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M-Powering Fortis

A Case Study

February 2010

Introduction

Fortis Healthcare Limited is a leading healthcare consultant in India with a vision of "creating a world-class integrated healthcare delivery system in India, entailing the finest medical skills combined with compassionate patient care". It is one of the leading chain of Hospitals in country which are benchmarked to International standards - achieving quality through the relentless adherence to the protocols observed in some of the world's leading hospitals.

The Fortis Healthcare circle of caring is fast expanding, spreading the name of Fortis Healthcare, India... reaching out to distant communities, welcoming patients from beyond India's shores. In its continuous effort to be the number one in healthcare consultancy, Fortis has expanded its wings into foreign shores with an aim to provide quality and affordable healthcare starting its journey from Mauritius.

Business Scenario

Fortis owns a network of super specialty hospitals which concentrates on one or more specialties. These hospitals are further interconnected to its widespread network of multispecialty hospitals. The Fortis healthcare circle of care is expanding and spreading its services in the fields of Health Care, Tele-Medicine, Education and Research.

Business Need

Fortis desired to keep the patients and doctors informed about their appointments and occupancy in the hospital. For the same requirement, Fortis required an automated system to ameliorate existing communication process of Fortis with its patients and doctors.

ValueFirst Messaging Pvt. Ltd.

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Solution

After a thorough examination and analysis of Fortis's requirement ValueFirst proposed its best-in-class application named ValueFirst Velocity. ValueFirst Velocity is an enterprise class SMS suite designed to create, process and transmit SMS in a complex database environment. It provides a highly reliable mobile messaging platform. ValueFirst Velocity enabled Fortis to communicate through mobile messaging between its members and patients as it was integrated in their HIS (Hospital Information System) with SQL database.

M-Powering Fortis Health Care Ltd.

- Fortis is now able to reach its patients via SMS over mobile phones.
- Patient can now get confirmation about their appointment over SMS.
- Doctors are empowered to send lab reports to respective patients via SMS.
- Staff members are also informed about things occupied by the patients.
- Discharge reports are now sent to patients and staff members.
- New patient admit information is instantly sent to junior and senior doctors.
- Patients are now made to feel good by sending them a Thank You message on their discharge.

Benefits

- Enabled instant communication between patients, doctors and the hospital management.
- Enabled hospital management to send information to the doctors, patients, and staff members instantly.
- Reduction in delivery time of information due to automation.
- Doctors are now well equipped with information regarding their patients with instant reports.

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- Personalized care and attention for patients has enhanced their satisfaction and trust for Fortis Healthcare Ltd.
- Highly reliable as instant delivery reports are available providing the status of messages.
- Reduction in human efforts due to automation of the communication process.

ValueFirst USP

- 24 X 7 supports.
- Least time to market – deployment typically is done in one day
- Scalable solution in terms of architecture
- Highly configurable products - processes can be configured on-the-fly
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Carrier-Class enterprise mobile messaging including delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to multiple mobile network through operators and aggregators globally

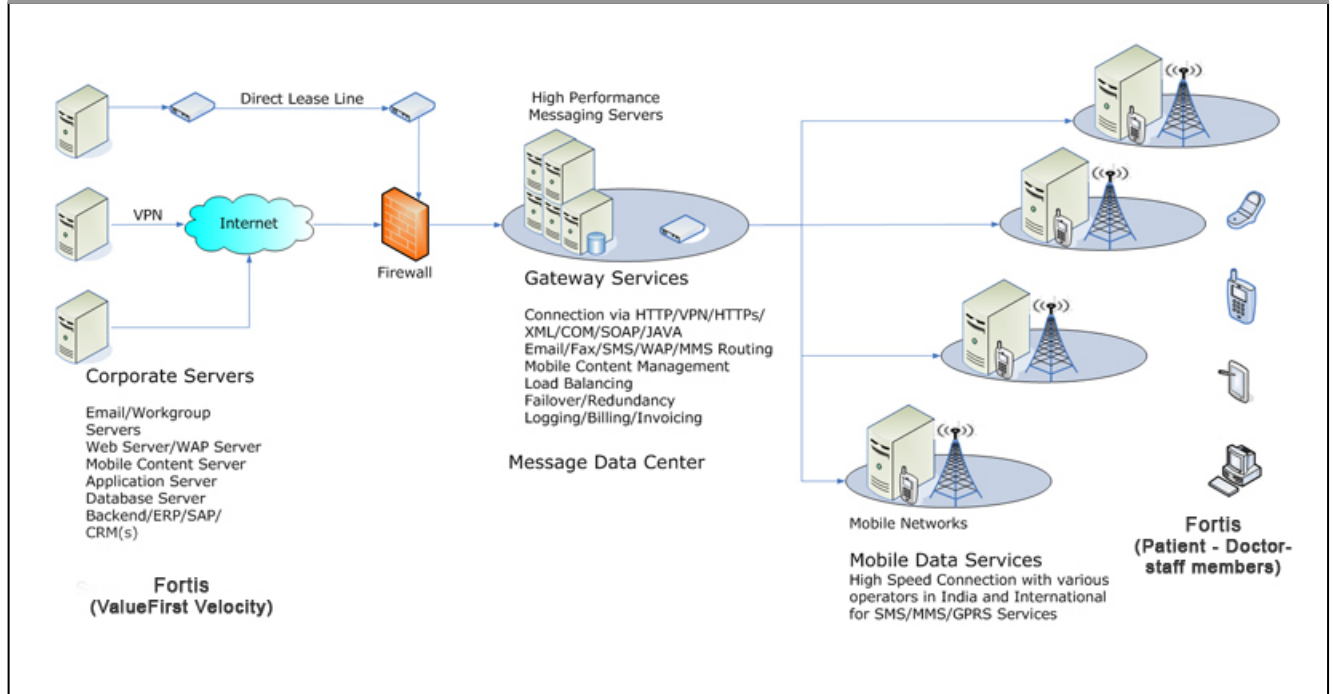
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Service Architecture



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