



LS RETAIL



CASE STUDY



# MANIPAL CURE & CARE: INDIGENOUS CONCEPT WHICH COMBINES HEALTHCARE AND RETAIL IN A SINGLE FORMAT



LS Retail integrates radically different products into a single solution for effective streamlining of the business operations. LS Retail gave Manipal Cure and Care the flexibility to integrate POS with retail ERP and healthcare software seamlessly.



[www.dynamicverticals.com](http://www.dynamicverticals.com)

## The Client

Manipal Cure and Care is an important milestone in the field of Healthcare in India as this venture introduces India to the global concepts of Holistic Wellness Therapy and Retail Healthcare. With experience and expertise of the best doctors and health care practitioners in India, MCC offers a plethora of superior and safer healthcare services in their state-of-the-art centers.

Be it Wellness, Preventive, Beauty or Cosmetic care, MCC's highly-trained and experienced clinical staff provides the best medical care, ensures customer convenience, and assists them in every possible way. All of MCC's clinical practices are in adherence to the strict guidelines laid down by international healthcare organizations.

Plans are underway to open hi-tech Manipal Cure and Care centers throughout India beginning with cities such as Bangalore, Pune, Mumbai, Ahmadabad, Hyderabad, etc. and gradually spreading to other parts of India. Stores in Bangalore, Mumbai and Pune are already functional.

[www.manipalcureandcare.com](http://www.manipalcureandcare.com)

## Why the LS Retail Journey

Manipal Cure and Care has a business portfolio of both healthcare and retail. However, there was no single solution provider addressing the complete business requirement across retail and healthcare. For the sake of keeping things simple yet comprehensive in terms of features the compatibility of two different solutions with minimum customization was required. LS Retail features and functionalities were a direct fit with the business requirement. Any gap could be customized as per the business requirement.



## The Challenge

Manipal Cure and Care recognized the need for an integrated solution. One of the biggest risk and challenge was to integrate radically different products into a single solution for the business operations. The second was the risk of integrating products/solutions built on two diverse technologies such as Java/J2EE and Microsoft.

### POS related Challenges

- **Loyalty Management:** the loyalty programme needed not only point distribution but also a count on free medical consultation allotted to loyalty members.
- **Deals:** The deals were to be combined with service components like Medical Consultation, Laboratory Investigations and Products. In addition to this it was important to create a deal within a deal
- **Service Items:** Unlike products where products once sold the cost is realized immediately, Service items sold would be only realized once the service is availed , therefore the clinical software should keep an audit and reply on service availed to POS.
- **Health Check** availed by company employee required a feature so that the credit bills and invoice could be raised to the respective companies.
- **Price Variance:** Various prices to be addressed at POS

### Clinical Software related Challenges

Clinical operations/data management requires highly secure data and patient condition management features, that can track **care management** and provide **Electronic Medical Records (EMR)**, apart from other data points like Demographic details, Medication History, Allergies, Family and Social history and the like.

## Results in Brief

LS Retail provided a setup that could address complete business requirements of healthcare retail. Microsoft Dynamics NAV and LS Retail provided an end to end integrated solution covering pos, store back office and Head Office thus providing the organization with visibility of its transactions.

- Seamless integration with the Clinical Software
- Standardisation of the Item / drug masters across the centers
- Drug master is in line with the CIMS
- Centralized loyalty management
- Centralized coupon & inventory management
- India Localization

"The new business concept comes with new business process which leads to new challenges. This solution not only effectively addresses these challenges by integrating with third party clinical software. Furthermore, the solution offers a complete perspective of business trends and analysis across the organization."

**Somnath Das**  
Chief Operating Officer  
Manipal Cure & Care

"Retail Healthcare is a new concept in the country, Microsoft NAV LS Retail was our primary choice due to the capability to interface with the clinical software using web services by which addressing the complete Business Processes. This is one important tool providing a single window to all department activities and different locations."

**Hanuman Jayaram**  
Sr. Manager - Information Systems  
Manipal Cure & Care

## Approach & Unique Features

*"Features and functionalities available in LS Retail had a fit with the requirements of the Manipal Cure and Care. Option of tweaking the functionalities and fine tuning to our requirements was done by the implementation partner. Domain knowledge and expertise, quality processes knowledge, consulting strength etc"*  
**Balaji Venkatesh Manager ERP, Manipal Cure and Care**

The Implementation team & MCC management was of opinion that it should have a holistic and integrated EMR solution, there by the Guest EMR can be accessed across the facilities or centers, hence ensuring that guests are taken care of. This was achieved through the EzEMRx Clinical, where the records can be fetched on demand by the clinicians across the facilities.

As the guest EMR is sacrosanct, the team ensured that the EzEMRx Clinical is HIPPA compliant there by ensuring the confidentiality of the Guest EMR.

Secondly two diverse technologies such as Java/J2EE and Microsoft were to be integrated.

