Rede D'Or improves patient experience by creating a unified digital platform

Sensedia's solution helps patients and doctors with simplified access to services and information, with a unified experience for network hospitals

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Rede D'Or was born in the late 1990s at a time when cariocas were looking for quality options when it came to private hospitals.

But if we go back two decades before the creation of what would become the largest private service network in Brazil, the company's founder was already implementing the concept of "all exams in one place", when creating Grupo Labs - a laboratory focused on the area of medical diagnoses, such as ultrasounds and echocardiograms..

At that time, the reality of hospitals in Rio de Janeiro was very different from today's: many patients even had to fly to São Paulo in search of a high standard of care. Grupo Labs marked the beginning of a journey of transformation in the health sector, which intensified when the first Rede D'Or hospitals appeared, bringing the concept of architecture, hospitality and high technology in medical services to the region.

Over the years, several D'Or units have spread across the country, currently forming the largest private healthcare network in Brazil, with a presence in seven states plus the Federal District.

With almost 40 years of history, the founder's thinking when investing in the unification of services, technology and quality service remains as present as it was on the company's first day. And so, in 2018, the time has come to also transform the digital environment of its units, providing more integration between them, and a unified experience in its digital channels.

The company's modernization and expansion are factors that have accelerated digital transformation initiatives.

"We are looking for technical solutions that facilitate integration with the company's systems, so that patients and doctors have a unified digital experience, regardless of the hospital where the care took place".

Luiz Fernando Valente
Digital Transformation executive at Rede D'Or São Luiz
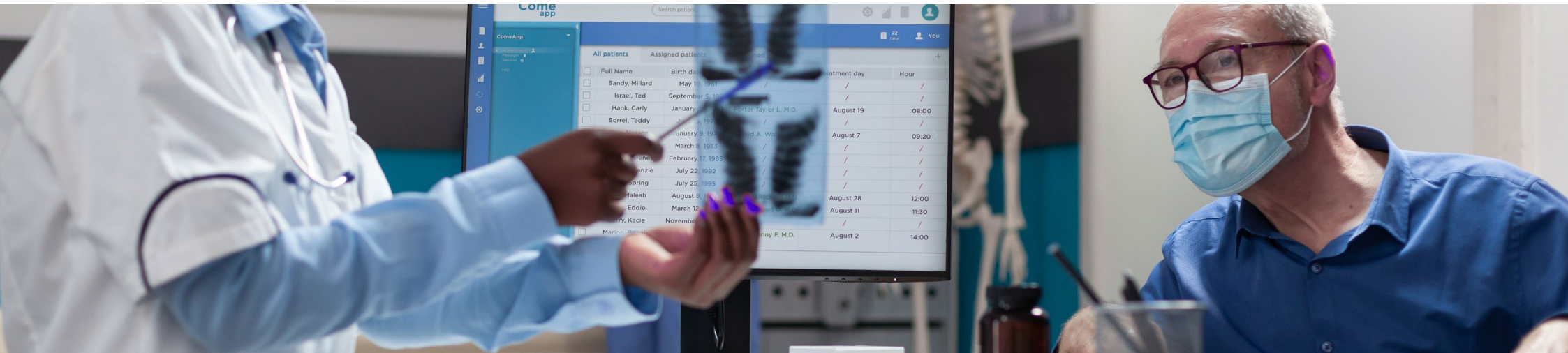
Challenges and Solutions

The project began with the construction of a digital platform that would offer users and patients a simpler and more intuitive experience involving the company's website, online appointment and exam scheduling systems, and access to clinical information and exam results.

This strategy evolved into a single portal called the Patient Area, built with a focus on information security and technical standardisation, which allows for greater agility in the launch of new features and easier integration with the company's other systems.

Today, the company's digital services are built on the Sensedia platform. Patient and doctor access to information passes through APIs and Gateway Management services, ensuring gains in governance, security, monitoring and scalability.

> "Rede D'Or grows exponentially, without sacrificing quality, which has already become the company's trademark. We knew that Sensedia's platform could meet the rigorous degree of satisfaction that patients expect when they try a new service from the network".

Rafael Flexa
Business director at Sensedia

This new architecture also provided integration with external partners, expanding the volume of appointments and viewing different types and modalities of exam results in a single place.

With a more integrated and standardised environment on the **Sensedia platform**, it was possible to simplify the patient identification process. A single registration and the appropriate security checks are carried out only once and the user has access to all services and information on the different digital channels.

Results

With the project, the main beneficiary was the patient himself. **Rede D'Or** migrated from systems distributed in each hospital to the union of all platforms in a single vision. A single registration gives access to the entire integrated platform, including health care information.

Luiz Valente explains that one of the main effects of this change is in the coordination of care - the new digital capacity helps to guide the treatment of certain specialties, involving patients and doctors. "We seek to use digital capabilities to support specific lines of care and treatments, bringing a better experience to the patient and clinical staff involved."

