

>> CASE STUDY

DUANE READE, INC.

Duane Reade Pharmacy Portal



CLIENT OVERVIEW

Duane Reade is the Big Apple of drugstores. Named after the two streets where its first store was located, the company is the market leader in the densely populated Manhattan area. The company operates about 250 stores in New York and New Jersey. More than half of the company's stores are in high-traffic Manhattan (giving the firm more sales per square foot than any other US drugstore chain). Duane Reade's stores vary greatly in size (1,600-14,700 sq. ft.). The company sells prescription drugs, but nearly 60% of sales come from items such as over-the-counter medications, food and beverages, and health and beauty aids. Duane Reade's conveniently located stores carry an extensive assortment of items, including those from the pharmacy as well as vitamins, nutritional products, cosmetics, greeting cards and photo processing.

The company has ranked as the fastest-growing drugstore

chain in the industry and was taken private in mid-2004 by equity group Oak Hill Capital Partners.

CLIENT OBJECTIVE

Duane Reade is NYC's drug store of choice and New Yorkers speak over 50+ styles and dialects of languages. To Comply with HYPPA regulations and to provide its English as a second language. Customers with prescribed medical instructions for use of their prescriptions Duane Reade engaged Glyphic. The previous method of ensuring customers understood their pharmacy instructions involved finding a pharmacist or clerk who spoke the specific language of the customer. This was not always feasible, took away from employee production and left the customer guessing.

GLYPHIC SOLUTION

Glyphic Technologies was engaged to assist Duane Reade with developing their Duane Reade Pharmacy Portal. To facilitate ease of use and encourage economies of scale

Glyphic Technologies >>

Duane Reade decided to port their existing AS/400 Pharmacy application to WebSphere Portal. Glyphic Technologies was brought in to architect a portal solution that would be scalable, deliverable on-time and within budget.

When prescription labels are generated, prescription data will be stored in a manner, that it may be retrieved when a pharmacist requests a prescription translation document. This translation document may be generated in a variety of languages and will be provided to the customer on request.

Glyphic architected a manual process to cross reference tables and formatting options. Web-Portal applications are used to upload translation images received from LingoSystems the translation language system.

Glyphic architected automated processes for when an Rx prescription label is generated on the pharmacy system an MQ message is sent containing various prescription data. The AS400 application reads this MQ message, loads validates and formats the data into the RX Label Language Translation database, then sends an MQ reply message back to pharmacy system indicating the results of validation. The pharmacy system monitors for and reads each MQ reply message and determines if the original message should be resent or archived.

Using a Web-Portal application a pharmacy user on behalf of a pharmacy customer will generate a Translation PDF of the customer's prescription. The user will first enter the transaction number to verify its availability to be translated. If the prescription was filled in the same store the user will select the appropriate language to translate into. Utilizing the formatted script data received from the AS400, the Web-Portal application will generate the Translation PDF document. This PDF will be printed in the store and will be transmitted back to the AS400 for archiving.

Glyphic developed a series of JSR 168 Compliant Portlets to retrieve customer prescription information from the AS/400 using AS/400 Stored Procedures for data access. A Model

View Controller architecture (Struts) was used to handle the data, business and presentation layers. Glyphic created a portlet development blueprint that will encourage the rapid development of over 20 portlets moving forwards.

Glyphic also provided basic portal development and administrative training to Duane Reade's Information Technology staff and acts as an advisor to the development and administrative staff moving forward on new portal projects.

Glyphic's solution assist patients whose primary language and/or the primary language of a patient's care giver is something other than English, in understanding the instructions and warnings associated with administering the prescribed medication. The benefits of the system allow Duane Reade Pharmacy customer to feel safe knowing that the medications being prescribed are taken in accordance with their doctor's instruction. The Pharmacy portal also allows Duane Reade to comply with the state regulations, avoiding both fines and potential lawsuits.

Tools/Technologies

WebSphere Portal Express 5.0.2 Express, WAS, AS400 Stored Procedure driven back-end, MQSeries, SOA and MVC Architecture with Struts Framework.