



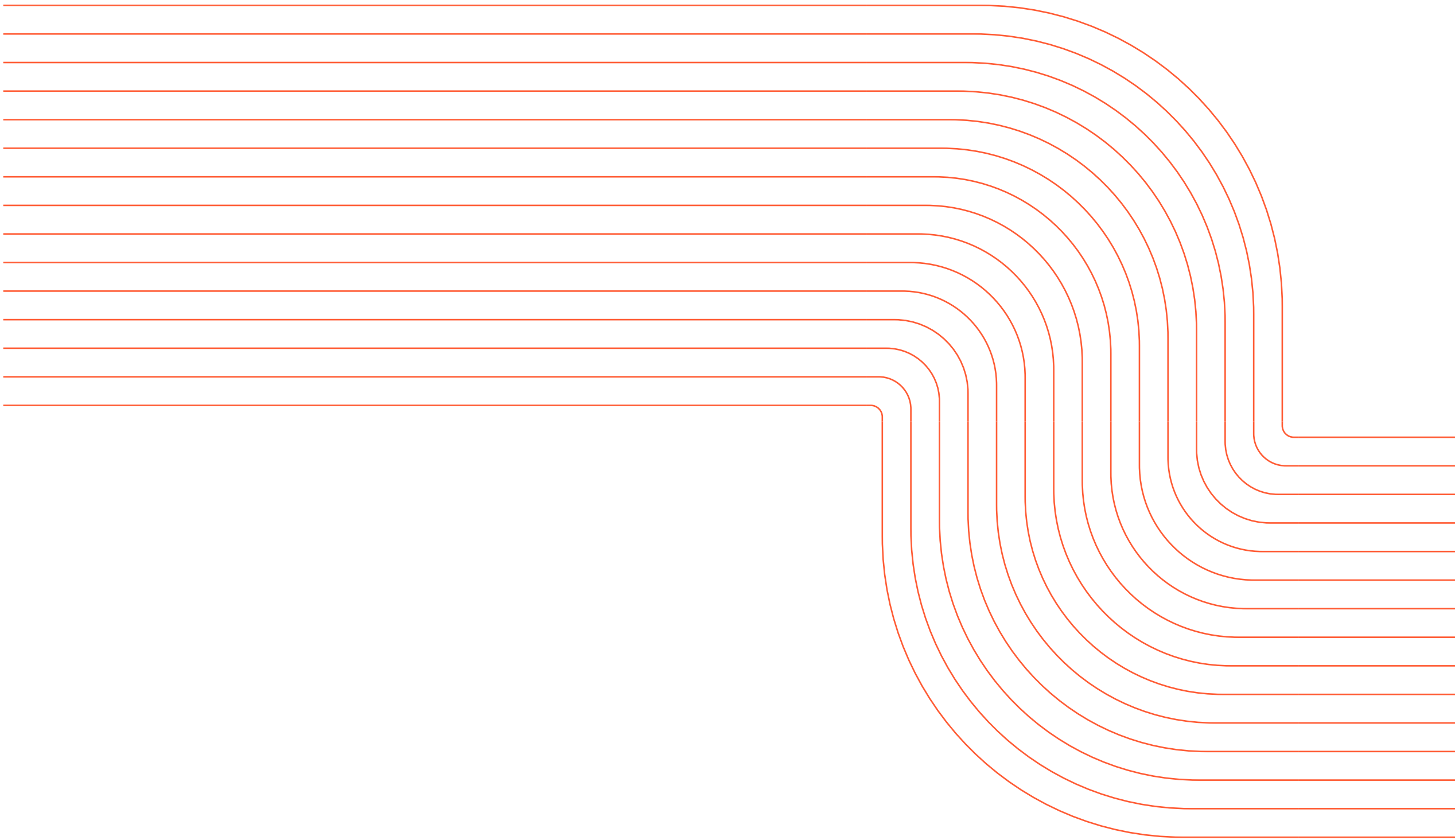
FCamara Cases

Tracking indoor: the **"GPS"** of healthcare



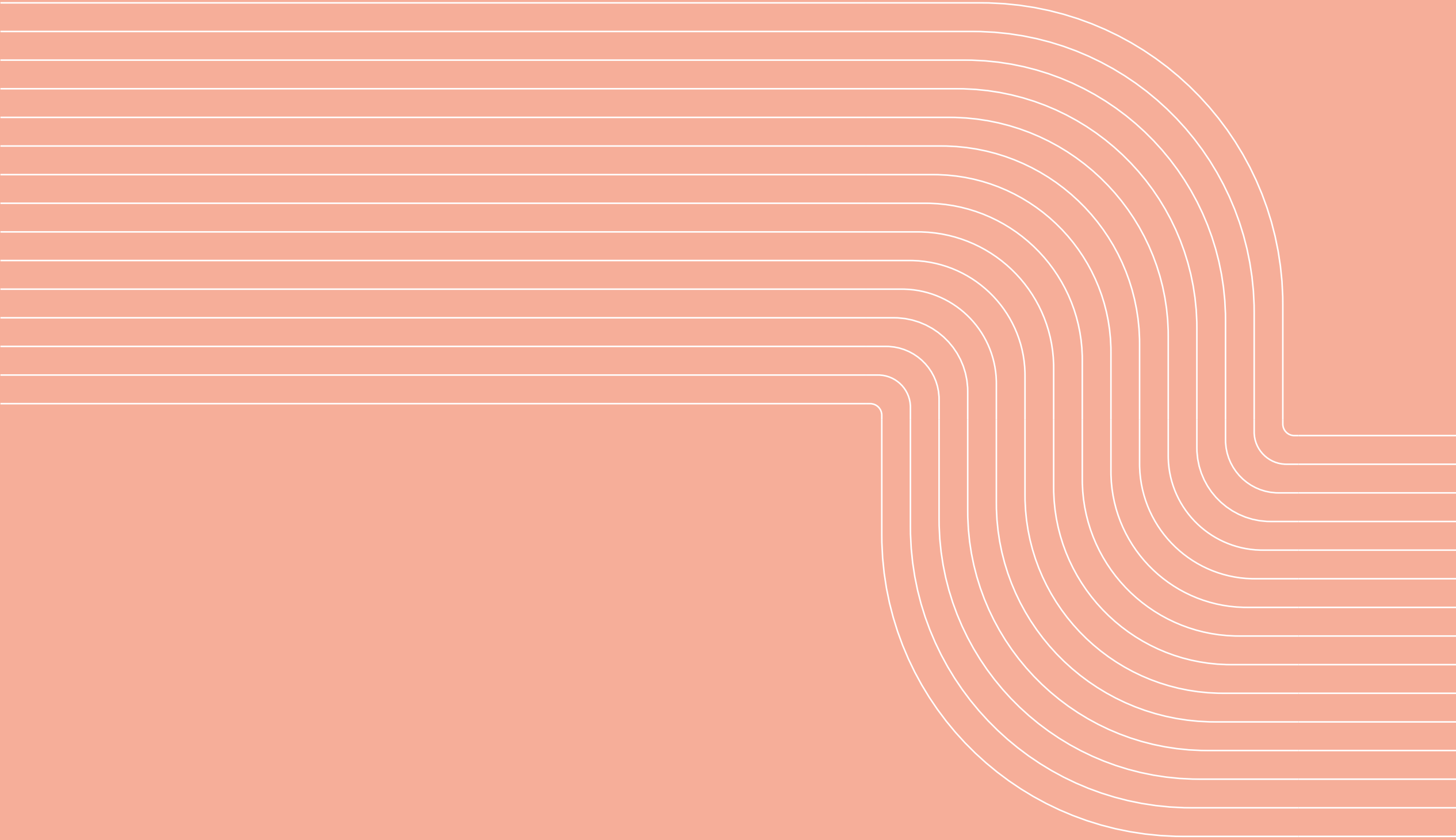
FCamara Cases is a series of success stories that exemplify challenges overcome by various organizations across different industries. These stories showcase how the Brazilian multinational **FCamara**, through its technology and innovation ecosystem, transforms the adoption of digital journeys into business value.

In this document, we detail how a **major healthcare group** strategically applied technology to solve its main challenges, enhancing the patient experience and providing a smoother and more humanized journey.



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FCamara

FCamara cases

How a technological solution helped a major healthcare group improve the patient experience?



The challenge

A major hospital in northern Brazil recognized the need to transform the **patient experience** to create a more accessible and efficient environment. With the support of **FCamara**, a **design thinking** process was implemented, revealing patients' difficulties in finding rooms, professionals, and services within the hospital complex.

This discovery underscored the urgency of optimizing this journey to provide a smoother and more welcoming experience.

The solution

Using the **Health Experience** service, **FCamara's** healthcare division developed an integrated solution within the client's app to guide patient movement inside the hospital. This customized solution aims to direct users throughout the hospital complex, making it easier to

locate rooms, professionals, and specific services.

