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# CASE STUDY

## Tropical Medical Bureau (TMB)

*Prepares for Growth with Microsoft Azure  
Cloud Based Solution from Storm Technology*



## Bespoke Travel Medicine Solution Designed & Built by Storm Paves Way for Future Growth at TMB

The Tropical Medical Bureau (TMB) is Ireland's largest travel medicine clinic. The business operates a network of 20 clinics across Ireland and is firmly focused on a strategy of growth. To realise this vision, TMB needs to be able to bring new clinics on-board quickly and effectively and to provide them with the ongoing support, education and expert advice that enables them to provide excellent services and care to patients.

Key to making this happen is the company's custom-designed online travel medicine software developed in partnership with Storm Technology and built on the Microsoft Azure platform.

### The Situation

The Tropical Medical Bureau has a well-earned reputation as Ireland's leading authority on travel medicine. It is respected by consumers and clinic staff alike for providing the best travel information and medical care available for international travelers.

It is this knowledge and commitment to excellence that makes TMB an attractive partner for medical centers looking to expand their travel medicine services. This is a growth channel that the business is committed to pursuing, both at home and abroad. However, a significant challenge has been its legacy travel medicine software, through which TMB managed and supported its network of clinics.

*"For us, a real challenge to growth was our legacy system for managing and supporting clinics. Every-time we partnered with a new clinic the system had to be physically installed and supported on the clinic's site. It made the on-boarding process slow, cumbersome and costly, which meant we could not scale the business the way we wanted to,"* said Andrew Lewis, Chief Executive Officer of TMB.

*"More importantly, the system simply was not as dynamic as it needed to be. For us, it is imperative to keep our finger on the pulse of what is happening right across all our clinics. It is important that all staff have at their fingertips the most up-to-date information relating to travel medicine, best practice procedures and real-time expert advice. It is this real-time interaction and insight that is the backbone of what helps us deliver excellent services, for both our clinics and our patients."*

TMB knew it needed to radically re-design its travel medicine software. To support its ongoing operations and strategic growth objectives, the solution needed to:

- Simplify and speed up the new clinic on-boarding process
- Enable real-time communication flow across the organisation
- Scale easily as the business expanded and grew its network of global associate clinics

### The Solution

*"We simply could not find an off-the-shelf solution that suited our needs. So we went looking for a partner who could re-design and improve our existing system – someone who could get under the hood of what we had, understand what we ideally wanted and then design a solution that would work for us. We found that in the team at Storm Technology,"* said Lewis.

Today, TMB has a custom designed online travel medicine solution that has transformed its operations. Built on the Microsoft Azure cloud platform and developed by the team at Storm, the solution solves the key issues that were obstacles to the company's growth.

### Fast Effective Clinic On-Boarding

Fully web-enabled, the solution has completely eradicated the need for costly onsite deployments. New clinics can be brought on-board, quickly, all training and set-up can be done on-line and ongoing support can be provided virtually.

*"With our new solution, international expansion becomes a reality. Regardless of where an associate clinic is located, we are now confident that we can get them up and running quickly and provide them with real time support and monitoring – cost effectively,"* said Lewis.

### Real Time Advice and Governance

Today, all staff across the TMB network of clinics have real time access to the latest information, best practices and approved procedures for travel related medical issues. This information has been compiled and approved by TMB's core team of travel health experts and leading subject matter authorities.

TMB's travel health experts have real time insight into the procedures being followed in clinics across the network – enabling them to ensure that best practice is being adhered to and provide on-the-spot advice and direction if required.

*"Our new solution has improved the way we interact and keep up to date with our network of clinics. At the click of a button, we can get the most up-to-date advice and guidance out to our clinics, and in real-time we can also see that the right processes and producers are being adhered to. It's good for us, it's good for our clinics and most importantly it's good for our patients,"* said Lewis.

### Seamless Service

Today, all of TMB's clinics' activities and communications are fully integrated. Patients can move from clinic to clinic – nationally or internationally – and rest assured their relevant history is all there, up-to-date and accurate.

### Business Insights & Analytics

With an ever-growing network of clinics and an expanding customer base, TMB was keen to tap into the rich source of travel patterns and behaviors that was being underutilised in its legacy system. The new online travel medicine solution helped it to do just that – the system aggregates information across all of TMB's clinics to provide insight into travel trends – enabling the company to drive informational campaigns to the right people, at the right times, and grow the business opportunities for clinics across its network.

### Flexibility and Scale

With a real ambition for international growth, TMB needed a solution that would be able to grow and expand in line with their business – and it got just that. Built on Azure, Microsoft's cloud platform, the solution has infinite scale at minimal cost. Bringing on new clinics – be that one or 100 – requires no incremental software costs. All that is required is an increase in its online compute, network and storage capacity, which can be scaled up or down as the business needs.

*"As a growing company, one of the biggest fears you have is that investments you make in software today simply won't stand the test of time – you're concerned that if you grow, they won't grow. This was a challenge we put to the team at Storm, and it's one they truly cracked – designing for us an online solution, built on Microsoft Azure, that has infinite capability to grow and expand,"* said Lewis.

### What Has It Meant for Your Business

*"Put simply, the path for growth is now achievable and clearer. The team at Storm really understood where we were and where we wanted to go. Then they designed and built a custom online portal to help us get there"* said Lewis

*"Without Storm, the project would not have been half as successful. They are talented people who really understand how to apply technology to create business solutions. What's more, they are down-to-earth and realistic in their approach – they always came back with options and alternatives so that we could get the best fit for the business and the budget."*

*"As a business, we specialise in the area of healthcare for the international traveller and on providing excellent service to our patients. As a result, our business has grown steadily and today we operate over 20 travel vaccination clinics in Ireland."*

Our aim now is to create an international network of TMB clinics and become the world's first choice for travel health services. Key to achieving this is our specialised travel medicine software designed and developed by Storm Technology."

Andrew Lewis,  
Chief Executive Officer,  
Tropical Medical Bureau

Today TMB has the travel medicine solution it needs, and the benefits to the business are real:

- Ensuring consistency of standards in real-time – best practices, approved procedures and the very latest travel related medical information is now available in real-time to every clinic ensuring the best possible patient care is provided across the TMB network.
- Cost-saving – the time, cost and resources needed to bring on board new clinics and provide them with ongoing support has been drastically reduced.
- Revenue opportunities – online best practice advice, approved operating procedures, real-time communications and instantaneous access to expertise is today a reality for TMB and its clinics. These are critical elements that make the TMB brand first-choice for new associate clinics and patients and therefore improving opportunities for new business.
- Growth and expansion – the ability to virtually set up, support and manage all aspects of TMB's relationships with its clinics – from initial on-boarding through to patient management – removes any barriers to international expansion.

*"We are delighted with our new online travel medicine software – it's exactly what we needed to drive our business forward. Without doubt, a lot of that is down to the guys at Storm. They are a team of really great people with excellent heads on their shoulders,"* said Lewis.

Concerned your organisations technology infrastructure is holding back your organisations growth potential? [Click here to speak to a member of our Business Consultancy team.](#)

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