



## CASE STUDY - UCL

### Developing a survey for pregnant women with the CAP-COVID team, to generate useful data in the fight against COVID-19.

During the lockdown, the consultancy team at ICE – part of theICEway ecosystem – joined up with University College London Hospitals (UCLH) and the Institute of Women's Health (IfWH) at University College London (UCL), to work on a project designed to investigate the effects of COVID-19 on pregnant women and their babies.

At the time, the project was the first of its kind and is set to be extremely valuable as we try to work together against the virus.



#### CHALLENGE

From navigating through enforced remote working conditions, to meeting an aggressive deadline, the challenges were many. An ethics committee also had to validate the survey and we had to adapt to using the Redcap tool as well as cycling through various website iterations together.



#### SOLUTION

Drawing upon our 14 years' worth of experience working alongside RCOG (the Royal college of Obstetricians and Gynecologists), and with a great team ethic, ICE and the CAP-COVID Team were able to turn the project around quickly without compromising on quality.



#### VALUE

This collaboration has already been a tremendous success with over 8,000 sign-ups in the first few months, and we fully believe it will continue to yield important results in the future.





## ABOUT US

20+ Years Experience within Healthcare, Cruise & Travel

### Your Technology Partners

We are extremely proud to have worked in the healthcare industry for many years and working alongside the teams at UCL was an absolute pleasure from start to finish.

Conor Byrne – Co-Founder

theICEway is all about a dedicated service that is fully tailored to your needs. We always go the extra mile for all of our clients.

Ian Richardson – Co-Founder



[theICEway.com](https://theICEway.com)



## CLIENT TESTIMONIAL

Commitment to a Prosperous Partnership

### Neerujah Balachandran

"Working with the team from theICEway on this project was a real pleasure. Their friendly nature was, as always, accompanied by an expertise and professionalism that enabled another solid and effective collaboration."

With theICEway's extensive healthcare experience, and our combined track records, we were very confident that they would be able to deliver alongside us and they certainly did.

Once again, we are very pleased to have worked together, and even more pleased that we managed to negotiate a very tight time deadline for a project that is sure to be of great social benefit."

