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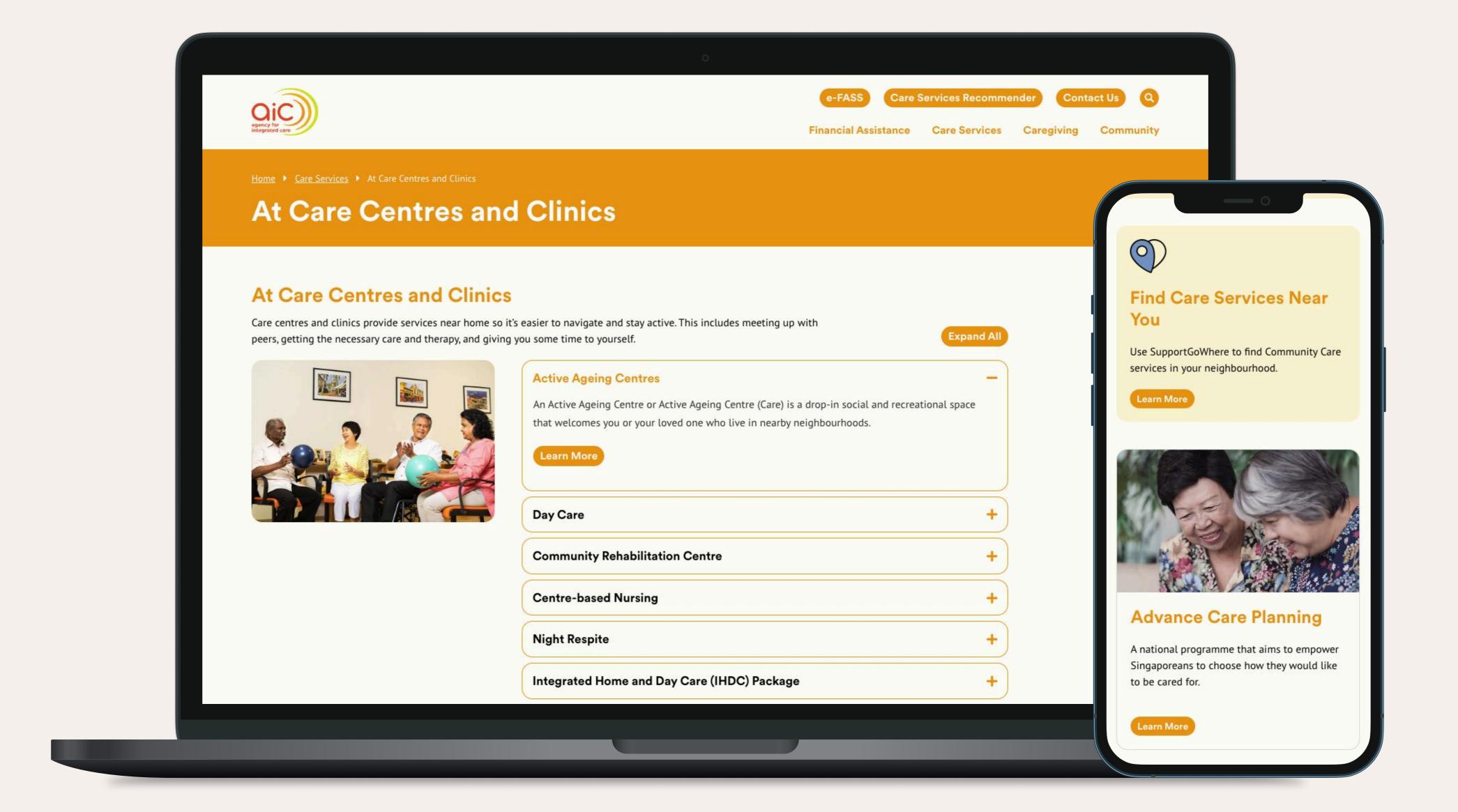
Vertis Transforms Healthcare Accessibility for AIC: Wins Prestigious Industry Award.

Agency for Integrated Care (AIC)

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Overview

Vertis embarked on a transformative journey with the Singapore Government's Agency for Integrated Care (AIC) to establish a robust e-commerce portal to improve access to care products and services and aids community living for the elderly.





Introduction and Context

Q. What were the key challenges or needs that prompted the adoption of this web development technology or solution?

healthcare consumables and assistive devices for the elderly. The goal was to enhance the Senior Mobility Fund (SMF) subsidy program, allowing seniors to easily procure essential healthcare products from approved suppliers.

