



CLIENT PROJECT

Skin Clinic CRM That Keeps Patient Follow-Ups on Time

A skin and laser clinic in India

IN SHORT

A skin and laser clinic now sees every patient and corporate lead's stage and next step, gets follow-up reminders, and knows what stock each outreach event used.

THE CHALLENGE

The clinic wins patients through inquiries, corporate tie-ups and outreach events. Follow-ups depended on memory, and events were not tied to results. Products handed out at events were not tracked against stock.

WHAT WE BUILT

We built a web marketing system on Node.js, Angular and MongoDB. Patient and corporate leads move through stages with logged activity and reminders. Events record location, checklist, allocated stock and feedback, backed by a small inventory module and filtered reports.

AT A GLANCE

INDUSTRY

Healthcare

SERVICES

Web application development

Custom software development

PLATFORMS

Web

BUILT WITH

Angular, Node.js, Express.js, MongoDB, AWS, GitHub Actions, Git

Read the full project: <https://itechnosol.com/our-work/skin-clinic-patient-lead-and-events-crm/>

THE RESULT

Staff see every lead's stage and next action, and get reminders when follow-ups fall due. Reports show follow-ups, event audiences and the stock each event used. The clinic later asked us to extend the same prospect module.

KEY FEATURES

- **Lead stages**
Leads move from unassigned to in progress, processed and completed, so none sit untouched.
- **Follow-up reminders**
Reminders bring open leads back to staff when their next activity date arrives.
- **SMS and email notices**
Staff notify patients by SMS or email from inside the system.
- **Event planning with stock**
Each event carries a location, checklist, stock allocated from inventory and feedback.
- **Activity log**
Each call or face-to-face conversation is logged against the lead with notes.
- **Patient types**
Patients are grouped by spending level and preference for targeted follow-up.
- **Corporate accounts**
Corporate tie-ups get the same activity log and follow-up as individual patients.
- **Filtered reports**
Eight reports cover patients, corporates, follow-ups, events, audiences, stock use and a stock summary.

Planning something similar?

Send us a few lines about your project. A founder replies within 4 business hours with an indicative cost and timeline, free and with no obligation.

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