



ALERE CASE STUDY

CompuSight gives a leading provider of specialty health management services a booster shot with a new participant portal.



The Customer

Alere, leading provider of patient-centered specialty health management services.

Industry

Health, Wellness and Fitness

Number of Employees

5,000+

Key Benefits

- » Data-driven program strategy and individually customized content selection and delivery.
- » Rapid configuration and implementation of new and existing portal customizations as per client requirements.
- » Make more timely decisions regarding sales, promotions and inventory, and overall improve the quality of business intelligence.
- » Reduced need for internal information technology (IT) resources, maintenance, and support.

Company Profile:

Alere is a leader in specialized health management services incorporating in-home monitoring devices for medium- and high-risk patients and complex case management. Alere's extensive continuum of healthcare services was put together to help address the needs of all members of the population, while at the same time bending the trend on ever-rising healthcare costs. Alere's mission is to bring greater clarity to health management by "leveraging technology to improve healthcare, one person, one touch at a time."

The Challenges:

Alere's Wellness Solutions is a fully integrated product that reduces risk, improves health and increases productivity. Programs and activities empower individuals to be more aware of their health status, adopt healthier lifestyles and reduce their risk of developing chronic diseases or high-cost medical conditions. With a comprehensive set of online content and tools participants can be guided towards healthier lifestyle choices. In order for the participants to achieve maximum benefit there was a need for data-driven program strategy and individually customized content selection and delivery.

The Solution:

CompuSight designed and implemented a reusable solution based on the SOA principles and enhanced data-driven rules that more accurately tailors the content and program steps based on the participant behaviors and traits. Furthermore, the content was migrated into an Alfresco Content Management System (CMS) that offers greater flexibility in cross-product sharing as well as improved performance via Akamai Edge network integration. Finally, the entire solution was integrated with the Pega® Business Rule and Process Management System to provide the real-time decision support for the portal users and processes.

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**"True innovation on time...
and on budget"**