

# Case Study

## Mini-site for professionals

### Characteristics of the project

#### Profile

Esteve is a family company group that seeks excellence in the chemical-pharmaceutical field using its best efforts to meet its internal, external and associate customers' needs in order to promote health and for the benefit of society.

The efforts for research and innovation are the basis for Esteve's business strategy..

#### Challenge

To develop a new web site for professionals where the medical and pharmaceutical community can exchange and consult information. It was necessary that the browsing of this web site was simple, practical and functional.

#### Solution

Jakarta Struts development framework provided the necessary technology for the development of the application..

#### Result

The mini-site for professionals developed for Esteve constitutes a very useful tool for medical and pharmaceutical communication. This web site allows them to exchange information and documents with other professionals of the sector, while using members' knowledge in benefit of all. Besides, the web site also includes a documents collection where are all the documents provided by users.

#### Technology

Jakarta Struts development framework

### SERVICES INCREASE

Esteve, leader company in the chemical and pharmaceutical field, with presence in several countries, has always showed a strong will of service for its clients, whether internal, external or associates.

Today, Esteve has a web site where large volumes of information about all the fields of the company activities are included: Pharmaceutical, Chemical, Industry, Veterinary, Human Health, Research and Development, etc. The web site also offers a wide range of services: Congresses Diary, Training courses, Documentary Resources, Clinical Cases, etc.

In order to increase these services, it was decided to implement a mini-site for medical and pharmaceutical professionals that allow Esteve to increase its clients' satisfaction. To carry out the development of this new web site, Esteve trusted on Concatel's experience.



## WEB SITE FOR PROFESSIONALS

The main goal of the mini-site developed for Esteve and addressed to the professionals of the sector is to encourage the exchange of information and documents of medical and/or pharmaceutical interest; and at the same time, it provides a tool of communication for professionals that allow them to use their knowledge.

The design of the work interface is simple, practical and functional because it was thought for final users. The goal was to make users feel comfortable using this new channel.

Through a user name and password, users can have access to this web site, where they can start debates about topics of interest for the community, as well as to provide documents and other contents related with some products. The documents provided by users are stored in the data base and are part of the collection of documents, which is at users' disposal for consulting.

To make the content and users management easier, two types of users were defined: administrators and researchers, and each of them have determined licenses. In this way, only administrators can delete, create and modify any content of the mini-site (topics for debate, documents, etc.) while researchers can only modify the contents previously created by them.



The screenshot shows a web browser window with the URL <http://www.esteve.es/EsteveFront/EST.do>. The page features the Esteve logo and navigation links for 'Inicio', 'miembros', and 'contactar'. Below the navigation is a search bar with a 'Buscar' button. The main content area displays a forum thread titled 'Canal temático: ¿Qué es?' with a sub-header 'Conversaciones'. The thread list includes:

Conversaciones	Respuestas	Fecha/Hora/Login	Opciones
<b>Paciente transplantado</b> Re: Necesita visita Re: Cómo se trata Re: Paciente transplantado Re: Tratamiento Re: Paciente transplantado	6	07-04-2004 12:56 PM por Garcia	
<b>Paciente con hipertensión pulmonar</b>	5	07-04-2004 12:56 PM por Pérez	
<b>Paciente anciano pluripatológico</b>	7	07-04-2004 12:56 PM por Garcia	
<b>Paciente coronario con fibrilación auricular</b>	3	07-04-2004 12:56 PM por Alonso	
<b>Paciente transplantado</b>	3	07-04-2004 12:56 PM por Mateo	
<b>Paciente coronario con factores de riesgo cardiovascular</b>	8	07-04-2004 12:56 PM por Belber	

## TOOL FOR COMMUNICATION

The implementation of the mini-site for professionals has provided a new channel of communication for professionals of the sector, where they can exchange knowledge and encourage the debate.

Through the creation of discussion topics and participation in forums created, users can contact other professionals of the sector and share their knowledge.

Besides, this mini-site incorporates the storage of all the documents provided by users and a collection of them that is at users' disposal. To increase the interaction among the different community members, it has also been created a section to know the list of users. In this list there is the name and the e-mail address of each community member. In this way, users can continue the communication started on the web site in a more personal way.

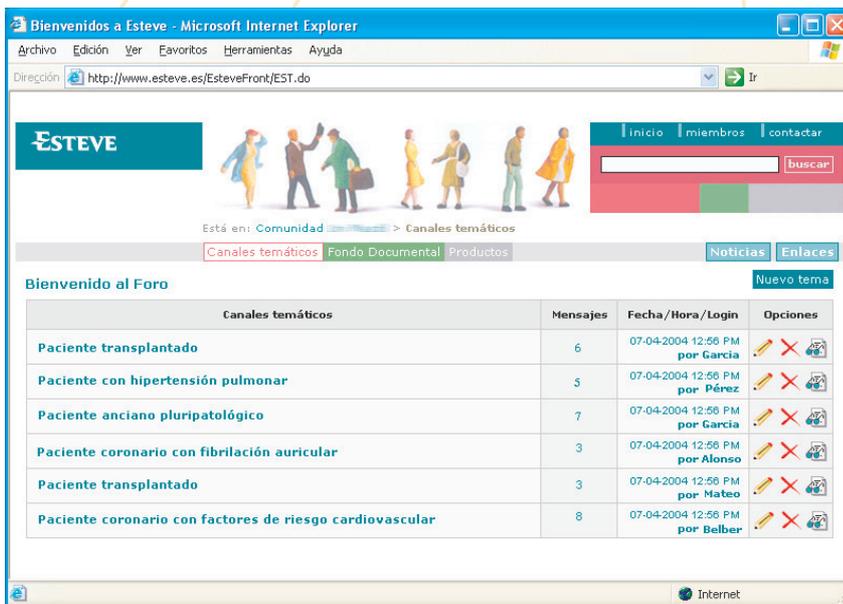
## TECHNOLOGY

For the development of this project, ConcateL used Jakarta Struts development framework. One of the main characteristics of this technology is that it allows to encapsulate the programming pattern (Model-View-Controller) and develop architectures based on this classic model.

## DOCUMENTARY RESOURCES

The management of the documentary resources that all users consult is carried out from the professional web site. Users can organize these documents by category, create new type of contents (documents, links, news, etc.) or edit the existent documents previously created.

Besides, there is also a search engine to locate both, documents in the repository and categories of the structure.



## RESULTS

The implementation of this web site for professionals has allowed Esteve to improve the services offered. In its pursuit of clients' satisfaction, this new service ratifies its continual support of knowledge exchange.

Thanks to this new channel, professionals of the sector not only have a point of access to interesting information but they also have a forum for the exchange of any opinion, doubt, etc.

