



# Case Study MedPointe Pharmaceuticals



## SharePoint Web Part Custom Development

THE  
**HENSON**<sup>®</sup>  
GROUP



### Project Vitals

**Industry:** Healthcare

**Customer Profile:** MedPointe is a specialty pharmaceutical company that develops, markets, and sells branded prescription therapeutics.

**Business Situation:** MedPointe wanted to leverage its SPS portal to serve as a Contact Management Application. MedPointe previously relied on an unreliable series of disparate spreadsheets to manage its contact data.

**Solution:** While SharePoint Web Parts "out-of-the-box" can provide a wealth of features, to achieve the level of functionality MedPointe sought — drawing data from a SQL Server 2000 database to feed a dynamic Contact Management Application that is fully integrated with an SPS portal — MedPointe required application development experts experienced at leveraging the .NET Framework that SPS enables.

**Results:** The custom Contact Management Web Part that The Henson Group developed for MedPointe makes overall management of vital contact information from a single location seamless, effective, and efficient.

Award-winning Microsoft Gold Certified Partner **The Henson Group, Inc. (THG)** provided expert application development services to MedPointe Pharmaceuticals to create a custom Contact Management Web Part for its MHC Portal — an online collaborative site based on a SharePoint Portal Server 2003 (SPS) deployment previously executed by THG.

### BUSINESS SITUATION

MedPointe is a specialty pharmaceutical company that develops, markets, and sells branded prescription therapeutics. Headquartered in Somerset, NJ, the heart of the nation's pharmaceutical corridor, MedPointe boasts a 360-territory sales and marketing force providing a knowledgeable and trusted link to physicians and healthcare providers across America.

Due to the size and diversity of MedPointe's operations, sharing information is obviously challenging. To enhance collaboration for this client, The Henson Group deployed SharePoint Portal Services 2003 (SPS). SPS 2003 provide easy-to-use collaboration tools for organizations, enabling employees to build and manage integrated, enterprise-scale portal-site solutions.

Today, SPS serves MedPointe primarily a document-centric portal product that can aggregate content from multiple sources — such as file servers, databases, public folders, Internet sites — and present it through a single access point. It addresses the immediate need of knowledge management and information retrieval capabilities within the Microsoft Windows and Office environments.

With the initial installation complete, MedPointe expressed interest in leveraging SPS to serve as a Contact Management Application. Up until that point, MedPointe relied on a series of disparate spreadsheets to manage its contact data. As MedPointe grew, this spreadsheet-based system became very difficult to maintain with any level of consistency, simply because of the inherent limitations of spreadsheets that are saved on a variety of network shares.

Developers can create custom Web Parts to achieve sophisticated functionality in SharePoint Portal server. SharePoint Web Parts are small pluggable units that can generate individual views of data, lists, and alerts. Personalization is more than the option to show, hide, or collapse a canned Web Part; it's also the ability to set individual values and parameters, save them, and restore them at the next logon.

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### SOLUTION

SPS integrates with (and is built upon) a number of core Microsoft technologies, including Windows, Portal Framework, Internet Explorer, the Exchange Server Web Storage System, and the Microsoft Search Service. By integrating these technologies, SPS combines three distinct elements: a customizable portal; basic document management capabilities (including the capability for collaboration around documents); and indexing and searching services.

In addition to these features, MedPointe takes advantage of SPS's "Single-Sign-On" capability, enabling employees to access a series of separate applications from a single source, as opposed to previously requiring separate sign on.



The Henson Group, Inc. 1375 Broadway, Third Floor New York, N.Y. 10018  
www.HensonGroup.com (800) 980 1130 Info@HensonGroup.com

MedPointe now wanted to address short-comings in the way it manages contact data. Subsequent to its successful deployment of SPS, MedPointe once again engaged THG, this time to develop a Contact Management Application built into the SharePoint-based MHC Portal. In order to do so, THG identified MedPointe's needs, planned the development based on Discovery, and made the best use of available resources. THG leveraged its expertise gained through providing many clients with deployment assistance and its insight on the technology and its many nuances, usually known only by Microsoft veterans.

