

## **Allergan – Pharmaceuticals**



Allergan, Inc. is a multi-specialty health care company focused on discovering, developing and commercializing innovative pharmaceuticals, biologics and medical devices that enable people to live life to its greatest potential.

### **Business Situation**

Allergan is the innovative leader in many healthcare products. For each healthcare product, Allergan develops a creative and consumer friendly web site promoting their product. A feature of each product site is the ability to “find-a-doctor” that can provide the necessary medical care and stewardship. Allergan asked PDSA to develop a single “find a doctor” portal that ALL product sites could use and leverage.

### **Technical Situation**

Each product site was developed with a different ‘find-a-doctor’ architecture. This increased development dollars, time and also increased ongoing maintenance expenses.

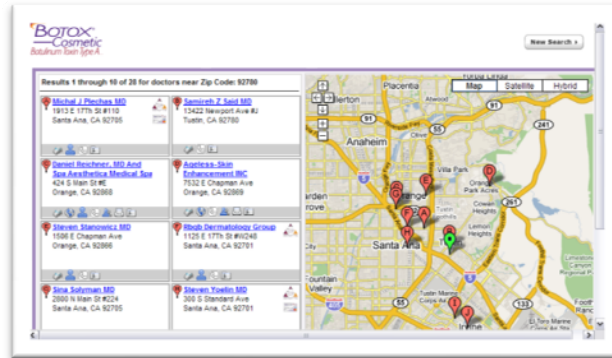
### **Solution**

PDSA designed web-service portal to support the multi-product architecture. Hence, any Allergan product site can easily be modified to direct any ‘find a doctor’ functionality to the new ‘find a doctor’ portal. This portal site included the usage of the Google mapping engine with unique customizations to enhance the user’s (consumer’s) experience.

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## Benefits

Allergan now can move towards a common interface for all of its consumer based products saving money and time. The illustration below shows a result from a search for doctors in the 92780 zip code and the utilization of the Google mapping API.



## Products and Services Leveraged

- PDSA Systems Application Methodology©
- PDSA .NET Productivity Framework©
- Visual Studio 2005 and AJAX
- SQL 2005
- Internet Information Services 6.0 / ASP.NET 2.0
- Windows Server 2003
- Google Mapping Engine and API

For information on how PDSA can help your business grow, call (888) 899-PDSA (7372) or email us for more information at [Info@pdsa.com](mailto:Info@pdsa.com).