The digital channels that run under **Sensedia's API platform** have been accumulating good results for the company. The site receives around **4 MM sessions per month** and appointments made digitally already represent around 30% of all appointments made by the company. The Patient Area has almost 800,000 registered patients.

For **Luiz Valente**, the accelerated growth of **Rede D'Or** reinforces the need to invest in technology, innovation and modernisation of systems looking to the future. "We will continue the evolution of our digital platform, integrating new services and data, which will bring even more benefits and a better experience for patients and doctors of Rede D'Or."

About Rede D'Or

With a focus on humanised care, team qualification, the adoption of new technologies and the expansion of service, Rede D'Or São Luiz is a reference in technical quality, diagnosis of cancer treatment, in addition to providing complementary services such as a blood, dialysis and outpatient clinics of various specialties.

Read more

sensedia.com

About Sensedia

Sensedia supports companies to become more digital, connected and open. Whether for the purpose of integrating channels, enabling partner ecosystems or creating modern multi-cloud/hybrid architectures, innovative companies trust Sensedia as a partner in API and microservices management, specialised services and rapid integration with their legacy systems.

More information at sensedia.com.
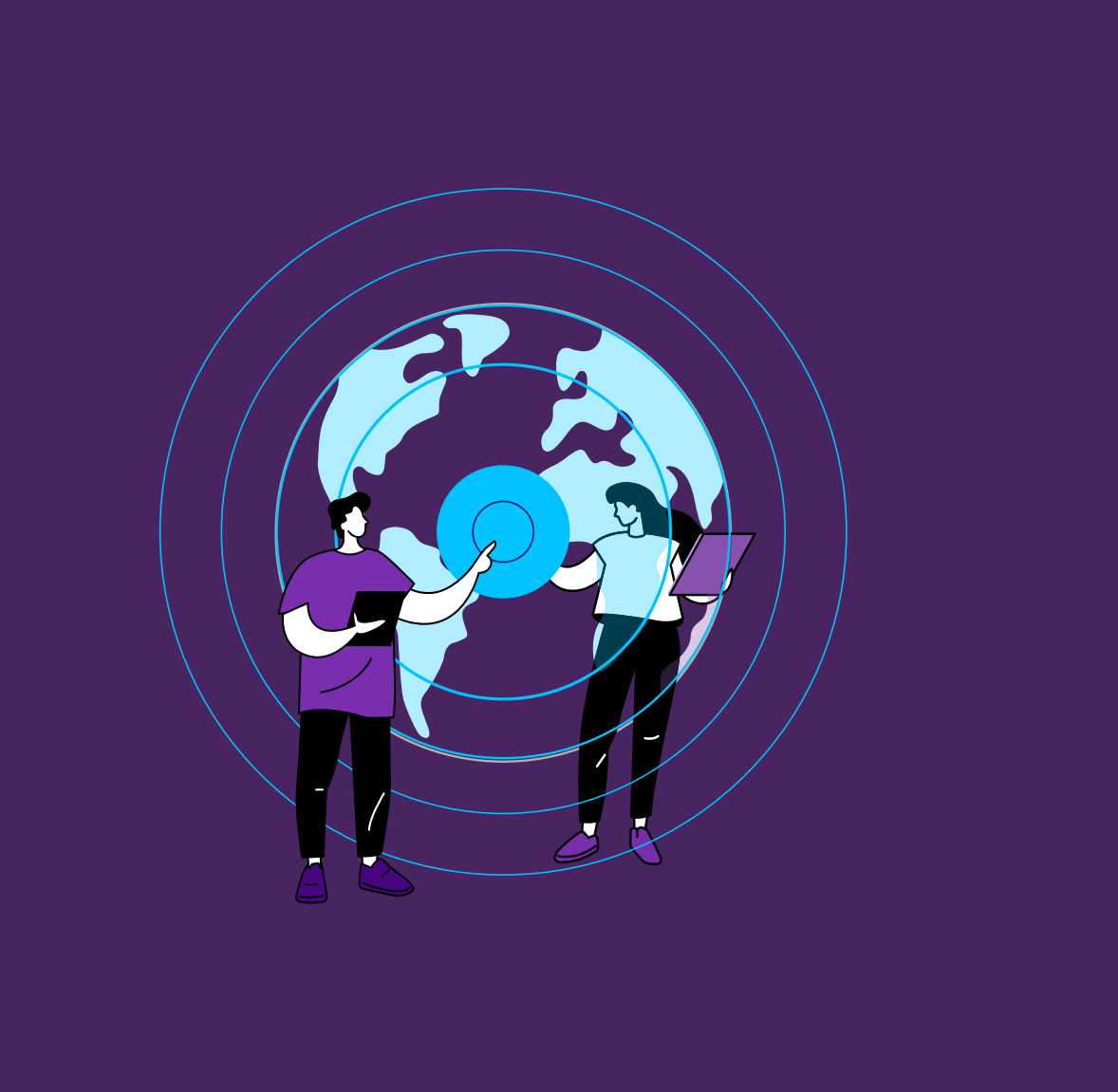
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