

CASE STUDY

ColonCancerCheck InScreen Project

Cancer Care Ontario

AT A GLANCE:

COMPANY:
ColonCancerCheck program,
Cancer Care Ontario

PROJECT:
InScreen

GEOGRAPHY:
Ontario, Canada

INDUSTRY:
Public Sector

KEY CHALLENGE:
Develop a CRM solution to
manage a province-wide
colorectal cancer screening
program.

ABOUT CLYTAN:

Clytan is a professional services firm offering measurable business value to our clients in the form of enterprise application services with an emphasis on implementing CRM and ERP suite of software applications.

We provide in-depth implementation expertise, business process best practices, systems integration and program management services.

COMPANY: The ColonCancerCheck (CCC) program at Cancer Care Ontario is an organized province-wide population-based colorectal cancer (CRC) screening program.

PROJECT: InScreen

CLYTAN INVOLVEMENT: Clytan Inc. together with CCO worked to strategize, design and implement InScreen, a customer relationship management solution for the ColonCancerCheck (CCC) program. The system was designed to support the Program's day-to-day business operations, facilitate enhanced participation in CRC screening by age-eligible Ontarians, and satisfy operational and ad-hoc reporting requirements.

DELIVERABLES:

- Leading the development of an enterprise framework for screening to ensure alignment of business requirements and technology architecture.
- Driving requirement workshops, evaluating technology options, and making recommendations.
- Developing best practice business models to form the basis for business requirements.
- Designing and developing a comprehensive data conversion/ interface strategy as well as logical and physical data models.
- Creating Microstrategy reports

SERVICES PROVIDED: The Clytan team developed a Customer Relationship Management (CRM) solution for the CCC program based on Oracle-Siebel Public Sector and Case Management software. The screening application was developed and deployed using the 'Clytan Enterprise Screening Framework' and the 'Clytan CRM Business Model' to ensure the design, configuration and implementation of the application met the screening, analysis, and reporting needs of the program.

In the process of using a standard software package, CCO's processes were re-engineered and standardized. The final deliverable implemented a comprehensive screening information system using the standard Siebel

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software (Oracle-Siebel Public Sector version 8.1). Clytan's solution coordinates data from several diverse sources, provides assistance in managing correspondence and helps the CCC program achieve the goals and objectives set out by CCO.

RESULTS: InScreen was successfully implemented and offers a number of tangible benefits including the ability to:

- Identify Ontarians eligible for colorectal screening;
- Invite eligible Ontarians to participate in screening;
- Track participants throughout screening and diagnostic processes; and
- Continually evaluate program quality and performance

In November 2009, the ColonCancerCheck team and Clytan Inc. were awarded the Information Technology Association of Canada's **Project Implementation Team of the Year Award** at the 5th annual Canadian Health Informatics Awards Gala. This award recognizes the collaborative achievement of the CCC team and Clytan Inc. in implementing InScreen. For more information about the award, please refer to the Press Room section of the Clytan website.