



# The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

## Final Copy of Case Study

**LOCATION:**  
*Maharashtra, India*

**ORGANIZATION:**  
Merck

**YEAR:**  
*2011*

**ORGANIZATION URL:**  
<http://www.cognizant.com>

**STATUS:**  
*Laureate*

**PROJECT NAME:**  
Cognizant-Merck Physician Information Portal

**CATEGORY:**  
*Collaboration*

### PROJECT OVERVIEW

Merck and Cognizant create collaboration and learning platform for physicians across 30 countries. Merck was looking at building a collaborative platform for the physicians and healthcare professionals which can act as a single source of information and knowledge to the medical fraternity. This platform requires feeds from 30+ external system integrations, live video feeds, 3D imaging, and content to be available in 19+ languages. Personalization capabilities were required using which each user can customize the content he/she wants to see based on his/her specialization and area of interests. Merck/MSD in collaboration with Cognizant has rolled a highly configurable portal for Health Care professionals across the globe to enhance collaboration, learning and knowledge sharing. MSD and Cognizant together developed unique interactive services within these online resources which makes the user experience rich, productive and helps them with important information and decisions on specific therapy areas. Some of these services are 3D Anatomy, online education, Medical library, expert slides, live feeds from doctors congresses across the globe and various broadcasts. It also provides country specific localized knowledge feeds. It also provides social networking services like discussion forums, quizzes, polls, surveys and newsletters. The solution allows easy assimilation, modification and publication of content from various disparate sources and feeds.

### SOCIETAL BENEFITS

Yes, these services promote collaboration between HealthCare Professionals (HCPs) and make the latest advances in the fields available to them. HCP's across 30 countries can access this information in 19 languages. The portal enhances Health Care Professional knowledge and delivers value through a rich "user-centric" online experience.

### PREVIOUS PROJECT UPDATED/EXPANDED?

The project follows a continuous improvement methodology. Although the base version with limited functionalities was implemented in 2006, it is being



continuously enhanced to add new features and countries to it. The next generation of the portal development is also in progress.

**PROJECT IMPLEMENTATION COMPLETE?**

Yes

**PROJECT BENEFIT EXAMPLE**

Merck/MSD in collaboration with Cognizant has rolled out the univadis® portal Health Care Professionals aimed at providing them with a platform for collaboration, learning, enhancing knowledge and delivering value through a rich "user-centric" online experience. These online suites help increase awareness amongst health care professional community and provides them access to very relevant information on specific medical problems, symptoms and their treatments.

**IS THIS PROJECT AN INNOVATION, BEST PRACTICE?** No

**ADDITIONAL PROJECT INFORMATION**

This model is proprietary to Merck and can be repeated across Merck for similar needs.