EDITION

November 2026

iTechnoSol Inc.

PROJECT OVERVIEW

Patient lead and events CRM for a skin and laser clinic

Every lead's stage and next step, follow-up reminders and the stock each outreach event used, on the web.



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CLIENT	INDUSTRY	PLATFORMS
A skin and laser clinic in India	**Healthcare**	**Web**

THE REQUIREMENT

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.

THE OUTCOME

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.

CLIENT PROJECT

What it does

In short: every lead's next step and reminder.

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.

BUILT WITH

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

PLATFORMS

Web

SERVICES

- Web application development
- Custom software development

WORKING WITH US

How a project runs

The same four stages for every project, with working software early and the option to stop after any stage.

STAGE 1

Audit

We map the current process and agree on a first release.

STAGE 2

Trial

A working version on your data before the full build.

STAGE 3

Build

Weekly working demos, integrated with your systems.

STAGE 4

Go live

Rollout to one team, then company-wide.

INCLUDED IN EVERY QUOTATION

- Written scope with dated milestones
- Testing before delivery
- Documentation for your team
- Weekly working demo
- Code in your repository from day one
- Free bug fixes in the warranty period after launch

OUR PROMISES

- **NDA before anything**
- **You own all the code**
- **Your first call is with a founder**

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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