



My Medical Connections (Health and Medical Social Network)

http://mymedicalconnections.com/	
Project Name	My Medical Connections
Client Name	Pam Rothstein
Technology	PHP (YII) with MySQL
Industry	Health and Medical
Type	Social Networking

Contents

- Contents 2
- Case Study 3
- Analysis 4
 - Target Audience..... 5
 - Key Challenges..... 6
 - Quick Search..... 6
 - Scalability 6
 - Data Binding..... 6
 - Privacy 6
- Proposed Solution 7
- Customer Benefits 7
- Comparison with manual process 8
- Highlighted Features of the portal 10
- Conclusion 11

Case Study

With an increasing number of new diseases discovered everyday and medical conditions which put people in distress, we were in an urgent need of a social platform which help people gather as much information as they can and provide an all new way to discuss, share and socialize with people facing similar medical conditions.

Our esteemed client Mrs. Pam Rothstein has gone through this urgent need for such information, when she was told that her beloved kid was suffering from Autism.

She consulted many doctors and started gathering information regarding this medical condition, to enquire about the causes and treatment, she started surfing on the Internet which she felt highly time consuming and frustrating as she was not able to find out the exact information and experiences she was looking for.

Pam was very much anxious for her family member's condition and felt disappointment as she didn't get the exact reason behind her family member's disease and information related to it. She was looking for some real time experiences of other users.

Finally she came up with a brilliant idea for a common platform where people can communicate with each other, exchange information with other members experiencing the same or any other medical conditions.

Based on her concept, we analyzed, did lots of brain storming sessions and prepared an action plan to convert her idea into web based solution. Our team started developing the portal and simultaneously coordinated with Pam in Agile fashion to ensure if we are going into the right direction and are fulfilling Pam's requirements and vision.

This portal now serves as place where users can get connected with multiple users and share their stories, products, books, therapists, tips and announcements for their medical conditions. It is a searching platform through which users can search for medical conditions and get the relevant content for it. They can also create various groups according to their community and allow other users to share their experiences as well. This portal provides with a unique functionality to get notified with the latest updates for numerous medical conditions.

Analysis

In our initial brain storming sessions we understood the entire concept and gone through various other niche social networking platforms to gather an approach and reach up to a final draft.

Initially the product was built as a skeleton app as a proof of concept so that Pam can see what is eventually going to be delivered.

We choose to adopt the SDLC model where we analyzed the requirement from the core. Started from the feasibility check till the product delivery and all was executed with proper action plans and appropriate implementation strategy.

All the technologies were cherry picked to support today's market scenarios and competitiveness, which allows scalability, global reach and visually optimised and

Why

- It is quite tedious for the people to gather information about specific medical conditions from distinct places.

What

- A centralized platform where all users can participate in various medical communities and share their experiences.

Who

- Users who are looking for information and are willing to share their medical conditions with others.

Target Audience

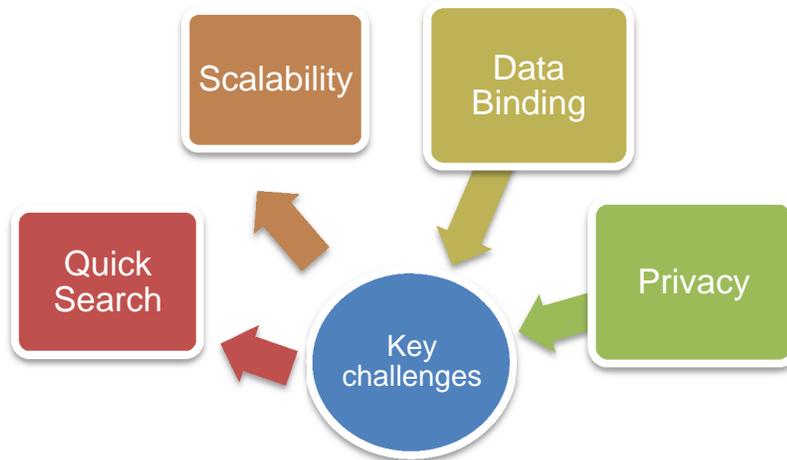
Our target audiences were the group of individuals, organization and people who are looking for a communication platform to get connected with other users who can share their stories, various medical conditions and ideas. This portal serves as a single place where users can share their stories, products, books, therapists, tips and announcements for their medical conditions and will be shared with their connected users who are looking for the related content.

User can participate with other users in the communities belonging to various health issues and gain the important information through it.



Key Challenges

The Main key challenges we faced during the development were as follows



Quick Search

There was a requirement for very rapid search which pulls up the information from the entire database on the basis of various queries to meet this both the database normalisation and denormalisation techniques were used.

Scalability

As there were a large number of people going to use the application simultaneously there was a need to make it highly scalable and robust to handle the rush, we have used highly scalable structure using AWS scalable solutions along with lot of caching mechanism and optimisations.

Data Binding

As there were a large number of medical conditions and other data elements which needs to be bind along with each other intelligently, the database is built in a way which makes it a piece of a cake.