The results



Optimization of waiting rooms and consultation spaces.



30% reduction in the average patient waiting time.



Improved patient experience and increased NPS.



Detailed tracking of the patient journey, providing business insights.



The challenges of optimizing the patient experience in a hospital complex

Patient experience is a fundamental pillar for ensuring the quality and efficiency of healthcare services. In a hospital complex, where the patient follows a complex journey, collecting and analyzing data about their movement is essential, as it helps identify improvement points and implement targeted solutions.

Understanding the importance of this topic, a major hospital in northern Brazil identified the need to enhance the patient experience within its complex. To address this challenge, **FCamara**, a Brazilian multinational orchestrating a technology and innovation ecosystem specialized in the healthcare sector, stood out as the ideal partner.

Through an initial analysis and **design thinking** process, **FCamara** gathered patient feedback on their biggest difficulties using the Health Experience service. This service focuses on

understanding the root cause of business problems and solving them by co-creating solutions and digital journeys based on design principles and emerging technologies.

These insights revealed a high level of dissatisfaction. Patients frequently got lost in the large hospital, and the lack of **efficient guidance** negatively impacted their overall experience, causing frustration.

Moreover, **unclear communication** between different hospital departments led to difficulties in coordinating care, resulting in delays and challenges in delivering integrated services.

Resource management, such as waiting rooms and consultation rooms, faced issues due to the lack of visibility regarding space utilization, leading to underuse or overcrowding.

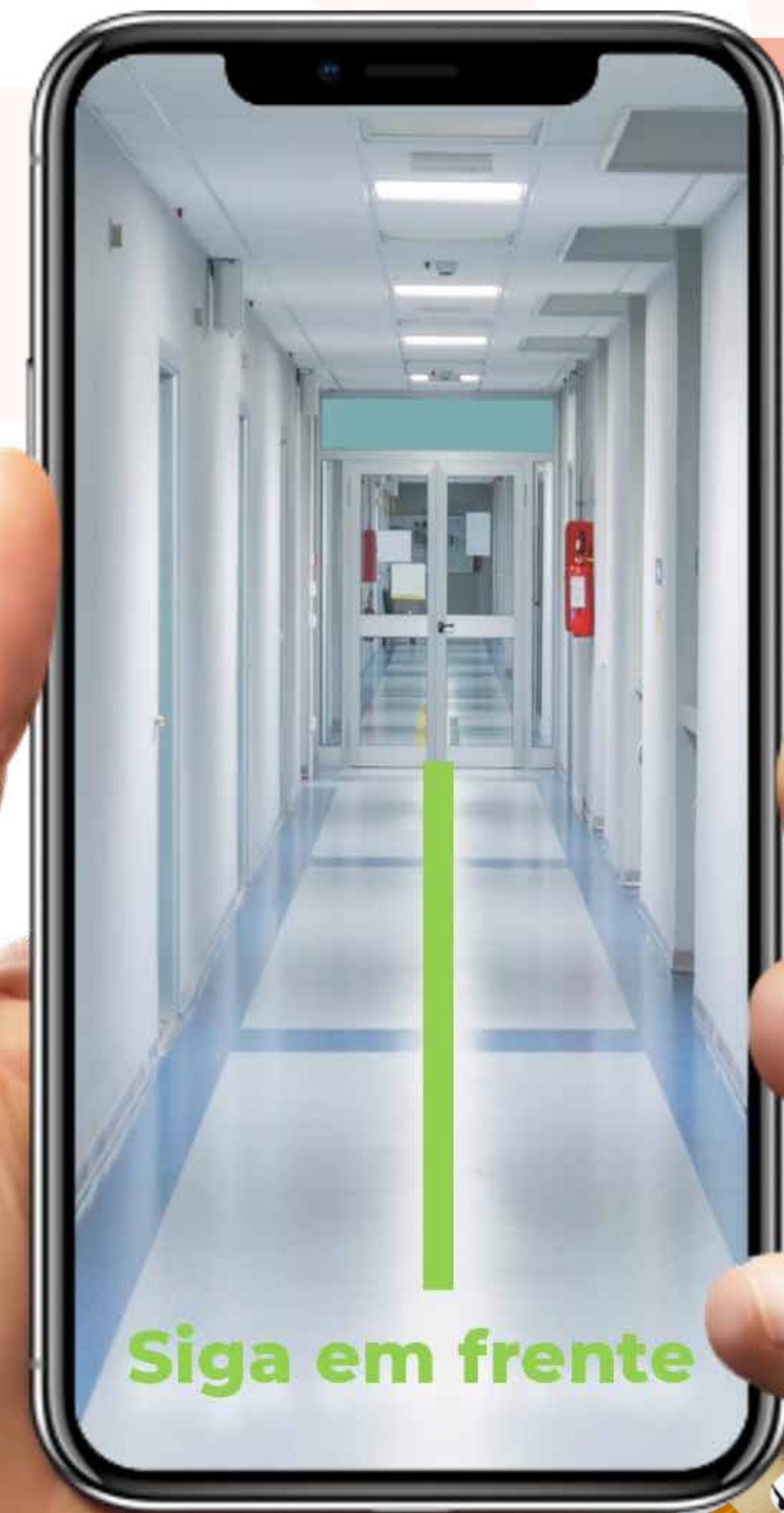
Lastly, the inability to properly monitor the patient journey made it difficult to identify improvement areas, hindering the implementation of effective corrective actions.



