

binleysonline v9

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BINLEYSONLINE CASE STUDY

About binleysonline

binleysonline is an online reference tool from Binley's, which is the brand name given to the range of publications and services developed and marketed by Wilmington Healthcare Ltd., part of Wilmington Group Plc.

binleysonline offers a comprehensive and easy to use way of keeping up-to-date with the evolving UK NHS and local government landscape. Updated daily, this subscription-based website offers searchable, accurate directories for easy identification of people, organisations and documents.

The online solution also offers next-generation interactive mapping, enabling users to drill-down to organisation-level detail and view location records for GP practices, PCTs, NHS trusts and hospitals.

Working with Forfront

The relationship between Binley's and Forfront was initially formed in 1999, with the first brief to establish a marketing website for all of Binley's products and services. From a very early stage the two companies worked together to find a way to solve the technical challenges in delivering different aspects of Binley's vision.

After the marketing website, in 2000 Binley's again approached Forfront, this time to work on an ambitious project involving the creation of an online NHS and local government reference tool.

As a result, the original **binleysonline** solution was developed, which included a three-tier subscription service where clients could receive different levels of information - including an in-depth document search function.

In the years since then, Forfront has designed, developed, built and maintained every version of the binleysonline site, which is currently on version nine.

In addition to providing comprehensive contact data, the site contains a wealth of useful information including hospital episode statistics (HES), financial information, therapy expenditure and more. **binleysonline** contains information on over 400,000 UK NHS and local government personnel covering thousands of job responsibilities.

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The partnership between the two businesses has flourished. Rather than Forfront simply working for **binleysonline** by responding to predetermined specifications and requirements, Forfront has collaborated and worked in tandem with Binley's to provide commercial and technical expertise.

About Forfront

Forfront make it simple for businesses to expand and grow, with a repertoire covering software development, state-of-the-art mobile apps, a suite of customisable digital marketing services, website creation, bespoke corporate branding designs, the leading email marketing product e-shot™ and more.

Since 1998 Forfront has grown rapidly year on year, helping thousands of clients including many household names and industry-leading firms, while e-shot™ has over 1800 users.

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