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USE CASE

ANIMA

Healthy

MARKET PAIN

- **Client vision – Hospitals**
    - Doctors, with no formal bond as an employee, very relevant to the outcome of the hospital;
    - Need to take actions to retain doctors and differentiate themselves in the face of competition;
    - Bureaucratic procedures strongly impact the choice of the doctor by the hospital where he will carry out his procedures.

- **User vision – doctors**
    - Doctors need to deal with various bureaucratic procedures with hospitals;
    - Doctors have a very great time preassure in their day to day;
    - Mobility is required when the doctor is out of your office.

ANIMA'S PROPOSAL

- **Improve Doctor's experience and fidelization**
    - Relevant information directly on the doctor's smartphone;
    - Through simple dialogues, the doctor can ask question of obtain information with the least effort from knowledge bases, health care system and others.

- **Reduce operational costs**
    - Anima can accumulate information from any source and delivery it to the doctor in a friendly and relevant response. Integration with legacy systems can significantly reduces the costs in providing information.

- **Ensure information security**
    - The level of safety is client's decision. Anima is totally safe. Face recognition, cell of token authentication, you decide which level of identity checking you need before giving any sensitive information to the doctor.

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