



**Softtek**<sup>®</sup>

CASE STUDY / HEALTHCARE

**Healthcare provider  
enables digital channels  
in record time through  
remote Agile application  
development in response  
to pandemic**





# About the customer

A leading private healthcare provider in Argentina focused on healthcare innovation.



**250K+**  
clients



**10,000+**  
healthcare professionals



**8**  
private hospitals and  
long-term care facilities





# Business challenges

To continue safely serving patients during the pandemic, our client had to activate digital channels rapidly. Developing a mobile application that incorporated its full range of health services and offered a streamlined patient experience was imperative.

1

Improve access to information and services to deliver a positive patient experience

2

Enhance its digital-based capabilities to improve the provider's image and compete with local providers

3

Traditional development methodologies delaying time to value

4

Legacy technology impacting project execution



# How Softtek comes into play

Softtek implemented Agile frameworks and risk mitigation strategies using fully remote teams to develop the healthcare application in three months while mitigating the operational risk associated with an accelerated release. Softtek also identified and developed the application's key features through patient input and market analysis, ensuring a positive patient experience from launch.



**Added medical services** search functionality by location and availability.



**Enabled digital ID** card processing.



**Built a digital directory** of health professionals and services.



**Enabled channels** to provide online medical services and virtual care.

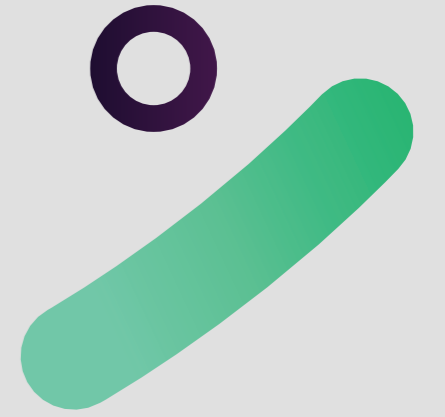


**Added patient** prioritization and pre-admission functionalities.





# Business impact



Through Softtek's application development services, our client enabled new digital channels in record time to provide valuable and reliable health services and experiences to patients when they needed it the most.

## 24/7

service capacity with touchless, real-time features for booking and check-in as well as virtual care options

## Insights & Data

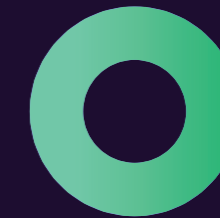
Enabled behavioral analytics to improve patient experience and business decisions

## Increased

patient satisfaction and loyalty

## Compete

Helped elevate our client's brand with modern and patient-focused digital capabilities to compete in a crowded market



#### ABOUT SOFTEK

Founded in 1982, Softtek is a global company and the largest provider of IT services from Latin America. With a broad portfolio of business-transforming products and solutions, Softtek helps Global 2000 organizations evolve their digital capabilities constantly and seamlessly, from ideation and development to execution.

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