HPE GreenLake

Maximizing healthcare provision with new digital touchpoints

Unimed Grande Florianópolis greenlights innovation to transform healthcare delivery

As Brazil recovers from COVID-19's unprecedented strain on its healthcare systems, providers recognized an opportunity to rethink how they engage with patients. Unimed Grande Florianópolis, the country's largest provider, is leading the change. Through its engagement with startups, investors, and partners, Unimed is creating new, digital touchpoints — extending healthcare provision and creating new efficiencies.

Beginning a healthcare recovery

Brazil, the world's fifth-largest country and seventh most populous, was hit harder than most by the arrival of COVID-19. As its federated healthcare system struggled to cope with a surge of admissions, many elective procedures were postponed or delayed. At the same time, the demand for nurses, doctors, and physiotherapists rocketed.

The crisis may be over, but the long-term impact is only starting to be seen. Brazil's healthcare system has been left unbalanced and unsteady. Costs have risen, investments postponed, and the system is having to cope with the health implications of missed checkups and screenings.

Unimed Grande Florianópolis provides healthcare services in the state of Santa Catarina. It is the largest of its kind in Santa Catarina, serving more than 220,000 people in 17 cities. It has service units, in addition to an accredited network that includes 20 hospitals, 270 clinics, 90 medical laboratories, and 1700 doctors.

Like others, it has been stretched by the challenge of responding to COVID-19. Unimed Grande Florianópolis recognizes that it must rethink the way healthcare is delivered. As such it wants to accelerate its digital transformation. Digital touchpoints

Unimed
Grande
Florianópolis

Industry: Healthcare
Country: Brazil

Vision
Create new, digital touchpoints to drive operational efficiency and extend the reach of healthcare services

Strategy
Improve business agility through a scalable, secure private cloud that enables innovation and seamless data access

Outcomes
- Accelerates digital healthcare projects, like telemedicine kiosks and a new patient app, relieving strain on caregivers
- Extends patient access to healthcare through automated touchpoints
- Strengthens links to startups and investors through a new innovation hub

promise to extend the reach of healthcare, lower costs, and simplify the sharing of critical data among healthcare teams.

"The healthcare market is constantly changing," says Richard Oliveira, CEO, Unimed Grande Florianópolis. "The most effective way of keeping pace with these changes is to put the customer at the center of our actions. We recognize this approach is an unusual path in the health sector."

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Enabling innovation to find new efficiencies

One of the more high-profile examples of Unimed Grande Florianópolis' desire to challenge old ways of working is Doctor-U, a network of telemedicine kiosks. The kiosks, open 24x7, enable patients to contact a doctor and register a range of health indicators, from BMI to blood pressure to heart rate. All interactions with Doctor-U are logged onto a patient's health record. Many of the tasks are conducted via an AI-powered virtual doctor. The plan is to roll out the kiosks state-wide, helping relieve the burden on physical GPs, and as a triage for more serious complaints.

"Telemedicine has already been launched. Doctor-U takes it a step further," says Oliveira.

Driving change through scale, performance, and certainty

Key to Unimed Grande Florianópolis' innovation plans is a completely reimagined IT infrastructure.

"It is imperative we maximize the use of all resources," explains Leandro da Cunha Morales, infrastructure specialist, Unimed Grande Florianópolis. "With a private cloud, we pay only for what we use. The benefit of purchasing our own hardware was not proportional to the investment cost."

This is why the healthcare provider chose the HPE GreenLake edge-to-cloud platform, which creates a scalable private cloud, allowing access to IT infrastructure on demand, and replacing a static, unwieldy legacy environment.

"This creates significant improvement in terms of the time to deploy new VMs," says Morales. "In addition to the cost optimization of pay per use, the new environment is also more efficient in terms of energy and space."

Giving new projects the green light

In a sector under tremendous strain, cost is critical. However, it is the performance of the HPE GreenLake platform that is most impactful to Unimed Grande Florianópolis.

"The performance improvement is undeniable," says Morales. "Our legacy environment had paralyzed us. We had put certain projects on hold, including digitizing all medical records because we didn't have the IT infrastructure to support them. The HPE GreenLake platform gives us scale and performance. It allows a significant leap in project activity."

The platform consists of HPE Alletra dHCI, HPE ProLiant DL360 Servers, and HPE FlexFabric 5710 Switch Series.

Previously, the provisioning of resources could take days. This can now be done in five minutes and no longer requires the involvement of an IT specialist. "All configured correctly, all transparent," says Morales. "It is a far more agile way of working."

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> **"**It is vital we continue to deliver excellence and innovation in our services while constantly seeking efficiency and effectiveness in our operations. The HPE GreenLake platform enables better use of resources and ensures healthy scalability for the business."

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Creating new, digital touchpoints

With a desire to pursue innovation, and kick-starting multiple projects, Morales says the HPE engagement establishes reliability and control. "We have centralized control of policies and data. It is far simpler to see what activity is taking place within our environment. One of the decisive factors in our choice of HPE was the robustness of the solution. If you're updating patients' medical records in real time and sharing them with multiple care partners, you have to be sure they are accessible."

This has real-world implications. Unimed Grande Florianópolis has launched a patient app, allowing access to medical records and appointments. Medical teams have the tools they need to work remotely. This makes Unimed Grande Florianópolis a more welcoming place to seek treatment and to work.

"The sector demands more and more competitiveness," says Oliveira. "It is vital we continue to deliver excellence and innovation in our services while constantly seeking efficiency and effectiveness in our operations. Since IT is strategic to achieve these goals, HPE is a fundamental piece in the environment. The HPE GreenLake platform enables better use of resources and ensures healthy scalability for the business."

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Solution

Cloud services

- HPE GreenLake for hyperconverged

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- HPE ProLiant DL360 Servers
- HPE Alletra dHCI
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