

# CASE STUDY:

## Pharmaceutical / Healthcare

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### The Brief:

AstraZeneca wanted to provide a service for General Practitioners, allowing them to communicate with their patients via SMS, through the existing "Simply 4 Doctors" web portal provided by AstraZeneca.

### The Solution:

Optus/redcoal provided AstraZeneca with a fully branded, web based interface that could be accessed through the "Simply 4 Doctors" web portal. Based on Optus/redcoal's existing web based interface, GPs are able to quickly and easily communicate with patients regarding appointments, prescriptions, test results and general advice. The web interface provided a range of features including scheduled SMS, recurring SMS, SMS templates, signature functionality and much more.

### The Results:

By providing this service free of charge, AstraZeneca has developed goodwill among GPs, in providing them with the tools to better service their patient's requirements. Furthermore, the addition of SMS to the "Simply 4 Doctors" web portal provides GPs with convenience and support in providing patient care. As a result of Optus/redcoal's experience in web based messaging and emphasis on simplicity, AstraZeneca incurs negligible ongoing support costs and has generated goodwill among GPs.

### The Optus/redcoal Difference:

Recognising the size of AstraZeneca, Optus/redcoal coordinated with several technical teams around the globe to ensure that the requirements of all stakeholders were met. Based on extensive consultation, Optus/redcoal identified the following key requirements:

Seamless signup process - Ensuring that the process of signing up for the AstraZeneca service was quick, easy and uncomplicated.

Feature rich web interface - Ensuring that the interface used by GPs included a range of features that were specifically designed to meet the everyday communication requirements of GPs.

Customer support - Providing AstraZeneca with the ability to support their existing customer base. This was achieved through a fully customised support interface that allowed AstraZeneca staff to access customer details.

To date, the Optus/redcoal SMS solution for AstraZeneca is currently used by GPs to service patient's needs, reflecting the brand position of AstraZeneca.

### **About AstraZeneca**

AstraZeneca is engaged in the research, development, manufacture and supply of medicines that aim to make a real difference for patients in important areas of healthcare. AstraZeneca excels in providing healthcare solutions designed to fight diseases in seven major therapeutic areas including cardiovascular, neuroscience, gastrointestinal, infection, oncology, anaesthesia (including pain management) and respiratory products.

### **About redcoal**

redcoal is SingTel Optus' Australian provider of the following mobile solutions for their corporate & government and SME channels:

Mobile Messaging – Desktop SMS, APIs & custom solutions  
SimPoint - Location based, field force management tools  
Mobile Directory.

FOR MORE INFORMATION CONTACT YOUR OPTUS ACCOUNT MANAGER OR SPEAK TO REDCOAL DIRECTLY.



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