

Case Study - sanofi-aventis: Patient Care Programme (E-Learning)

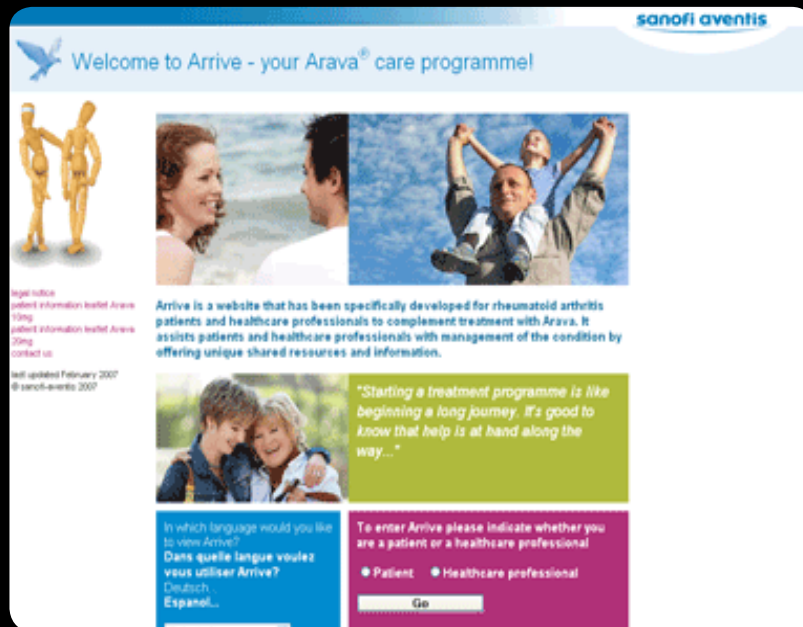
Arava - The Challenge



As part of sanofi-aventis' commitment to patient care AVT were approached to design and develop a site which assists patients during their course of treatment with Arava, a drug treatment for sufferers of rheumatoid arthritis.

The site needed to have regularly changing and varied content to keep user's interest and also needed to incorporate value added features including a tool to help users track their health over the period of 9 months.

www.arrive-online.org



AVT - The Solution

AVT worked closely with the client to develop the Information Architecture of the site, establishing the key site features and functionality. From this a thorough database structure was built with the consideration of easy translation into multiple languages.

The site delivers new content to registered users every fortnight through an online newsletter system and sets users goals to achieve in between each newsletter. This method allowed the client to tailor the

information the user receives to match what point in the drug treatment they are. A monthly online questionnaire also takes detailed information on their health and produces valuable reports for both the user and their physician.

Another site feature is a personal diary which allows users to store appointments and reminders online making the site an even more valuable tool for them.

The Results

The site was successfully delivered to time and budget and after the completion of the English site has now been commissioned for translation by sanofi-aventis Germany and Switzerland.

