



CASE STUDY

Launched in Five Weeks: VitalAire's  
Award-Winning Next-Gen Patient  
Portal Enhances CX

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*The ability for patients to manage their healthcare remotely became increasingly important because of the 2019 global pandemic. VitalAire, a leading provider of healthcare services, and its parent company, Air Liquide, recognized an opportunity to improve the patient experience through the digitization of medical supply refills. To accomplish this goal, VitalAire turned to EPAM to develop a commerce-enabled next-generation patient portal that would support its patients who need lifelong care to manage their diabetes.*

Following the launch of the solution, VitalAire's patients were able to remotely manage their treatments and easily reorder supplies without leaving the comfort of their home. EPAM and VitalAire also enhanced the patient journey by revitalizing the existing website, implementing commerce functionality and adding features to the platform to improve the overall user experience.

In 2020, VitalAire and EPAM were recognized when the organizations received an [Acquia Engage Award](#) in the "Building a Better Tomorrow" category.



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### THE CHALLENGE: LAUNCHING VITALAIRE'S NEW PATIENT PORTAL IN FIVE WEEKS

*Prior to creating the patient portal, VitalAire had no digital touchpoint for patients and customers. Back-office teams—primarily working through call centers and separate offline processes—faced high call volume, repetitive tasks and general process inefficiencies, which ultimately impacted customer satisfaction. An eCommerce integration was also needed, as VitalAire had no existing commerce solution in place.*

To attract new customers, improve the patient journey and ensure a user-friendly experience, VitalAire needed to create a digital platform that would enable customers to order refills and supplies online and offer superior features and functionality, enhancing the user experience for all site visitors.

Given the upcoming release of an innovative new insulin pump product, VitalAire needed to move quickly to bring this new patient portal to market before its competition did the same. As a result, VitalAire tasked EPAM with implementing the solution in just five weeks.

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### THE SOLUTION: RAPID IMPLEMENTATION OF A POWERFUL PLATFORM

EPAM worked quickly with VitalAire to conduct a discovery workshop and kickoff planning for the first phase of the initiative. Drupal was selected as the content management system (CMS) due to VitalAire's familiarity with the platform and because of its cost, flexibility and contributed module ecosystem that lent itself to both the rapid implementation period as well as planned future enhancements. For the commerce functionality, commercetools was selected for its ease of integration with Drupal, powerful APIs, strong data security and excellent performance due to its microservice architecture.

As a Global Level Acquia Partner with expertise in Drupal and the Acquia Open DXP, EPAM advised VitalAire to host the solution on the Acquia Cloud Platform.

#### **The platform provides many benefits and:**

- Delivers comprehensive Drupal infrastructure support from development and staging to production
- Mitigates infrastructure-related time challenges and enables development teams to concentrate on the solution itself
- Offers powerful developer-facing user interfaces, a strong focus on security, a robust API and automated deployment from a version-controlled code repository



**The new VitalAire patient portal, with its prescription-based ordering tool, was completed and launched on time and within budget in May 2020.**

Patients can now remotely manage their diabetes treatments and easily reorder supplies from home.

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## THE RESULT: ENHANCING THE PATIENT EXPERIENCE

Following the implementation of the patient portal that enabled online sales of the insulin pump, the second phase of the project extended the eShop and its commerce capabilities to incorporate other therapy areas and included a full visual redesign of the existing web portal, further improving the end-to-end user experience.

**To optimize the platform and create a superior customer journey, EPAM worked with VitalAire to:**



**REDESIGN THE EXISTING WEBSITE**



**INTEGRATE THE NEW PLATFORM WITH ENTERPRISE RESOURCE PLANNING SYSTEMS TO PROVIDE PRODUCT INFORMATION, ORDER STATUS UPDATES AND ORDER HISTORY**



