



Delivering solutions  
to NHS Trusts

# Rotherham IDB Management Software

“The best clinical software in the country.”

Ferring Pharmaceuticals is devoted to identifying, developing and marketing innovative products in the fields of infertility, obstetrics, urology, gastroenterology, endocrinology and osteoarthritis. The company has gained international recognition for the creation of inventive medications to improve the quality of life of children and adults all around the world.

The development and supply of drugs for gastroenterology had always been a core business for Ferring Pharmaceuticals and in 2002, the company decided to return value into the community by sponsoring the development of an application to support clinicians treating patients with Irritable Bowel Disease.

---

## Allowing clinicians to record full range of information

---

Professor Bardhan – Professor of Gastroenterology at The Rotherham NHS Foundation Trust – had already concluded that the discipline needed a computerised solution to allow clinicians to record the full **range of information concerning patients’** histories and treatments, and which would produce appropriate reports and letters.

With Professor Bardhan as consultant, Ferring Pharmaceuticals approached an IT development company and asked them to undertake the development.

Ferring Pharmaceuticals wanted to launch this new solution at the annual British Society of Gastroenterology (BSG) conference, which was due to be held in March 2003. However, with less than 4 months to go, it became apparent that the solution was nowhere near ready and was unlikely to meet the conference deadline.

---

## Drastic measures were called for

---

Recognising that drastic measures were called for, Ferring Pharmaceuticals approached Bryan Archer – an independent



consultant specialising in healthcare – and asked him to manage the project in an attempt to bring it back on track.

**“It was obvious that we were not going to meet the March 2003 deadline,” explained Bryan. “I had serious doubts as to whether the application would even be ready for the 2004 BSG conference.”**

Although there are numerous solutions available for more general NHS applications, there are very few for very specialist niches such as Irritable Bowel Disease.

**“The development of such a solution would have a tremendous impact on the diagnosis, treatment and well-being of patients,” continued Bryan. “And although Professor Bardhan had produced an outline, we were a long way from being able to demonstrate a solution that would meet the requirements of clinicians across the country.”**

Bryan had already worked with Maracis Solutions Ltd. – a small and highly focused developer of high quality innovative software **for the health care market. “Maracis had**

**maracis**  
solutions Ltd

t: 020 3228 4410

f: 020 3228 4425

e: sales@maracis.co.uk

w: www.maracis.co.uk

*...healthier solutions, by design*



proved that they could develop effective information systems that combined ease-of-use with extensive flexibility," said Bryan. "Although I knew that Maracis could produce the solution, it seemed almost impossible that they could do this within 3 months."

---

#### Extensive experience

With less than 14 weeks until the BSG conference, Maracis diverted its resources to the development and testing of the Irritable Bowel Disease solution and, to the delight of Ferring Pharmaceuticals, demonstrated the full solution at the conference. Not only had Maracis been able to complete the development on time and to budget, the entire development had been completed on a fixed cost basis.

---

**"In sponsoring this development, Ferring Pharmaceuticals has demonstrated its commitment to, and support of, the gastroenterology community. In my view, this is the best piece of clinical software in the country."**

Bryan Archer  
Independent Consultant and Project Manager

---

"I knew that Maracis was an extremely impressive and innovative company," continued Bryan Archer, "and that they could turn things around quickly but on this occasion they exceeded my expectations."

Since its launch, the Rotherham IBD Management Software has been deployed in well over 50 UK health providers. As sponsors for the development, Ferring Pharmaceuticals, provides the solution free of charge to all NHS clinicians, and also provide the necessary financial support for

ongoing development. Within a year of the launch, a User Group was formed to guide and control future development. With Version 3 now on the horizon, Maracis continues to work extremely closely with Ferring Pharmaceuticals and the User Group.

---

#### Continuous enhancement

**"The Maracis solution has undergone continuous enhancement since its launch," explained Bryan Archer. "Upgrades have provided a wealth of new features as requested by the User Group, including enhanced reporting as well as links into existing administration systems so that information on individual patients can be pulled directly into the solution without the need for retyping."**

---

"Since I brought Maracis on board, the entire project has proceeded smoothly, on time and to budget, meeting both the requirements of the sponsor and the end users," concluded Bryan Archer.

"For users and for Ferring Pharmaceuticals, the Rotherham IBD Management Software solution continues to be installed in new sites and is regularly praised for its applicability, ease of use and reliability. It is now an integral tool for clinicians, nurses and managers alike."

**maracis**  
solutions Ltd

t: 020 3228 4410  
f: 020 3228 4425  
e: sales@maracis.co.uk  
w: www.maracis.co.uk