How the patient journey was enhanced through innovation and technology


With a deep understanding of the hospital's main needs, **FCamara** moved into the ideation phase, which led to the development of an **indoor tracking** solution using strategically positioned beacons.

These devices act as sensors, emitting signals that allow the system to identify the patient's location relative to their destination within the hospital complex. In other words, the solution functions as a "**GPS**" for the hospital's internal environment, providing real-time guidance and facilitating patient movement efficiently.




Project phases summary:




-  **Problem identification**
- The *design thinking* process revealed that patients were frustrated due to difficulties moving efficiently within the hospital complex.




-  **Solution definition**
- During the ideation phase, the team proposed developing an indoor tracking solution based on beacons placed in strategic locations, functioning as a "GPS" within the hospital.



-  **Prototyping and technical simulations**
- Tests and simulations were conducted for each functionality to optimize beacon usage and ensure the solution was efficient and met specific needs.



-  **Solution Implementation**
- Sensors were installed in key hospital locations, allowing patient movement monitoring. The solution was integrated into the hospital's app, providing a user-friendly interface.

“

With the implementation of the solution, we were able to guide patients throughout the hospital in a personalized way, from arrival to care, monitoring the time spent at each stage of their journey, such as triage, anamnesis, waiting, exams, and treatment. This information allows the hospital to further improve the patient experience.

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Marcos Moraes,
Director of FCamara's Healthcare Division

Discover the positive impact of technological innovation in hospital care

The implementation of **FCamara's indoor tracking** solution delivered remarkable results for the healthcare group. Patient movement tracking enabled a detailed analysis of the time spent at each stage of their journey, highlighting key indicators such as **average waiting time** and **patient satisfaction** levels.

As a result, there was a significant increase in the Net Promoter Score (NPS), reflecting a more positive perception of the services provided. This improvement was accompanied by more favorable feedback, indicating a better overall experience.

Additionally, the solution contributed to reduced waiting times, which not only optimized operational efficiency but also improved the patient journey within the hospital. This optimization extended to hospital resources, such as waiting rooms and consultation rooms, reducing waste and increasing efficiency.

With these results, the healthcare group not only addressed its initial challenges but also provided a high-quality patient experience, establishing itself as a benchmark for innovation and efficiency in the hospital sector.

30%

reduction in average patient waiting time.

Improved patient experience and increased NPS.

Increased operational efficiency through optimized waiting rooms and consultation spaces.

Detailed patient journey tracking, providing business insights.





Why the FCamara ecosystem?



NPS 2024:
72.9



Client
satisfaction
score: 8.5



Business
challenge
comprehensi
on score: 9.0

About FCamara

FCamara is a technology and innovation ecosystem that transforms the adoption of digital journeys into business value. Its ecosystem enables end-to-end journey orchestration and a set of capabilities that allow the development of initiatives without starting from scratch, through a personalized, flexible, and co-creation-driven approach.

With deep expertise in industries such as retail, healthcare, and finance, its solutions accelerate revenue growth, enhance operational efficiency, activate new revenue streams, and create impactful projects. FCamara also features an Artificial Intelligence (AI) division that drives efficient and integrated AI adoption.



Winner in **Interoperability category** (Grupo Mídia/2023)



Winner in **Services and IT Consulting TI** (2024)



by **MIT Technology Review**



Leader in the ISG quadrant for **Agile Project Development**



Winner in **Transformation category**



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