Planning as a success factor:
Efficient participant planning for events at Dr. Falk Pharma GmbH

Organization

Simplified management through digitized processes

User experience

Improved experience for all participants

Error rate

Errors reduced through automation

Client
Dr. Falk Pharma GmbH

Industry
Healthcare

SoftwareOne Services
Creation of a congress management app with Power Platform

Dr. Falk Pharma GmbH is a leading specialist in digestive and metabolic medicine. As a family-owned company with a global network, it has focused over 60 years on developing and marketing innovative treatments to help people with chronic inflammatory bowel diseases and digestive and metabolic disorders.

The vision of the company's founder, Dr. Herbert Falk, 'Progress through exchange,' remains central to the company's culture and values. The company regularly attends congresses organized by international professional societies to exchange information on the latest digestive and metabolic medicine developments. Dr Falk Pharma turned to SoftwareOne to drive the development of an app to improve participant management efficiency.

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The challenge

Digitization solutions sought

SoftwareOne worked with Falk to design the Congress App to optimize internal support for employees and subsidiaries. Previously, organizing these events was tedious and manual, involving multiple Excel spreadsheets. Event information and registrations had to be processed by email. Registration management was done manually. Changes and cancellations were challenging to manage and often resulted in errors.

To make planning and organization more efficient and less error-prone, the company sought an automated solution to optimize the entire process. The solution needed to reduce staff workload and integrate seamlessly with the Microsoft 365 products already in use.

The solution

A new application provides efficient congress management

Dr. Falk Pharma GmbH chose the Microsoft Power Platform to take advantage of its seamless integration with its existing M365 products. Customized applications and workflows can be quickly created using the Power Apps and Power Automate services. The combination is cost-effective and ensures efficient, error-free event organization.

Power Apps enable user-friendly applications across various platforms and devices to interact with data from multiple sources. Power Automate establishes automated processes and actions that respond to specific events or triggers, such as emails, forms, messages, or calendar events. Both services are part of the Microsoft Power Platform and are helping streamline congress management.

SoftwareOne also assumed overall project management to ensure a smooth process. Among other responsibilities, the agile project management team coordinated the harmonization of the various individual services, managed tasks, created meeting minutes, organized meetings, and reported to the steering committee.

The solution

The new web application can efficiently manage participation in congresses and organize information for participants. The main functions are:

Congress Management

- Create and edit conversations: Administrators can create new and edit existing conventions.

- Scheduling: The app sets start, end, kick-off, and dinner dates .

- Location details: Enter the congress, kick-off, and Falk Dinner locations.

- Program details: Enter and edit the scientific program and industry exhibition details.

- Check hotel bookings: Checklists verify hotel bookings.

- Dinner options: Enable a selection of dinner options.

- Logo Upload: An option is included to upload a convention logo.

- Automation with Power Automate: Automatic reminders are sent for upcoming exams and appointments.

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Thanks to automated notifications, we have significantly improved our communication with participants. Additionally, we benefit from increased transparency, as we can track the current status of all registrations in real time.

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Alexander Fischer, Head of IMT-Projects & -Partner-Management at Dr Falk Pharma GmbH

Attendee Management

- Attendee registration: Enter attendee information, including name, institution, country, department, and registration status.

- Congress assignment: Assign attendees to specific congresses.

- Confirmation management: Manage attendee confirmations, hotel reservations, and dinners.

- Badge management: Select attendee badge type.

- Arrival and departure dates: Record attendee arrival and departure dates.

Automation with Power Automate

- Automatically send confirmation emails after registration and deregistration.

- Send reminder emails to attendees for upcoming confirmations and appointments.

- Generate status reports on registrations, hotel bookings, and event attendance.

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The outcome

Error reduction and process optimization

- **Reduction of errors** through automation and digitization
- **Relief for employees** through more efficient processes → time savings
- **Improved user experience** for participants
- **Seamless integration** with existing M365 products
- **Fast and cost-effective** development using low-code
- **Improved data availability** and security through the Azure cloud
- **Potential to customize** and extend the app for new requirements
- **Easy scaling** for larger or smaller events

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By implementing these digital solutions, we can make participant management at international congresses more efficient and less error-prone, resulting in a better experience for participants and a reduced workload for employees. We successfully implemented this project thanks to SoftwareOne's excellent collaboration and extensive expertise

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Alexander Fischer, Head of IMT-Projects & -Partner-Management at Dr. Falk Pharma GmbH

CONTACT US TODAY

Find out more at
www.softwareone.com

DE phone: +49 341 2568 2368
email: info.de@softwareone.com

AT phone: +43 1878 10 0
email: info.at@softwareone.com

CH phone: +41 844 44 55 44
email: info.ch@softwareone.com

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