Insight AI

CLIENT STORY

Empowering Pharmacy Professionals Through Digital Transformation



Pharmaceuticals

Story Snapshot

One of the leading professional membership organisations for pharmacists in the UK sought to enhance its support for over 30,000 members across the healthcare and pharmaceutical sectors. By partnering with Insight AI, it delivered a scalable digital platform that streamlined professional development, improved member engagement, and strengthened advocacy efforts. Notably, the client achieved increased member engagement and improved operational efficiency in delivering resources and programmes.

The Challenge

Our partner faced significant challenges in maintaining high professional standards, engaging a diverse and growing membership, and ensuring continuous professional development for pharmacists amidst evolving healthcare needs and regulatory changes. The organisation needed to enhance member support and remain at the forefront of advocacy and education in a rapidly changing healthcare landscape. Constraints included budget limitations, the need for scalability to support a growing membership base, strict regulatory compliance, and tight timelines for ongoing training programmes and advocacy initiatives.





The Solution

Insight AI delivered a custom-built, scalable digital platform tailored to the client's requirements. Our strategic approach focused on developing a user-friendly solution that streamlined professional development and member engagement. The technology stack included DevOps practices and Scala, underpinned by a cloud-based microservices architecture to ensure flexibility, reliability, and secure data management. Bespoke features enabled efficient delivery of online training and resources, improved advocacy efforts, and supported continuing education for pharmacists. The solution was designed to be fully compliant with industry regulations and future-proofed for ongoing growth, setting it apart from off-the-shelf alternatives.

Results

The implementation of the new platform led to increased member engagement, improved accessibility to training for members, enhanced scalability to accommodate a growing membership, and greater operational efficiency in delivering resources and programmes. Long-term benefits include higher member satisfaction, strengthened professional development, and expanded market reach within the pharmacy sector.

38 193

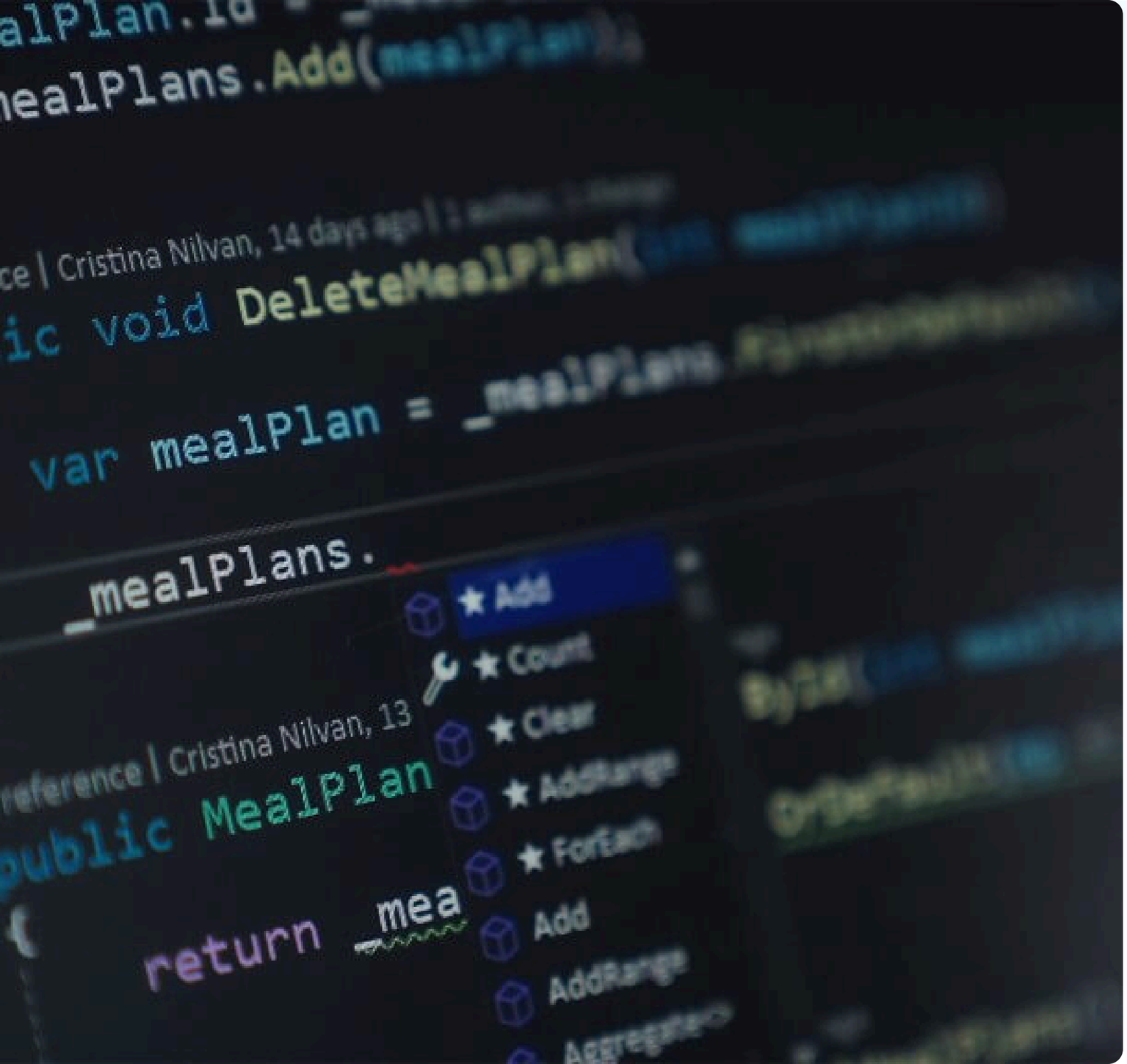
Total client's membership as of 2022

26 137

Number of paying members as of 2022

68%

Of total members who are paying members



Technical Highlights

We ensured flexibility and responsiveness throughout the project. Key milestones included requirements gathering, platform design, iterative development, and deployment. The solution leveraged cloud infrastructure and microservices architecture for scalability and reliability, with robust data management techniques to securely handle member data and compliance tracking. Releases were managed as requested by the client, supporting a smooth rollout and ongoing enhancements.



Why Insight AI?

We were chosen for our technical expertise, deep understanding of the healthcare and pharmaceutical sectors, and our commitment to delivering high-quality, scalable solutions. Our collaborative and client-centric approach ensured that the client's unique needs were met, and our experience in nearshore delivery provided the flexibility and long-term support required for this project. We are proud to have empowered our partner to advance the pharmacy profession and deliver greater value to its members.

Insight AI

Thank you for reading

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