

// Case Study / Essure Global Web Applications

//CHALLENGE

- Conceptus' primary challenge was to prepare regional-specific web experiences for their Essure procedure that would be rich with useful content for both consumers and health care professionals and roll out globally in synch with regulatory approvals. They also wanted to leverage the web to gain valuable information about the health care professional community and increase consumer demand by providing a central location for information about permanent birth control options.
- Conceptus needed a full-featured Content Management System that they could use internally to publish content on the fly. This was particularly important since Conceptus needed to respond quickly to regulatory mandates on content.

//TECHNOLOGY

Microsoft Windows 2000 Server
 Microsoft SQL Server 2000
 Microsoft Visual Studio .Net 7.0
 Microsoft ASP.Net 1.0
 Microsoft .Net Framework 1.0
 C#
 Solien Business Objects 1.1

//SOLUTION

➤ The Essure.com site allows health care professionals to register for premium content as well as to receive training support. A custom reporting tool delivers information on registrants to local Conceptus staff and allows them to convert data to an Excel format with one click.



➤ The Content Management System (CMS) includes an elegant interface that allows content managers to publish information via edit links on the front end pages, providing immediate and meaningful visual feedback to the non-technical user. A single CMS handles all global content management needs, but allows Conceptus to segregate content responsibilities both regionally and by content type.

➤ User-friendly features such as a doctor locator, flash demos, forms to email specific page links to friends and print views make sure users have the tools they need to help them make decisions at their finger tips.



//RESULTS

Shepard Associates engaged Solien to provide technology expertise and software development services to develop regional Essure product web presences for Conceptus, Inc. These sites serve the Americas, Europe, and Asia Pacific in 12 different languages, supporting Conceptus' distributors, healthcare professionals, and patients worldwide. With an application "back-end" designed specifically to support a global rollout, Conceptus, Inc. can easily add web presences as their market expands.