Privacy

As the portal holds private data a high level of privacy feature are required, the users are allowed to keep their information both private and public as and when required.

Proposed Solution

The solution was proposed to build a widespread networking medical portal through which user can make connections with other users who can share their experiences and related information with them.

Users were provided with the option to share their knowledge and experiences in the form of sharing books, sharing tips, sharing knowledge and other information through it. Platform provides with a functionality to share their real time experiences in the form of “Stories” which elaborates the whole scenario for a medical condition.

Users can initiate by introducing a new medical condition and uploading its information which will be shared with other users. User can upload their information for the known medical condition in the form of sharing books, sharing tips, participating in tips. To search for a medical condition is also an important feature for users through which they can reach to the required condition quickly in just few steps.

Customer Benefits

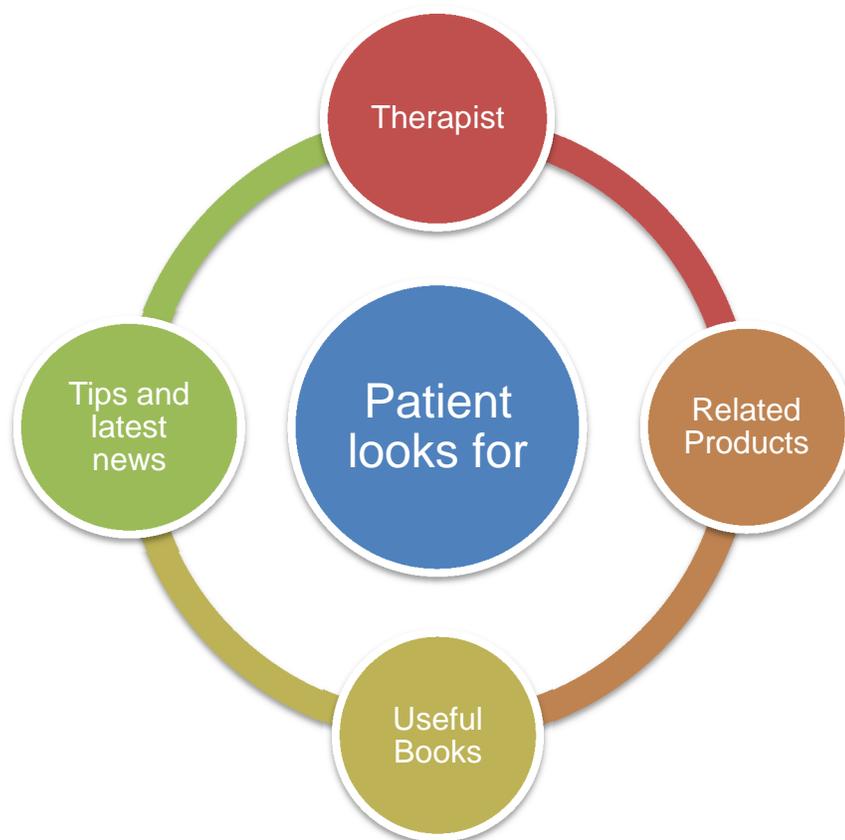
- Users can gather information of any medical condition very quickly and easily
- Users can search for multiple medical conditions and can obtain the related stuff at one place
- Users can establish their network by connecting with multiple users
- Users get notified instantly with the latest posts, content shared within any medical condition
- Users can read the real time stories by other users showcasing their experiences for the diseases
- Users can share their views and post their comment on respective medical condition
- Users can get updates about events and seminars
- Users can view the products and books and purchase them from the 3rd Party website

Comparison with manual process

Earlier, the patients were required to search and grab the knowledge from multiple resources such as internet, consultation with therapists, discussions while meeting with friends, groups and families. A centralized place to get all solutions associated with the medical conditions at one place was missing.

It was very time consuming to gather all information from distinct places and to collect them altogether at a place. In some cases, user did not obtained the required information easily.

To cope up with these critical challenges, our client gets motivated for development of this portal. This portal has facilitated the end users to share their valuable experiences by writing their stories, tips for particular medical condition based on their past experiences. User can easily reach to other users by building a connection with them and get all the data shared by them.



Users can share their experiences and the products within their network that they have used to overcome the situation. All information in the portal will be co-related to some medical conditions. User can search for any medical condition and its related information can be obtained. This portal works as a bridge in filling the knowledge gap for users.

Highlighted Features of the portal



Conclusion

This portal anticipates as a networking medium that connects multiple users collectively sharing their medical experiences. A platform where end users have the ability to share their experience with other as it can be helpful for them. Basically, this portal is enriched with ample of functionalities, features which are mainly developed to ease the process for end users.

It will serve as a central place to gather all required information easily for the medical conditions in a hassle free way. The unique features of this website provides end users with an ease to search for all possible medical problems. It also helps the users to build their network within which information can be exchanged well.

We have managed this system using standard protocols and we have the confidence to build more with similar concept with advance features. The website has a scope for enhancements in future as well to widen its clientele.