Q. What was the primary goal or project for which the technology was utilised?

AIC identified the need to improve accessibility to

The main objective was to develop a seamless digital marketplace that would allow elderly users and their carers to autonomously manage the ordering of healthcare products, as well as manage their subsidy funds.

Q. What alternatives were considered before selecting this technology, and why was it chosen?

Traditional e-commerce platforms (Lazada, Shopee, Shopify, etc.) and custom in-house solutions were considered but were found to be inadequate for supporting a scalable, multi-tenant architecture, managing complex subsidy rules, and ensuring security and compliance for suppliers, caregivers, healthcare professionals, and patients.

Technology Overview

Q. What is the name and purpose of the web development technology in the case study?

Sitecore Order Cloud was chosen to create a multi-tenant marketplace that could be tailored to AIC's specific needs, allowing for real-time inventory tracking, efficient subsidy management, and a user-friendly interface.

Q. What other technologies or platforms were integrated in the solution?

Azure Cloud: Hosting with high availability and regulatory compliance. Custom APIs: Subsidy rules for eSMF, a tailor-made system by Synapxe for AIC. Marketing Automation Tools: To enhance communication with users.

Q. What are the main features or capabilities of this technology?

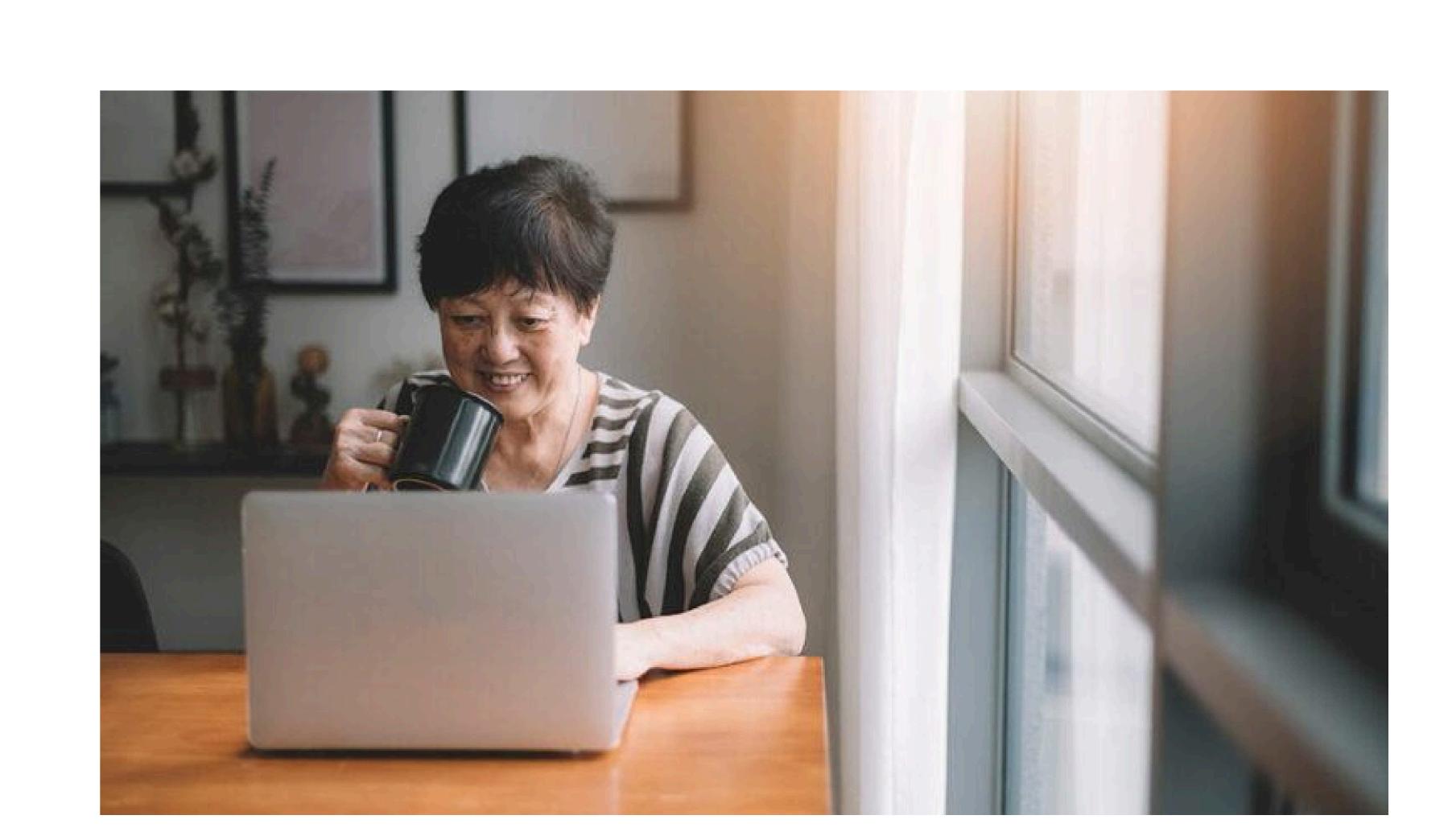
Key features of the Sitecore Order Cloud include real-time inventory tracking, intuitive client registration, personalised dashboards, seamless payment processing, and robust security protocols to protect sensitive data.

