



truwind

## CASE STUDY

# MY CUF

José de Mello Saúde

Truwind was selected by José de Mello Saúde for the development and implementation of an online and mobile personal area for the CUF health care customers. My CUF enables secure access to a set of new services, features and custom information about customer's activity in the CUF hospitals and clinics, in a quick and safe way, anywhere.

Just a month after launch, nearly five thousand people had already downloaded My CUF App and the CUF network registered a significant overall growth.

## Challenge

José de Mello Saúde is the leader private health-care provider in Portugal. Every day, more than seven thousand highly qualified workers provide health services in five hospitals, six clinics and an institute managed by the Group.

José de Mello Saúde continuously invests in its growth strategy and geographical development. The progressive expansion of its network in the Portuguese territory, and the consequent increase in number of customers, motivated José de Mello Saúde to provide an online personal area to keep the CUF network always close to the customers.

The challenge was to create a solution, available through the web and mobile apps, that enabled

an effective management of customer's personal information, simplifying and improving access and interaction with the services of the hospitals.



## Goals

- . Improve customer service and support;
- . Effectively manage the CUF network customer's personal information;
- . More effective access and interaction with the services of the hospital units;
- . Gain autonomy and capacity to increase the supply of services;
- . To serve the customer through smartphones;
- . Improve customer's satisfaction and user experience.

## Solution

My CUF is an online personal area that enables access to the customer activity carried out during the past three years in the hospitals of the CUF network, including their children's under 16 activity. Customers can access appointment scheduling, medical appointments history, blood test results and also imaging and gastro reports.

Through My CUF, customers can consult medical exams requests, prescribed medication and the state of hospitalization and surgery authoriza-

tions. In addition, at any place or time, customers can access and easily update their personal data or consult medical articles written by specialists from different areas. Customers may also access their service invoices, with an online payment option.

My CUF is freely available for iOS, Android and Windows.

## Results

My CUF implementation allowed José de Mello Saúde to gain greater autonomy, ease of maintenance as well as flexibility to evolve and introduce new benefits. In turn, the customer profits especially from a great ease of navigation combined with fast access to information and new online services.

Providing the first free hospital app in Portugal, José de Mello Saúde strengthened the position of health units CUF as reference by their high

profile of innovation and in adopting new technologies to customer service. Just a month after launch, nearly five thousand people had already downloaded the My CUF App, including about 3.100 users with iOS system and close to 1.900 users with Android system.



## Key Figures

- . 63.000 users until the end of 2014
- . 5.000 downloads of the app during the launch month
- . 1.3 million accesses in 2014, 16% more than in the same period of 2013
- . 61% of medical appointments and exams in 2014 were made online
- . 57% average growth rate in online appointment requests on an annual basis.

## Customer Testimonial

*"José de Mello Saúde is a pioneer in integrating new technologies to get efficiently closer to its customers. Again, it has identified a precious opportunity to provide the best customer's experience in terms of comfort, accessibility and convenience. This project reinforces the positioning in differentiation, innovation and the customer loyalty with JMS' CUF brand.*

*My CUF, is clearly a winning project in the combination of two dimensions: the improvement of service quality and the improvement of the customer's experience, improving the efficiency of José de Mello Saúde's processes.*

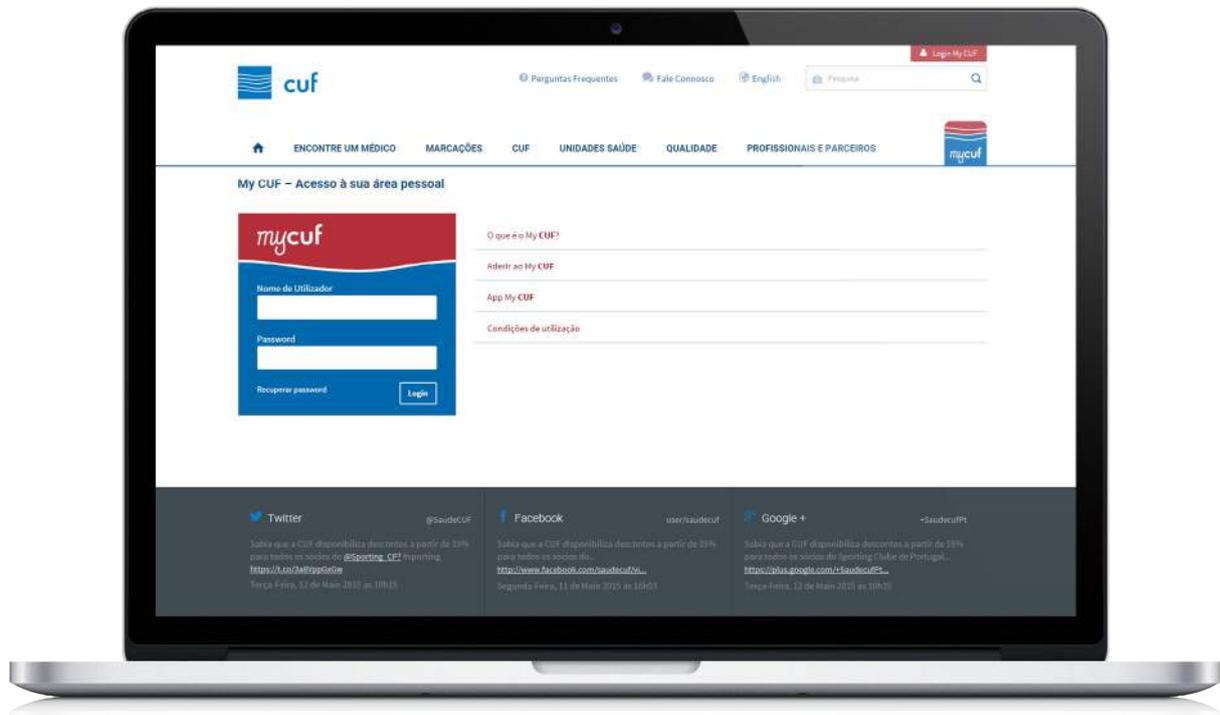
*This online personal area helps the customer to easily and effectively manage his personal information, additionally allowing him to operate auto-*

*nomously in many features, directly streamlining processes previously provided at the front desks, thus increasing efficiency in different channels.*

*The commitment and high standards of José de Mello Saúde for its performance in technologically innovative projects is very high. Truewind has ensured all expectations, proving to be a partner with a keen vision of business and a huge ability to propose ideas, provide solutions and manage the involvement and feedback of multidisciplinary teams, obviously ensuring a technical implementation of excellent quality."*

**Zaida Veloso Dias**

*Direction of Remote Channels  
José de Mello Saúde*



## About José de Mello Saúde

José de Mello Saúde is the leader private health-care provider in Portugal, founded in 1945. More than 7.000 highly qualified specialists work to provide healthcare that meet the highest medical and ethical criteria. Its operation is based on values such as respect for the person's dignity and wellbeing, human development and competence and innovation. José de Mello Saúde manages five hospitals, six clinics, one institute and two hospitals on public-private partnership.

## About a Truwind

Truwind is a leading provider of agile software teams, operating in Portugal, Brazil and the UK. With vast experience in connecting business to technology for Health, Finance and Government organizations, Truwind holds a premium track record in delivering innovative platforms under new paradigms, such as Systems of Engagement and Corporate Performance Management.



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