Central to SPS is the concept of workspaces, which provide a central space for organizing, publishing, and managing content. A workspace is an organized collection of documents, content sources, management folders, categories, document profiles, subscriptions, and discussions. Once a workspace is created, SPS automatically creates an index for that workspace. SPS updates the index as documents are added to the workspace or as existing documents are modified. In this instance, The Henson Group recognized that Contact Management was another business function that could be extended to the concept of a central collaborative workspace.

Therefore, The Henson Group leveraged SPS's Portal Framework, consisting of Web Parts and reusable components containing Web-based information that can be customized and extended through the Web Parts and the Resource Kit, which includes a Web Parts Gallery (though THG opted to create a new and unique Web Part). The Henson Group built a custom Web Part to serve as a Contact Management Application, storing a broad range of information, such as customer names, medication details, prescription histories, relevant notes on contacts, phones numbers, addresses, and more.

Depending on permission levels, MedPointe employees can access various iterations of the Contact Management Application, including a view customizable for the individual, but including rules to eliminate redundancies and errors associated with managing a vast amount of contact data.

## RESULTS

The custom Contact Management Web Part that The Henson Group developed for MedPointe makes overall management of vital contact information from a single location seamless, effective, and efficient. For the individual, the Web Part can automatically display contact information relevant for performing their tasks, speeding up the time to locate, utilize, and edit information. For the enterprise, the application is much more manageable, stable, and secure than the previous spreadsheet-based solution.

The Single Sign On capabilities mean that an employee can live in SharePoint and access several applications simultaneously, connect to contacts easily, and not be bogged down with multiple logons and incorrect data.

Enhanced security and permission features mean MedPointe's Contacts are not only safe, but efficient, as well-defined rules prevent the redundancies, write-overs, and errors that plagued the previous spreadsheet-based process.

And, the single point of entry means that management is centralized and controlled, while access is flexible as the tool itself, the portal, can be reached from anywhere in the world using a secure browser.

Internally, MedPointe maintains a high-quality, seasoned infrastructure staff, preferring to outsource its development needs as they arise. This continues to be an efficient, cost-effective strategy, as the majority of the third-party applications it purchases offers out-of-the-box functionality it needs, or requires minor customization.

However, even in this instance, where the customization was well beyond the scope of its internal IT staffers, The Henson validated MedPointe's outsourcing strategy by achieving objectives quickly and foregoing the expense of hiring full-time developer resources.

## About The Henson Group

**Founded:** June, 2000

**Headquarters:** New York City

**Consultants:** 37 (including both full-time and part-time professionals)

**Partners:** MS, HP, IBM, Cisco, Avicode, Dell, EMC, eXc Software, K2.net, Netscaler, Network Engines

**Certifications:** Microsoft Gold Certified and Cisco Certified

**Official Microsoft Competencies:**  
Advanced Infrastructure Solutions  
Information Worker Solutions  
Integrated E-Business Solutions  
Learning Solutions  
Networking Infrastructure Solutions

**History:** Founded by former Microsoft employees from the development teams in Redmond and Microsoft Consulting Services

**Consultants:** All MS Certified, most former Microsoft engineers, and each have a minimum of three years of vertical-specific experience

**Annual Client-Retention Rate:**  
(2000 through 2004) 98%

**Annual Client-base Growth:**  
(2000 through 2004) 50%

**Company Description:** THG is an award-winning Microsoft Gold Certified Partner specializing in deploying Microsoft technologies for U.S. and international companies across 20 industry categories.

Founded by former Microsoft employees from the development groups in Redmond and Microsoft Consulting Services, THG offers clients direct access to Microsoft's product groups and technical information often not publicly available.

THG's competencies include .NET application development, infrastructure deployments, Line-Of-Business solutions, security, product training, and strategic consulting.

Delivering projects in a fraction of the time it takes competitors, THG's proprietary project management process and attention to detail consistently produces a 98% client-retention rate.

Everywhere clients need THG to be, the consultancy has operations, engineers, and partners located in countries around the world that are committed to the highest level of client satisfaction.

**To learn more about THG, please visit [www.HensonGroup.com](http://www.HensonGroup.com). For more information on how THG can deploy this type of solution in your environment, please call 800.980.1130 or e-mail [Info@HensonGroup.com](mailto:Info@HensonGroup.com).**