

Success Stories

Reference hospital in Latin America

CHALLENGE

The organization faced significant challenges in capturing value from the 15,000 outpatient visits conducted monthly. Limited visibility into the patient journey across the continuum of care resulted in care abandonment (churn) and missed opportunities for incremental revenue through cross-selling. Enhancing patient navigation and engagement became critical to improving outcomes and financial performance.

APPROACH

A multidisciplinary squad—combining expertise in business, data engineering, data science, and analytics—was assembled to address the challenge of patient navigation using existing data assets. The team defined value hypotheses and developed analytical solutions to improve continuity of care and reduce churn.

Based on a root cause analysis, three key workstreams were prioritized to tackle the most impactful barriers and unlock value across the patient journey.

WORKSTREAMS

1

PREDICTIVE NPS

Used *Machine Learning* to anticipate detractor patients and root causes to prevent churn and journey leakage

2

NO-SHOW DIAGNOSTIC MEDICINE

Used *Deep Learning* techniques to estimate propensity to no-show and avoid unused operational capacity

3

REAL-TIME ANALYTICS

Built “near real time” data pipelines to identify and proactively act to capture higher share of planned exams and consultations

Results

- Ingestion of 5 new data sources, resulting in the creation of 58 structured tables
- Development of 25 analytical models, leveraging 680 engineered variables
- Execution of 20 patient outreach campaigns across multiple channels, leading to:
 - Conversion of over 1,100 diagnostic exams
 - Mitigation of 299 no-shows, identified and prevented through predictive modeling

