

ecom.software –  
Healthcare  
platform Medic.pl

**ecom**



# How to increase effectiveness and run digital transformation in medical clinic with no developers on-board



## Challenges

Many clinics have to use old-fashioned, locally-installed and outdated applications

Existing IT solutions are focused on either patients or clinics or documentation, not on whole aspects

Law regulations – in terms of security/GDPR but also in terms of new requirements – ePrescription, eSickLeaves, HL7, P1 integration etc.

Over 80% of doctors are not satisfied with current IT application they use

Biggest issue for private clinics is to hire and maintain growing number of administration employees, where around ½ FTE is spent on schedule management, communication with patients and completing forms



## Ideal Solution

- Web and mobile-based applications integrated in one platform for every actor of medical treatment process
- API integration and automatic workflows for medical processes
- Self-care for patients

- Patients are being accustomed to self-service and online solutions via private medical care insurance
- Mobile is most common channel for growing numbers of delivery services
- Doctors need tools that helps in shortening time of visits



## Desired Outcomes

Focus on substantive aspects of medical treatment not on formalities, standard processes and IT systems maintenance and security. Boost-up financial effectiveness and patients, clients satisfaction

- 75% of patients declare online tools as preferred way to contact with clinics, share documentation and have access to medical records
- Most of the processes, despite from diagnosis and medical treatment recommendation can be automated and optimized with simple tools



Take care of patients, not the tools and complex documentation – we do it for you.

### Increase availability

#### **24/7 and 365 days/per year**

- Book your patients even after working hours, unlimited number at one time
- Enable your employees to involve in other activities than booking, copying and completing forms
- Be in touch with you patients via different channels

### Increase financial effectiveness

#### **Automation and optimization**

- End-to-end processes with no installation, just click&use
- Increased revenue and reduced costs
- No-show management process and optimization
- Booking, patients' self-care, Electronic Medical Documentation automation, communication, schedule management etc.

### Increase patients satisfaction

#### **Self-service and private accounts**

- Give patients more actions to do by themselves, save time and money on your side
- Enable your patients to use their preferred channel of communication
- Share data securely between you and patients – diagnosis, examinations, images, laboratory tests etc.

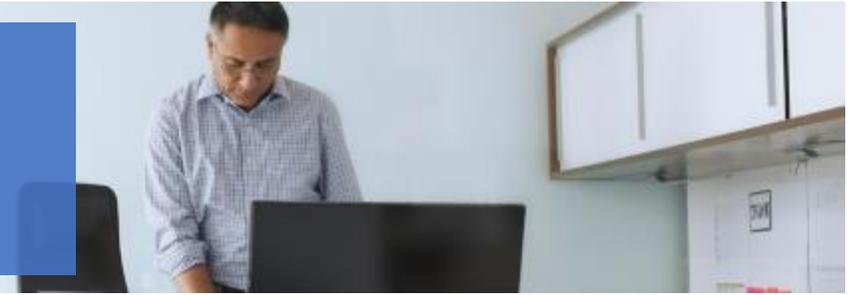
### Optional: Value Title

#### **Use the 4<sup>th</sup> only if it is critical to your story**

- 4<sup>th</sup> is optional

**Medic.pl gives doctors more time for patients and patients higher satisfaction within whole treatment process.**

# ecom.software – Medic.pl– Microsoft Azure



**Boost-up your clinic with secure and flexible architecture on Microsoft Azure, without developers on-board. Provide your patients, employees and doctors with web-based, integrated and automated solution. Focus on medical treatment not on formalities, schedules management, completing medical documentation – we do it for you.**

## Solution Alignment

### ecom and Microsoft Azure Customer Engagement

- Increased revenue by new booking/sales channels
- Improved availability thanks to wide integration potential
- Increased communication level and new communication channels



### ecom and Microsoft Azure Employee Empowerment

- Deliver your patients and potential patients new platform for communication, self-service and medical documentation repository as a competitive advantage
- New channels for new generation of patients
- Increase employees satisfaction thanks to friendly and intuitive tool that simply works



### ecom and Microsoft Azure Operations Optimization

- No-show management optimization
- Cost reduction due to processes automation
- SaaS with no developers on-board