**INTEGRATE ADDITIONAL PAYMENT METHODS INTO THE NEW PLATFORM (PAYPAL, INGENICO)**



**IMPLEMENT A MARKETING SPACE THAT INCLUDED CUSTOMER-RELEVANT INFORMATION AND SEARCH CAPABILITIES**



**ENHANCE THE CUSTOMER JOURNEY THROUGH USER PROFILES, APPOINTMENT REQUESTS AND REORDERING CAPABILITIES**

## TECHNOLOGY STACK

DRUPAL 8

ACQUIA CLOUD PLATFORM

ACQUIA SEARCH

HUBSPOT

GITLAB

COMMERCE TOOLS

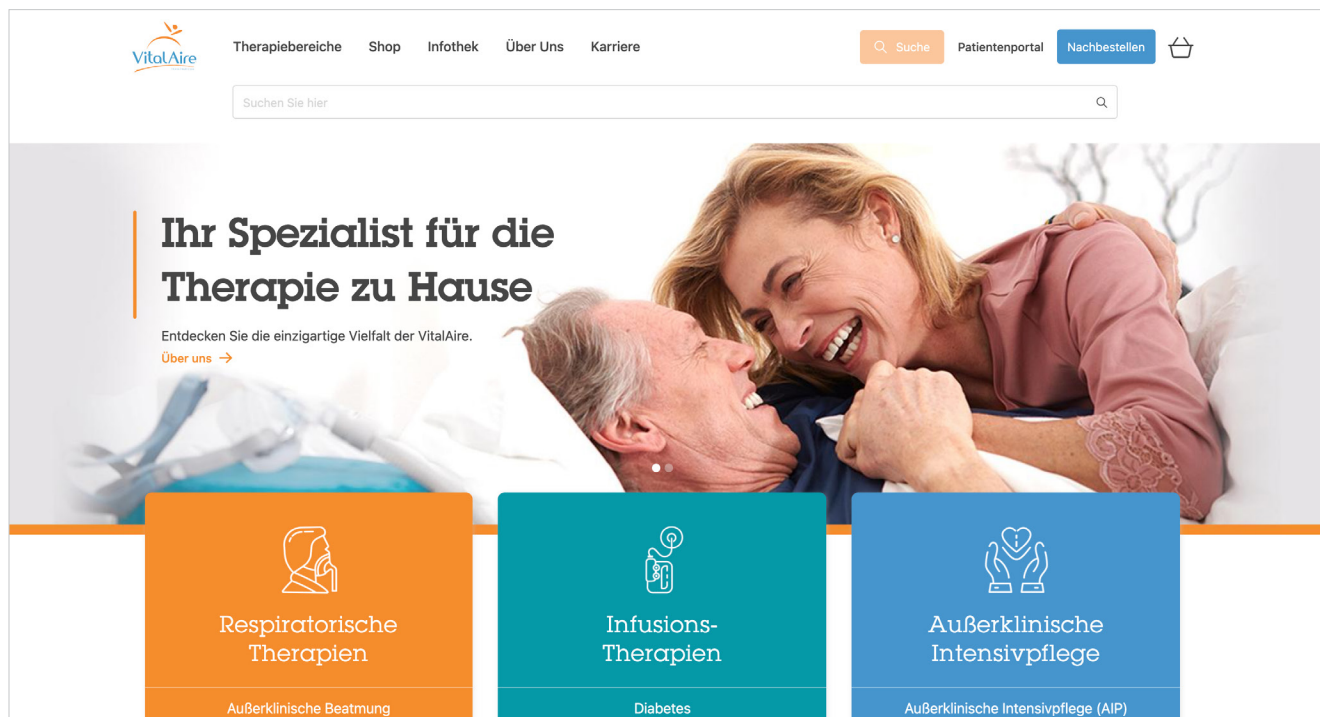
SAP ORDER MANAGEMENT

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## IMPROVING THE PATIENT JOURNEY

With both phases of the project complete, patients can now remotely manage their treatments with ease and purchase devices and accessories online—not only for diabetes, but also across five additional VitalAire therapeutic areas. A full visual redesign offers enhancements that improve the patient journey, including a new and easily navigable home page. A convenient unified navigation menu enables visitors to view all available VitalAire therapies and associated products, with dedicated sections for news, events, media, information, user libraries and more to further promote education and awareness.



VITALAIRE GERMANY'S HOMEPAGE

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## IMPROVING THE PATIENT JOURNEY

Important improvements were also made to customer profiles.

### The enhanced profiles enable VitalAire patients to:

- Upload prescriptions
- View up-to-date order status
- View extended order details and sort orders by various parameters
- Request appointments and view orders placed via other sales channels
- Track orders and determine when to reorder supplies

*“Being able to give our healthcare customers easy access to their daily necessities is key to providing a really successful and life-sustaining therapy to the patient. Together with the reliable and experienced team at EPAM, we have created a great solution in an impressively short time that does exactly that!”*

*// Hannes Frank, Head of Marketing & Product Management, VitalAire GmbH*

BESTELLNUMMER	BESTELLDETAILS	BESTELLSTATUS	DATUM	LIEFERDETAILS
20210118-0001	1 x AutoSoft™ 30 Infusion Set (13 mm Kanüle, 60 cm Schlauch) 2 x App Test Car1 (Size)	Geöffnet	18/01/2021	Berlin, Berlin, Genslerstraße 84, 13359
20210105-0004		Geöffnet	05/01/2021	Berlin, Berlin, Genslerstraße 84, 13359
20210105-0003		Geöffnet	05/01/2021	Berlin, Berlin, Genslerstraße 84, 13359

## VITALAIRE'S IMPROVED CUSTOMER PROFILES

**EPAM continues to partner with VitalAire Germany on its mission to improve patient care while evolving and enhancing the platform.**

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### ABOUT EPAM & OUR PARTNERSHIPS

EPAM has leveraged its advanced software engineering heritage to become the foremost global digital transformation services provider—leading the industry in digital and physical product development and digital platform engineering services.

As a **Global Level Acquia Partner** and a Premium Supporting Partner of the Drupal Association, our team of over 200 Drupalists have successfully delivered more than 750+ sites across 40 countries for some of the world's leading brands.

Since 2018, EPAM has been a **commercetools Global Solution Partner**. Our team of over 140 dedicated commercetools engineers and 1,450 commerce specialists build and deliver next-gen commerce solutions that support the complex enterprise needs for our clients around the globe.

### ABOUT VITALAIRE

VitalAire is a home healthcare subsidiary of Air Liquide, the world leader in gases, medical technologies and services for Industry and Healthcare. VitalAire is present in more than 20 countries.

### QUESTIONS?

Contact us to learn more at [WFBAcquia@epam.com](mailto:WFBAcquia@epam.com)  
or visit us at [EPAM.com](https://www.epam.com)

