A California-based company, its On-demand platform supports the industry, doctors, and patients who need rapid access to the world's top surgeons.
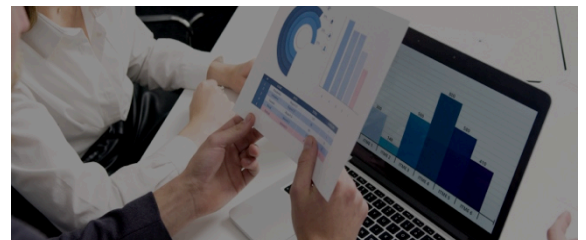
On-demand expert doctors to support your customers and reps

Engagement Overview

Crownstack partnered with Expert Opinion in 2024 as a Product Engineering Partner to design, develop and deploy an integrated solution for urgent medical care needs, including mobile and web apps. The solution was further integrated into their existing CRM to ensure smooth operation.

About the Customer

Expert Opinion is a medical consultation platform that connects patients and doctors with leading ophthalmologists(M.D.) and Optometrists(O.D.) for expert, unbiased assessments. It offers direct feedback from specialists, providing treatment recommendations, alternative options, or reassurance about a diagnosis—all without the need for travel. Expert Opinion helps patients and doctors make informed decisions by enabling timely access to world-class experts, improving confidence and patient outcomes.

Industry	Medical Practices

Business Challenges

- Many regions lack access to top-tier ophthalmologists, making it difficult for patients and doctors to obtain second-opinion consultations.
- Travelling for a second opinion can be expensive and inconvenient for patients and healthcare professionals.
- Traditional referral systems can be time-consuming, delaying critical treatment decisions.
- Patients often seek unbiased, third-party validation before committing to a diagnosis or treatment plan.
- Both doctors and patients may struggle to access direct consultations with leading experts to discuss complex cases.
- Furthermore, existing healthcare models often hinder the scalability of expert consultations without overwhelming specialists.

CROWNSTACK
Building Sustainable Solutions

Business Solution

We have implemented partner-based consultations to improve our partner doctors' access to MDs and ODs. Our Technology and Quality Assurance teams worked closely with the Expert Opinion team to achieve this.

- **Dynamic Consultation Request:** We developed JSON-driven portals to customise consultation requests to meet the unique needs of different partners.
- **Automated Scheduling**: Consultations are automatically scheduled within 1.5 hours based on preferences for Key Opinion Leaders (KOLs).
- **Timely Notifications:** We integrated AWS Step Functions and Lambda to send reminders at various intervals, ensuring that consultations are not missed.
- **Secure Access Compliance:** We implemented single-use magic links to maintain compliance and guarantee safe access.
- **Follow-Up Notifications:** Partners receive automated alerts to remind their doctors about follow-up consultations.
- **Partner and KOL Portal Management:** Each partner and KOL has a dedicated portal to manage their representatives and consultations efficiently.
- **QA Testing and System Reliability:** Our Quality Assurance (QA) team has played a crucial role by conducting automated and manual testing to ensure the system operates flawlessly. This guarantees that doctors and KOLs enjoy a seamless consultation process without disruptions.

Technology Stack

Testing	Manual & Automation with Playwright
Frontend	Svelte
Others	terraform, google services(gcal, meet), MJML Templating, notifications (email, text, slack), Trackjs, Docker, GitHub Actions
Backend	Nest, Scheduler(Cronjobs), Postgres, Typeorm, AWS (Lambda, Step Function, S3)

Business Outcome

- By implementing dynamic consultation requests, automated scheduling, and timely notifications, Expert Opinion has significantly reduced complaints and instances of missed consultations.
- Partners have recognised these improvements and have requested similar features to facilitate second opinions between junior and senior residents. This expansion has streamlined communication, ensured timely access to expert guidance, and enhanced accessibility within medical teams.
- As a result, Expert Opinion has experienced business growth by extending its solutions beyond ophthalmology, further strengthening its impact in the healthcare industry.

Further Links

Learn More About Crownstack's Offerings

Learn More about Expert Opinion