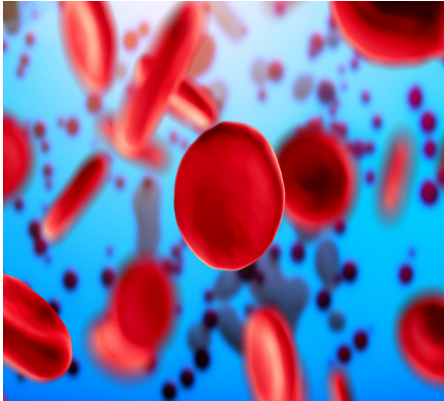


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## NEW SET OF TOOLS FOR VEIN CLINICS AND VASCULAR CENTERS HELPED MORE THAN 100,000 PATIENTS WITH VEIN DISEASES

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### OBJECTIVE

*To transform the existing business processes via the implementation of a new set of tools for patients and clinic personnel.*

### CHALLENGE

The main directions of Client's business are Healthcare (a network of vein clinics, vascular and fibroids centers) and Information Technology (a software development company specializing in medical management software). Having an ambitious goal to transform the existing business processes, the Client needed to handle both internal clinic operation issues and business development tasks. The solution for clinic operation issues should help manage the whole process from the patient entering the Clinic (registration, making an appointment, treatment plans creation) to post-treatment follow-ups. The solutions to the business development tasks supposed to increase the personnel work performance, the patients' flow and their satisfaction with the services.

The Client was seeking for a

software partner to cover the challenges for both directions. The Client needed a software provider that could make a deep business analysis of the system, suggest the vision of the future business transformation and ensure the best implementation with a proper tech stack. The Client tapped Intetics to address these issues.

### SOLUTION

The major task for the Intetics team was divided into two sub-tasks aimed at addressing both operating needs and strategic issues. The team adopted a 4-backlog approach to solutions development. It included the following phases of backlog prioritization and tasks distribution:

- Development calendar with all necessary attributes that are fully defined and have an estimate attached to each.
- A list of bugs that are transferred to the implementation backlog by Product Owner or the Client.
- General requirements and requests – a backlog with all desires and wishes that are not clearly defined. The Client set priorities, clarify

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the details, and items moved to the Implementation Backlog.

- “Swamp” backlog. All the other thoughts, doubts, future considerations, notes, unclear wishes, team initiatives.

The team was divided into three specialized teams. This approach and created processes allowed the team to efficiently adjust to the Client changeable requirements and, on this basis, make releases at any time of the project.

- R&D team that specialized in solving business issues including analyzing the pain points of the industry and proposing the solutions for these challenges.
- Development team specialized in the current project tasks, including ongoing modifications and updating.
- The support team covered handling critical problems in the shortest time possible.

The transformation of operating processes included developing a web-based suite of tools that delivered the following benefits to the Client:

- Increase of patients’ flow via the creation of the multilingual VoIP call center that converts the calls into scheduled appointments.
- Calculation of ROI per patient/call/scheduled appointment every time the new marketing

campaign is launched via Marketing Tracker.

- Implementation of Automated Insurance Verification that processes patient requests in less than 30 seconds and allows staff to estimate patients’ visits.
- Increase of CRSs (Calibration Status Requirements summary) performance via Initial Visit (IV) Scheduler – a web-based application for Call Center CSRs to create new patients in the EMR (Electronic Medical Records) system and schedule Initial Visit appointment. It fulfills CSR with a simple straight-forward wizard to schedule the new patient. IV Scheduler reduced time on a call with the patient, allowed avoiding mistakes and balanced the doctors’ load.
- Implementation of automated charges for no-show appointments and medical services via credit card tokenization. Web-based intranet application for clinics front desk and corporate billing department was built to charge patients for the medical services using credit cards.
- Increase of user’s performance and simplifying the process with a web-based app for medical assistant. The app was created for taking patient leg photos before and after treatment and

store them into the EMR system.

- Reduce time for ultrasound study and increase the personnel performance by creating UltraSound files parser. The application continuously watches for the report files uploaded by the machine and parses them to extract medical findings, store them into the EMR system and create a schematic medical image for the doctor.
- Reduce the financial risk of the clinic and increasing the clinics’ profitability by patient insurance registration.

### RESULTS

The final set of products delivered to the Client helped to solve not only patients’ cosmetic issues (unsightly varicose or spider veins) but also detect the venous insufficiency that can cause serious, even life-threatening complications. It became a real success story in the industry, as it helps people not only to look better but also saves lives.

The Client continues cooperating with Intetics. Currently, up to 15 sub-projects are running simultaneously. The dedicated team is expanded from 3 software engineers to more than 40 IT specialists. Together with Intetics, the client is planning to launch self-service kiosks for the patients.