

case study

consumer healthcare products association

www.chpa-info.org



The Consumer Healthcare Products Association (CHPA) is the 121-year-old national trade association representing US manufacturers and distributors of nonprescription, over-the-counter (OTC) medicines and dietary supplement products. In addition to conferences, seminars, and its work in science, technology, legal, legislative, and public affairs, CHPA is also responsible for the development and adoption of codes and guidelines for its industry.

SOLVE

CHPA recognized the tremendous opportunity offered by the Web to communicate more effectively with its membership. The organization needed to develop an entirely new Web presence that offered robust resources and services that could be consistently maintained by its non-technical staff. Cobalt worked with CHPA to develop a strategy for a user-friendly, database-driven web solution that included an intuitive content management system for its internal staff.

BUILD

Cobalt redesigned and redeveloped CHPA's Web presence to include a more intuitive user interface and numerous web-based resources. One specific resource is CHPA's Member Products Database which offered users the ability to search for specific over-the-counter and dietary supplement products to gain further information. To meet the challenges faced by CHPA's internal staff, Cobalt developed a content management application to offer the ability to quickly and easily update site content through a series of forms and menus.

ENHANCE

CHPA leverages robust online resources like its Member Products Database to solidify its relationship with its membership. By offering members the ability to leverage the site for the marketing of their products, CHPA provides a tremendous value-added service. This online service also demonstrates CHPA's dedication to improving the businesses of its individual members while simultaneously providing the public with accurate product information.

FAST FACTS

- Client Name: Consumer Health Products Association (CHPA)
- Staff Size (approx): 40
- Web Site: www.chpa-info.org
- Project Duration: 6 Months
- Working with Cobalt since: 1999

SERVICES

- Strategic Consulting
- Application Development
- Content Management
- Database Development
- Graphic Design

TECHNOLOGIES

- Microsoft SQL Server
- Microsoft Active Server Pages
- Visual Basic COM Objects
- XML
- Microsoft Windows 2000 Server

SCREEN SHOTS

