



## Success Story

# Developing a survey management platform for a leading US-based life sciences company

### Customer

Alira Health

### Country

United States

### Industry

Pharmaceutical

## About the Client

The client is a US-based global clinical research firm that aims to improve healthcare through consulting, technology and patient engagement services. They have expertise in clinical research, regulatory guidance market access, and real-world data analytics. They work with biotech, pharmaceutical and medtech firms to deliver technology-centric patient care.

## Tech Stack



## Business Situation

The client works closely with pharmaceutical companies, healthcare providers and research organizations to assist them in making data-driven decisions for clinical trials and research initiatives that impact patient care, treatment effectiveness, and market strategies.

Clinical trials and research initiatives require extensive data collection, organization, and analysis. However, the client used conventional and manual methods to conduct trials, which led to inefficiencies in data management, delays in decision-making, and a higher likelihood of human errors. These challenges hindered the accuracy of trial outcomes and slowed down the overall research process, making it difficult to meet regulatory requirements and causing delays in bringing new treatments to market. As a result, stakeholders faced delays in accessing critical information, which sometimes led to missed opportunities and suboptimal decisions.

Recognizing this critical need, the client sought to develop a comprehensive survey application tailored to the unique requirements of their customers. The client envisioned a solution that has an intuitive user interface, advanced analytics capabilities and enables real-time data collection and ensures the platform effectively addresses the needs of its users.

In pursuit of this goal, the client sought a reliable technology partner to bring this vision to life which is where Unthinkable Solutions stepped in. With a proven track record in developing custom software solutions for the healthcare industry, Unthinkable Solutions was well-equipped to turn the vision of the client into a market-ready software.

### The key requirements were to:

- ✔ Develop an intuitive and easy-to-navigate application interface that allows researchers to generate surveys and gather responses in real-time effortlessly.
- ✔ Integrate strong security measures to safeguard sensitive data collected through surveys by utilizing encryption methods for storing and transmitting data as well as complying with regulations.
- ✔ Create a user management system that allows researchers to invite collaborators and assign roles while also managing permissions for team members engaged in the survey process.
- ✔ Implement a notification system that provides users updates about survey progress, deadlines and response rates to help the user stay engaged with their research projects.

## The Solution

To address the client's need for a robust survey platform, we collaborated closely with them from concept to execution. The process began with product ideation, where we worked together with the client to understand their vision and the unique needs of their users. This phase helped define the user workflows and develop prototypes for both the mobile and web interfaces. These prototypes were crucial for gathering early feedback and refining the platform's functionality. Our product designers outlined comprehensive user journey maps, defining the system's interface and optimizing the workflow to deliver a smooth and efficient user experience.

For the mobile interface, we chose React Native to ensure a seamless user experience across both iOS and Android devices, providing flexibility and consistency for users on the go. For the web interface, React.js was selected to deliver a dynamic and responsive user experience. The backend was built using Ruby on Rails (RoR), a robust and scalable framework known for its rapid development capabilities.

We employed an agile development process to maintain flexibility, incorporating client feedback at each stage and making improvements. The designed platform aimed to simplify the process for researchers to create, distribute and analyze surveys effectively. It included features such as user management, real-time analytics dashboards and seamless data export options, all while maintaining a strong emphasis on security to protect user data throughout the survey.

### The key features we incorporated were:

#### ✔ User management:

We included a robust user management feature that lets administrators to easily create, modify and delete user accounts within the platform. This functionality supports role-based access control that enables different levels of permissions for researchers, collaborators and admins. This feature ensures that only authorized personnel can access sensitive data and conduct surveys to improve the security and operational efficiency of the platform by facilitating user onboarding & management.

✔ **Site management:**

The site management feature was incorporated to offer administrators with comprehensive control over the platform's settings and configurations. This employs managing survey distribution, monitoring site performance and configuring data collection methods. By consolidating site management, administrators can make sure that all operational aspects are organized and aligned with organizational goals, allowing quick adjustments to optimize user engagement and data accuracy.

✔ **Real-time data analysis:**

We integrated advanced real-time data analysis features including graphs and charts that showcase survey findings and pattern. These features empower users to delve into detailed data points, compare metrics over time periods and quickly derive actionable insights.

✔ **Dashboard:**

We included a user-friendly interface that consolidates key metrics and performance indicators in one central location. It provides an overview of survey activities, user engagement levels and project milestones. The dashboard enables users to quickly access and oversee important data, monitor progress and assess survey results at a glance.

✔ **Project management:**

We incorporated this feature to assist with the planning and monitoring of survey projects. This includes tools for scheduling timelines, assigning tasks and tracking progress that helps teams stay organized and focused on their objectives.

## Impact

The implementation of the survey platform has greatly influenced research across various sectors. It helped researchers reduce the time needed to gather and interpret data allowing for quicker project turnaround times by streamlining the data collection & analysis process. The platform improved user management and security features and built trust among stakeholders by ensuring that sensitive information was handled appropriately. Moreover, the user-friendly dashboard provided real-time insights, enabling informed decision-making that improved the quality of research outcomes. This not only streamlined research workflows but also improved overall operational efficiency, positioning the client as a leader in providing cutting-edge, technology-driven solutions for healthcare and life sciences.

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**Let's Talk**