Vertis successfully transformed AIC's elderly support program by creating a sophisticated, seamless digital marketplace. It has revolutionised accessibility to the care supplies the community needs, empowering clients and suppliers alike.

> Dev K Menon Sitecore Composable Solutions Head, Regional Sales, APJ

Q. What made us, as Sitecore specialists, the best choice for this project?

Vertis' deep expertise in digital transformation and usercentric design, along with our experience with Sitecore products, made us well-equipped to develop and implement a solution tailored to AIC's requirements.





Implementation Process

The Vertis Approach: Tech-driven Creativity

Patient-Centric Focus

Ensuring accessibility and usability for elderly users, caregivers, and healthcare professionals.

Innovation and Recognition

The project won the 2023 Sitecore Experience Award for Best Commerce Experience in APAC and Japan.

1st Sitecore OrderCloud implementation in the Asia-Pacific region, tailored specifically for healthcare subsidies.

Strategic Value

First digital marketplace for a healthcare provider in Singapore to seamlessly integrate subsidy management, marking a milestone in healthcare accessibility.

Q. How was the technology integrated into the project or organisation's workflow?

The technology enabled a dynamic marketplace where suppliers autonomously managed their catalog, inventory, logistics, and billing, while AIC members tracked subsidy funds and orders.

Q. What were the major steps or milestones in the implementation process?

Extensive consultations with AIC stakeholders to understand their needs. Leveraging Sitecore technology to build a versatile and efficient marketplace. Iterative prototyping and user testing to ensure user-centric design and accessibility.

Q. Were there any significant challenges during implementation? If so, how were they resolved?

- Challenge: Many end-users relied on older mobile devices or had limited digital literacy.
 Solution: A mobile-first design was prioritised, and iterative testing with real users ensured an intuitive and accessible interface.
- 2 Challenge: Managing subsidies for multiple product categories with unique rules.
 Solution: A dynamic subsidy calculation model built in Sitecore OrderCloud automated the process and enabled future policy updates.
- Challenge: Ensuring stringent data protection and regulatory adherence.
 Solution: Implemented encryption, 2-way SSL, regulatory tagging, and streamlined compliance via Singpass and MyInfo.

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Vertis has not only met but exceeded all expectations, revolutionising AIC's subsidy program. The marketplace empowered AIC members with greater choice and flexibility while providing suppliers with streamlined processes and enhanced visibility. We are impressed by Vertis' innovative and powerful use of Sitecore OrderCloud technology in the healthcare space.

Dev K Menon Sitecore Composable Solutions Head, Regional Sales, APJ

Q. What resources were required for the implementation?

Timeline

User onboarding was completed in two weeks. Ordering functionality deployed within six weeks. Ongoing iterations delivered every two weeks.

Expertise

The team leveraged commonly used technologies, including JavaScript and REST APIs, ensuring efficient future support and scaling.

Team Composition

1 Solution Architect | 1 Project Manager | 1 Frontend Developer | 3 JavaScript Developers | 2 QA Engineers

Risk Mitigation Strategies

Application Monitoring: Real-time diagnostics to detect and address performance issues.

Web Application Firewall: Protection against external threats and vulnerabilities.

Suspicious Behaviour Alerts: Early anomaly detection with a feedback loop.

Live Support: Immediate assistance provided to clients, caregivers, and healthcare professionals.

Government Regulatory Compliance

Security Measures: 2-way SSL authorisation and data encryption for secure transactions; Appointment of an Information Security Officer to ensure PDPA compliance.

Integration with National Systems: Singpass: User authentication; MyInfo: Automated user data retrieval for subsidy validation.

Subsidy Tagging and Validation: Integration with SMF policies to ensure accurate subsidy allocations and prevent misuse.

