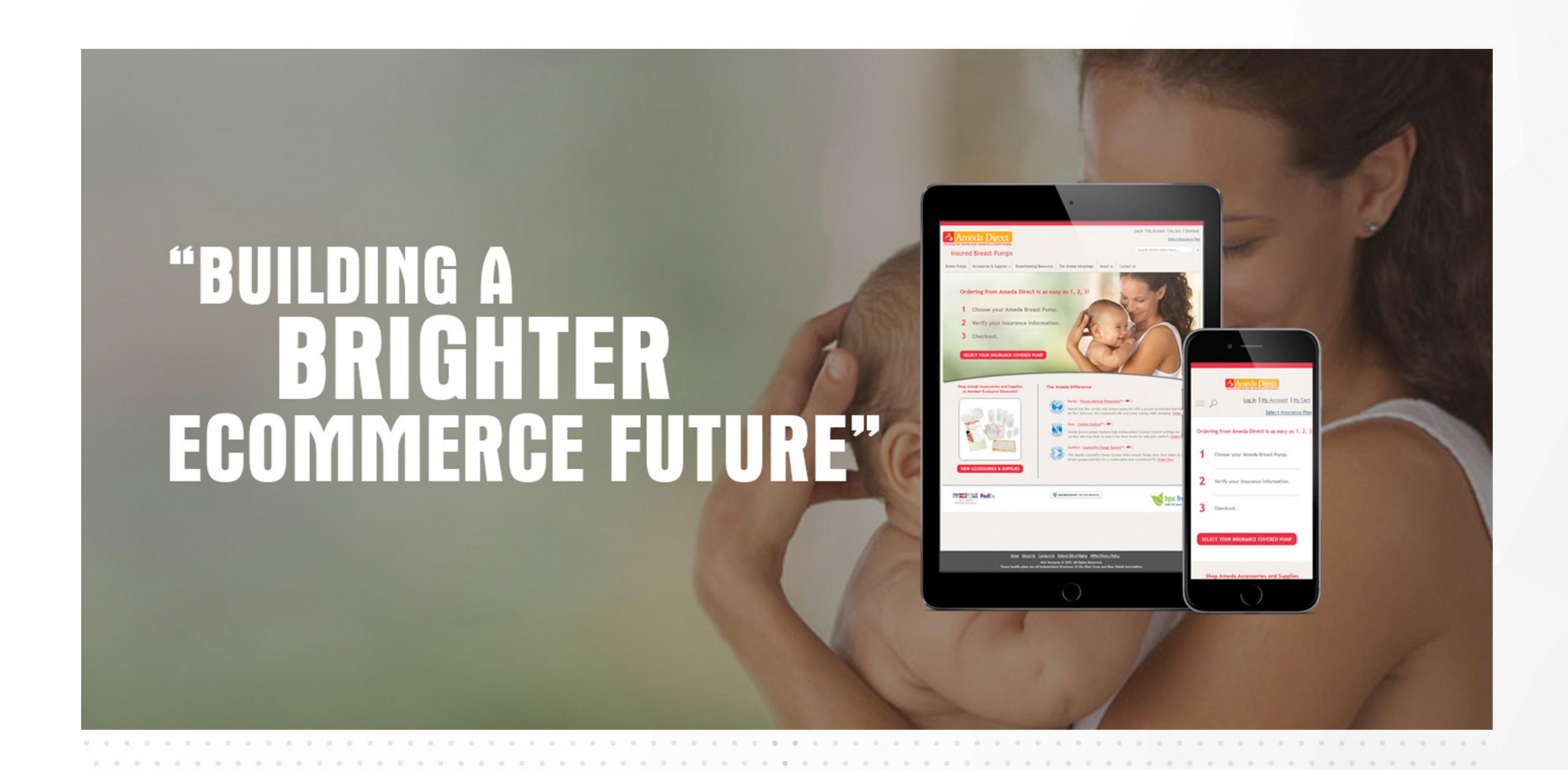*India Inc.*

ABOUT AMEDA DIRECT

Ameda Direct and it's network of sites (including breastpumps.com and breastpumpsdirect.com) is one of the largest distributors, wholesalers, and retailers of breast pumps and breast feeding accessories and supplies in the USA. They are the Preferred breast feeding equipment and lactation consulting provider for The National Blue Cross and Blue Shield Association, a national federation of 37 independent, community-based and locally operated Blue Cross® and Blue Shield® insurance companies serving roughly 60% of the Insured Health Care Consumers in America.

WHAT WE DID

We developed their Call Centre System in ZendFramework & Integrated it with their retail storefront in Magento (http://insured.amedadirect.com/) while expanding the functionality of Magento to include real-time insurance verification, claims management, physician prescription exchange and medical billing confirmations.

SYSTEM INTEGRATIONS

The system incorporates real-time integrations with the National Provider Identification System, The US Postal Service, over 40 Blue Cross Blue Shield Insurance Payers, Electronic Prescription Exchanges, Fax Communications Networks, Insurance Eligibility Verification Systems, Electronic Billing and Payment Networks. By leveraging dozens of API's atop the Magento platform, it has become the only real-time durable medical equipment retail system of its kind in the US allowing customers to go from the home page to selecting a covered product, verifying their insurance coverage, communicating with their doctor, and completing checkout via insurance claim and / or electronic payment in less than 5 minutes.

ZEND, MAGENTO & CUSTOM CRM

To achieve these goals, the system makes extensive use of nearly all of the core components of the Zend Framework and the Magento Platform and API, with extensive Zend Observers, REST API calls, WebHooks, Module Customizations, overrides of default Magento Capabilities, Responsive Web Design Themes and with Continuous Integration features like Build and Deployment automation systems integrated with the Atlassian Developer Tools Platform and Quality Assurance systems allowing Ameda Direct to serve the national network of 100 million Blue Cross Blue Shield subscribers and still develop, build, test, and deploy across multiple testing, staging, and production environment several times each day while exceeding the protections of privacy, security and availability compliance requirements of HIPAA and PCI regulations.

RESULT

"The best thing about Techies is you don't have to sit with them & make them understand what you want. From CEO to the Quality team everyone has worked with us like our own team. Can not imagine my firm without them, very high standards of communication & delivery" 👤 Spencer Hoyt – President ✉ **spencer@amedadirect.com**

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