- HL7 based exchange of Information through web services

The EzEMRx Clinical Application is HL7 compliant; however the Microsoft Dynamics NAV was not HL7 compliant. The Implementation team [PwC + EzEMRx + MCC] decided that the interface between two systems should be done through HL7 messaging standards both in terms of data security and data consistency. The team from PwC built the HL7 standards in NAV+LS-Retail and the data exchange between the systems is seamless.

- Identification of Data Exchanges points between two systems

One of the challenges was to identify a mechanism, or a methodology wherein both the products/solution could talk to each other without affecting the operating parameters of each other. Accordingly, the Business process flow was re-designed to optimize the individual systems strength with the key focus on the Customer satisfaction & user friendliness. For E.g. early on the team took a decision that any clinical related information would be captured by the Clinical system [EzEMRx] and any data pertaining to the Billing information would be captured by the Billing system [NAV + LS Retail]. This was decided to ensure that respective system would drive the data requirement considering the business requirement there-by ensuring data consistency and reliability

- CIMS Integration with Clinical Management System

- i. The key benefits or advantages for the MCC Management [includes clinical & SCM management] are listed below
- ii. Standardization of the Drug Database across the facilities which will provide optimized solutions to the SCM team for monitoring the inventory level and also sales figures by center
- iii. Reduction of the medical errors by incorporating features like to Drug-to-Drug alerts / Drug-to-Guest Allergies alerts, by which the clinicians are well informed before prescribing the medicine
- iv. MCC team took a decision to print the prescription and counter-signed by the concerned doctor, there by reducing the transcribing errors by the pharmacist and the dosage and mode of administration is also clearly legible for the guest / patient.
- v. Apart from that the prescription entered by the clinicians is available in the POS [Billing system] of NAV, thereby saving time and also reducing the further transcribing errors by the pharmacist.

- Integration with the Medical Equipments [Laboratory + Cardiology Equipments]

The implementation team took a decision to build a two-way interface with the medical equipments, so that the investigation orders are directly sent to the equipments and the results are sent to the Guest EMR after validation from the pathologist. The benefits from this approach are:

- i. Sample identification by way of unique bar-code for each guest's sample.
- ii. Reduction of the typo errors by the Lab technician while entering the results
- iii. Quicker access for the Clinicians on their Desk for faster and efficient delivery of care to the Guest.



**PricewaterhouseCoopers Pvt. Ltd.** ([www.pwc.com/india](http://www.pwc.com/india))

*"Being one of it's kind implementation in India, Manipal Cure and Care was an unique implementation. It not only required good understanding of the retail & healthcare industry & market but also deep knowledge of integration across technology and products. Our thought leadership in both these industries, experience in technology along with an extremely dedicated team from PwC & Manipal helped us deliver a seamless solution successfully."*

**Rachna Nath**

Executive Director

PricewaterhouseCoopers Private Limited

PricewaterhouseCoopers India today is one of the top-most Microsoft Dynamics partners in the Indian Subcontinent with emphasis on Retail. PwC is a Gold Certified Partner and also a part of Microsoft President Club of Partners.

For Retail companies, PricewaterhouseCoopers offers a strong and reliable network of dedicated industry experts. Along with the implementation of the integrated business solution, we help our clients develop a competitive advantage across the value chain, and to ensure that all corporate stakeholder expectations are recognized and met.

*"PwC commitment and expertise made this collaboration one that will contribute to the development for companies like Manipal Cure & Care within the Indian retail industry. I know we can count on their support for other expanding markets that DVS is targeting and we look forward to seeing further strength and growth for Manipal Cure & Care, with support of this scalable application and dedicated support from PwC."*

**Rakhee Nagpal**

Managing Director

Dynamic Vertical Solutions



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## WHO WE ARE

Dynamic Vertical Solutions (DVS) is a leading provider of end-to-end integrated and adaptable business management applications, for organizations of various sizes across various Industry sectors. With international solutions catering to industries varying from Retail, Hospitality to Real Estate Management, DVS brings together a portfolio of internationally proven, fully integrated business solutions.

As an organization we identify focus areas based on thorough research and a deep understanding of the needs and requirements of the industry. Consequently we select a portfolio of products based on their referenceability and long term sustainability, so that our customers need not reinvest in business applications in the future, thereby allowing them to focus on their core business using IT as a key facilitator in their growth.

The solutions we provide are based on a Microsoft Dynamics Navision platform supported through a global partner network that spans across geographies.

Our range of services, categorized under the following heads, are designed to help organizations scale in size & business, reduce total cost of ownership, increase efficiency & productivity, improve data integrity, gain better control and ensure a fast exchange of data to enable quick decision making of the highest quality.

CONSULTING | TRAINING | IMPLEMENTATION | LOCALIZATION  
DEVELOPMENT | OUTSOURCING | INFRASTRUCTURE | ENTERPRISE

## Dynamic Vertical Software Pvt. Ltd.

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