Project Management Process

Methodology: AGILE development process with iterative cycles, ensuring flexibility to adapt to changing needs.

High Collaboration: Regular syncs with AIC stakeholders to ensure alignment; Frequent demonstrations and feedback sessions to address user needs proactively.



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Use Case and Functionality

Q. What specific web development tasks or objectives were addressed using this technology?

The technology was used for frontend design (user interface), backend development (inventory and order management), and integration with subsidy management systems.

Q. How does the technology support scalability, performance, and security?

Sitecore OrderCloud supports scalability through a multi-tenant setup, ensuring the platform can handle a high volume of transactions. It also incorporates robust security protocols to protect sensitive data. Q. Were there any unique or innovative ways the technology was used in this case?

A unique feature of this implementation was the integration of subsidy management directly into the ordering process, enabling real-time monitoring and calculation of subsidy spending.

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Impact and Results

Q. What were the key challenges or needs that prompted the adoption of this web development technology or solution?

Vertis' deep expertise in digital transformation and user-centric design, along with our experience with Sitecore products, made us well-equipped to develop and implement a solution tailored to AIC's requirements.

Q. What metrics or KPIs were used to evaluate its effectiveness, and what were the results?

The platform's success was measured by the number of products handled, the volume of transactions, and the improved user experience. Suppliers reported increased efficiency, and users praised the platform for its accessibility.

Q. Were there any unexpected outcomes, positive or negative, from using this technology?

Number of products onboarded, and orders processed. User feedback on accessibility and ease of use. Increased operational efficiency for AIC staff, product suppliers, healthcare professionals, patients, and caretaker.

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Stakeholder Feedback Q. How did developers and stakeholders view the technology's usability and effectiveness?

Stakeholders, including developers, suppliers, and AIC administrators, appreciated the platform's efficiency, user-centric design, and ability to simplify complex subsidy management.

Q. What feedback did end-users provide about the web solution developed using this technology?

End-users and their caregivers praised the platform for its intuitive interface and seamless functionality. Suppliers highlighted its efficiency in inventory and order management.

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Comparative Analysis

Q. How does this technology compare to the organisation's previous tools or methods?

The adoption of Sitecore OrderCloud, leveraging the **MACH architecture** marked a significant improvement over traditional tool. Key advantages include:

Modular Design

Microservices allowed independent scaling and updates, reducing system downtime and complexity.

API-First Approach

Simplified integration with systems like SingPass and MyInfo, enabling real-time data exchange and subsidy validation.

Cloud Deployment

Hosted on Microsoft Azure for elastic scalability, high availability, and simplified maintenance.

Headless Architecture

Decoupled frontend and backend allowed the use of tools like React or Angular, enhancing flexibility and customisation.

Future-Ready

Designed to support emerging technologies and additional features without major overhauls.

Q. What advantages or trade-offs were observed when using this technology?

The trade-off with implementing Sitecore Order Cloud was the initial learning curve in adopting a new platform. However, Order Cloud, a SaaS managed solution by Sitecore minimised the maintenance and provided long-term advantages in terms of efficiency, security, and scalability.

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Challenges and Limitations

Q. What were the primary limitations or constraints encountered with the technology?

The initial lack of built-in reporting functionality posed challenges in providing real-time insights and analytics for subsidy usage and supplier performance.

Q. How were these challenges addressed during the project?

To overcome this, data was synchronised with a data warehouse cluster, enabling real-time reporting and analytics through external tools. This ensured that AIC could still access timely and actionable insights.

Q. Are there any features or functionalities the technology lacks that would have been beneficial?

Approximately a year after the launch, the SaaS platform introduced enhanced reporting and data synchronisation capabilities. These new features streamlined analytics further and reduced dependency on external tools for reporting.

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Lessons Learned Q. What were the key takeaways or lessons learned from using this technology in the project?

Key takeaways include the importance of a user-centric design, continuous stakeholder engagement, and leveraging technology for operational efficiency in healthcare.

Q. What would the team do differently in hindsight?

Allocate more time for user training and onboarding so that all staff and stakeholders are well-equipped to navigate the system and all its features efficiently.

Q. What are the best practices or strategies for organisations considering this technology?

Organisations should focus on understanding user needs, adopting iterative testing, and ensuring that the platform supports scalability and ease of use.



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About Vertis

Vertis is a digital agency on a mission to constantly innovate and create exceptional digital solutions, elevating clients' brands and the experiences they deliver through the power of technology-driven creativity.

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