

Case Study

# Nuffield Health

## Member authentication solution built on Microsoft Azure Active Directory

### The Highlights

- > Extensible identity solution that will support all Nuffield Health's digital services
- > Scalable to support future digital transactions
- > Resilient and meeting the highest standards of security and availability

### The Client

Nuffield Health is one of the leading not-for-profit UK healthcare organisations, looking after people for more than 60 years. Today, the organisation runs a network of hospitals, medical clinics, fitness and wellbeing clubs and diagnostic units across the UK. They also support businesses in looking after employees by operating their fitness and wellbeing facilities services.

Linking the thousands of Nuffield Health experts through their sites and services, enables the organisation to offer connected healthcare provision, including nutritional therapy, emotional wellbeing, occupational health, comprehensive health assessments, and personal training and hospital treatments.

### The Challenge

Nuffield Health aims to connect its customers with its services through digital channels that are secure, quick and easy to use. Underpinning access through these channels is a digital account system that allows people to log in when they want and with confidence in how their information is handled.

Users need to be able to rely on Nuffield Health to manage their private data with great care. In parallel, Nuffield Health requires robust data about its users and their preferences, to develop digital services that are tailored to individual customer needs and wishes.

Salesforce, a cloud-based Customer Relationship Management solution, powers Nuffield Health's administrative and sales processes in all online interactions with its customers.

## The Solution

Condatis delivered a digital identity solution built on Microsoft Azure Active Directory B2C that connects to Salesforce to check membership details. Azure AD B2C is a cloud-based identity management service that enables digital applications to handle hundreds of millions of identities. The service is robust, scalable and configurable to create highly flexible Identity & Access Management infrastructures.

In the new setup, registered Nuffield Health customers are invited to create an account on Nuffield Health's website.

## The Benefits

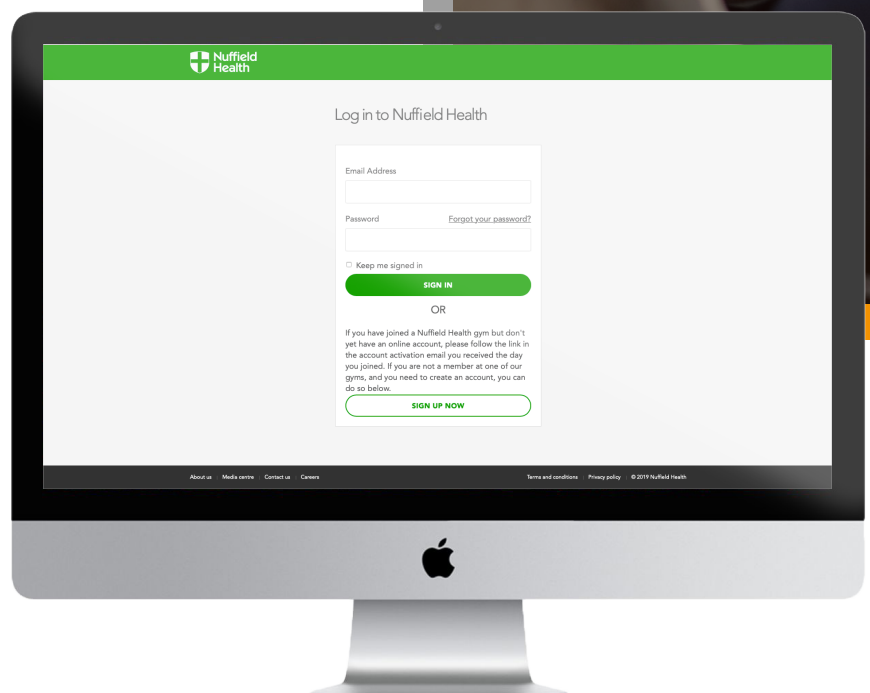
The solution allows Nuffield Health to create secure digital services that meet the demand of its customers. Nuffield Health can now develop a network of interconnected digital services that save data to different systems, as proven by enabling the connection to Salesforce.

The identity architecture is fast, secure and scalable to handle all transactions required in the future. Moreover, the user sign-up process is straightforward and visually appealing: more than 15,000 members set up accounts in the first two weeks following go-live.

During the registration process, they receive a unique code by email to verify their identity, adding an extra level of identity assurance to only accept valid, verified email addresses. The system then saves the details provided by the user into Azure AD B2C as well as Salesforce.

Members can use their online accounts to book gym classes online using a web service. They can also use their credentials to connect to WiFi networks at Nuffield Health's premises.

Nuffield Health is currently evaluating which digital services will be next to integrate with the identity solution.



If you would like to know more about what we do or have any enquires please contact us:

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