Implementing a Dynamic Healthcare Web & Mobile Application

Challenge

A franchisor in the healthcare sector faced several pressing challenges with its existing website, which was critical to the business as an early touchpoint for patients seeking appointments, healthcare information, clinic locations, and other essential content. However, the website had several issues that made an overhaul an urgent issue:

Outdated Layout: The design was outdated, not mobile-friendly, and no longer aligned with modern user expectations, all of which impacted the user experience and made it difficult to find information.

Developer Dependency: Making updates required the company to hire a developer, which was both costly and time-consuming.

Limited Customization: The platform's deprecated functionality severely restricted the company's ability to customize the design and content, limiting updates and making it difficult to respond to user needs.

Security Vulnerabilities: There were critical security flaws that had led to multiple cyberattacks and rendered the website unreachable at times, which greatly impacted the business.

Faced with these challenges, the company urgently needed a new, modern website that was not only secure but also flexible, easy to update, and user-friendly. The team had attempted to work with a few firms and agencies, but unfortunately, they each had limited technical ability and could not fulfill the company's requests. Realizing that this strategic initiative required a higher level of expertise, the client chose to work with INSPYR Solutions because they could trust our ability to deliver a comprehensive solution.

The new application is:
- faster
- mobile-first
- easy to maintain
- customizable
- SEO-friendly
- easy to navigate
- future-proof
- more secure

CASE STUDY

Solution

INSPYR Solutions approached this initiative with a focus on creating a mobile-first web application that could easily adapt to the company's future needs by deploying a technical team to deliver web design, solutions architecture, and full stack development and integration. The initiative consisted of several elements:

Front-End Development: The INSPYR Solutions team utilized Next.js and React for the front-end development. These tools are known for their performance, stability, scalability, and the capacity to create rich, interactive user experiences. By building most pages and components to run server-side, the team ensured that the site would be fast and SEO-friendly.

Static Components: Given that the content would not change frequently, the team set the application up so that it would render the web pages and most components as static components. This approach allows the website to load faster and reduces server strain because content does not need to be retrieved and rendered for each request. The improved load times enhance the user experience as well as search engine rankings.

Customizability: One of the key requirements of this initiative was to eliminate the need for a developer for content updates. INSPYR Solutions built the back end on Strapi, a user-friendly headless CMS that provided a way for non-technical staff to quickly and easily update content. This enabled the team to keep the website current without incurring additional costs or delays.

Enhanced Security: Addressing the security vulnerabilities was a top priority. The team built the application with a two-tier architecture where the back end runs on a separate server. This was then placed in a secure area of the client's network where it could not be reached from the internet. The back end now only responds to requests from the front-end server in the client's DMZ to safeguard it from future cyberattacks.

Outcome

INSPYR Solutions built a custom web application with modern features to make maintenance and updates easy for the client's team. The CMS is highly customizable, allowing the company to keep content current and SEO-friendly without incurring additional costs or experiencing long delays.

In addition, the site is now:

- Mobile-first
- Visually appealing
- Faster and more responsive
- Easier for patients to navigate

It is also built to be scalable and future-proof, able to accommodate a large number of clinics and users as the business grows. Additionally, the team set up custom integrations with third party services the client utilizes to warehouse patient data.

As a result of these efforts, the initiative successfully met and exceeded the client's request, leaving the company with a fully functional, modernized application. By creating a new, more secure application from the ground up, the website is now modern and performant in a way that the old one never could have been.

Client Profile

A franchisor in the healthcare industry, the company's goal is to give people the tools they need to forge a path to individual wellness. Through individualized nutrition, fitness, lifestyle, and more, the company guides patients on the journey to better habits and a healthy lifestyle. For franchisees, the company offers coaching support, educational resources, and other assistance to ensure that franchise operators have the tools they need for success.

Technologies Supported

Next.js React, Strapi, Tailwind

About INSPYR Solutions

Technology is our focus and quality is our commitment. As a leading expert in delivering flexible technology and talent solutions, we strategically align industry and technical expertise with our clients' business objectives and cultural needs. Our tailored offerings include a wide variety of professional services, project solutions, managed services, and talent resources, all bolstered by our strategic partnerships with cutting-edge technology services. By always striving for excellence and focusing on the human aspect of our business, we work seamlessly with our talent and clients to match the right solutions to the right opportunities. Learn more about us at www.inspyrsolutions.com.