



CASE STUDY

# Avanade helps improve access to a world-renowned medical resource

For use outside of the United States of America and Canada.

## At a glance

Seeking to reach three billion healthcare professionals and patients by 2020, MSD (Merck Sharp & Dohme Corp., a subsidiary of Merck & Co. Inc., Kenilworth, NJ, USA) partnered with Avanade to design and deploy the MSD Manual online (professional, consumer and veterinary versions), leveraging the Sitecore platform.

## Business Situation

The MSD Manual of Diagnosis and Therapy has been the most widely-used, comprehensive medical resource among professionals and consumers since 1899. It was originally designed for the public good and remains that way today. The primary goal of the MSD Manual is to enable the organization's Global Medical Knowledge 2020 initiative: "To provide free access to accurate and reliable medical information on every continent by 2020."

In order to expand access to the textbook and improve its use, MSD understood that it should eliminate the print version. As a result, MSD needed to redesign its online platform which was no longer providing the necessary scalability, capabilities and analytics. After an extensive RFP process, Avanade was selected to execute a complete rethink and ground-up rebuild of the new MSD Manual.

## Solution

The new MSD Manual site includes a fully-featured site search, multi-lingual support in ten different languages, comprehensive analytics, SEO, social media links and integrated multimedia. It allows non-technical administrators to control the site's content and appearance without requiring custom development.

The use of Microsoft platforms and technologies was instrumental in making the MSD Manual digital initiative a success. The solution leverages a content management system (CMS) to deliver the customer experience, while Sitecore – a Microsoft ISV developed on a .Net framework – is central to this solution. The production, development, testing and back-up servers for this site are all on Microsoft Azure, ensuring high performance, redundancy and scalability.

## Results

The MSD Manual project is a great example of how digital transformation can be leveraged for the common good of people across the world. In addition to MSD's goal of providing free access to accurate and reliable medical information on every continent, the company is targeting an outreach of up to 3 billion professionals and patients within this timeframe.

By the numbers, here's how the MSD Manual team, of which Avanade is now an integral member, is working to fulfill its mission and make a large-scale societal impact:

- 350 medical experts continually update the manual's content to reflect the most current and accurate medical information.
- Ten languages are now available for broader use.

*"With Global Medical Knowledge 2020, we're committed to providing consumers and health care professionals everywhere with quality, unbiased medical information they can easily understand and use on a daily basis."*

-Robert S. Porter, M.D., Merck Manual editor-in-chief

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- One connection point allows consumers and professionals to access medical information tailored to their needs and knowledge, putting patients and their healthcare team on the same page.
- 10,000+ resources enhance the expansive database of medical topics with videos, images, animations, medical calculators and a growing set of other resources.
- 150,000 relationships with professionals and patients around the world on social media and other platforms facilitate meaningful dialogues on the most important medical topics.
- Zero ads or registration improves the user experience of this not-for-profit initiative and is a sign of commitment to providing free and open access to medical information.

Avanade is proud to help improve access to the MSD Manual online, and the site's audience has continued to grow in every MSD market. During the final build phase, construction was running behind the scenes while the team supported an ever-swelling amount of incoming traffic, currently at more than 290,000 page views per day.

**PLEASE NOTE:** This story describes work that was completed by Infusion, which was acquired by Avanade in February 2017.

## About MSD Manual

To learn more about the MSD Manual, or access the professional and consumer versions of the resource, visit [www.msmanuals.com](http://www.msmanuals.com).

### About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries. Visit us at [www.avanade.com](http://www.avanade.com)

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### North America

Seattle  
Phone +1 206 239 5600  
[America@avanade.com](mailto:America@avanade.com)

### South America

Sao Paulo  
[AvanadeBrasil@avanade.com](mailto:AvanadeBrasil@avanade.com)

### Asia-Pacific

Australia  
Phone +61 2 9005 5900  
[AsiaPac@avanade.com](mailto:AsiaPac@avanade.com)

### Europe

London  
Phone +44 0 20 7025 1000  
[Europe@avanade.com](mailto:Europe@avanade.com)