CENGN

DOCTALK INNOVATION HIGHLIGHT

doctalk

COMPANY OVERVIEW

Doctalk Inc. is focused on making the lives of physicians easier by improving workflow and processes to save time and enabling more meaningful dialogue through collaborative applications.

Doctalk is located in the heart of downtown Toronto and currently has 4 full-time employees in product development and commercialization.

LOCATION: TORONTO, ON

TECHNOLOGY

Data Centre and Cloud

doctalk

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CENGN

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SO MUCH READING, SO LITTLE TIME

Physicians can't keep up-to-date on the explosion of medical literature. With so much information available, physicians don't have time to register for each pharmaceutical company's medical information portal, they do not have any clinical contextualization that would help them apply the data, and there is some discomfort in going to pharmaceutical companies for information about their medicines because of potential bias.

MEDINFO RESPONSE: A BETTER WAY TO LEARN ABOUT MEDICINE

Seeing this problem, Doctalk developed MedInfo Response (MIR) to improve the way medical information is delivered to physicians, while at the same time creating significant value for pharmaceutical companies. Using MIR, physicians are provided free access to Standard Response Documents (SRDs) which are regulated, and non-promotional summaries of study results created by pharmaceutical companies. MIR provides these documents in a format which has many advantages to a physician, including fast access in an easy-to-use interface and a collaborative environment where physicians learn from each other about how to better manage their patients with various pharmaceutical products removing the persuasive bias from pharmaceutical companies. In turn, pharmaceutical companies have the opportunity to clarify the data to physicians and, importantly, learn more about real-world usage of their products. This informs the better future clinical trial design and accelerates the development of new medicines. Both physicians and pharmaceutical companies benefit from MIR over current alternatives.

STRESS TESTING MIR

To ensure that MIR could meet the demands of large pharmaceutical companies, Doctalk came to CENGN to stress test their platform. During the project, Doctalk successfully met its goal of hosting 4,000 users at once without any system slowdowns. With this result, Doctalk can now seek to grow its customer base.

> "The engineering staff at CENGN provided great support in the deployment and maintenance of the test servers and were able to either solve or lead us to the solution of any technical problems we encountered, both within and outside of the scope of the project"
>
> **Mason Ross**
> **CEO, Doctalk Inc.**