

Health service program

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Inicial Situation

Clients' needs:

- The operation springs as a result of a sanitation support program, and especially to the patient that suffers from chronic diseases and requires intensive treatment.
- Permanent patient monitoring assuring the treatment continuity.
- To create a health oriented culture and knowledge about diseases by means of brochure distribution and the promotion of participation of medical lectures, since an informed patient has a bigger attachment to the treatment, which allows a better recovery.
- Notification of the primary promotions and novelties.
- Feedback about possible secondary effects or not foreseen reactions by the applied treatments.

Keys to success

- Introduction of an adequate information system to the needs of the program, which provides the necessary elements to rely on the metrics that the client requires.
- Metrics that provide the client with specific information about the activation, behavior of promotions, inquiries, average operations time, accessibility, etc., which are valuable tools to make decisions.
- Advisors who give expert customer service for each country.
- Constant training about procedures and promotions.
- Quality control of procedures and service, evaluating the consultancy given to the doctor and patient achieving therefore a continued improvement in service quality and the call itself.
- Constant supervision of the fulfillment of goals and information quality.

Obtained Results

- We achieved standardization of the level of service in all countries where there is program coverage, representing an improvement in all levels of patient and doctor satisfaction.
- We significantly increased, month to month, the sales of different products that the program includes.
- We have served as a medium to take to the head office the consumption habits of the clients, which have served for the manufacture of newer products and designs of packaging.
- We have improved the doctor-patient relationship by having the means to communicate them to give them immediate consultancy.
- We have improved the delivery control and efficiency of the promotions.
- We have increase the patients trust towards the program, in being an effective and high quality service medium.
- Month to month, we have achieved an average of 20% increase in client that joins the program.