

Sofiamed Hospital Group

Improving efficiency in outpatient services and increasing patient retention and acquisition through Healee's digital health solution

Physicians

300

Beds

650

Hospitals

3

Background

In 2019, Sofiamed Hospital Group, one of the largest privately-owned hospital groups in Bulgaria, was searching for a digital health solution with the aim of optimizing its outpatient services and implementing a more patient-centric approach: removing friction in appointment scheduling, improving the patient intake process, reducing wait times, managing the work of imaging departments and labs, improving the patient and provider experience, and introducing new telehealth services.

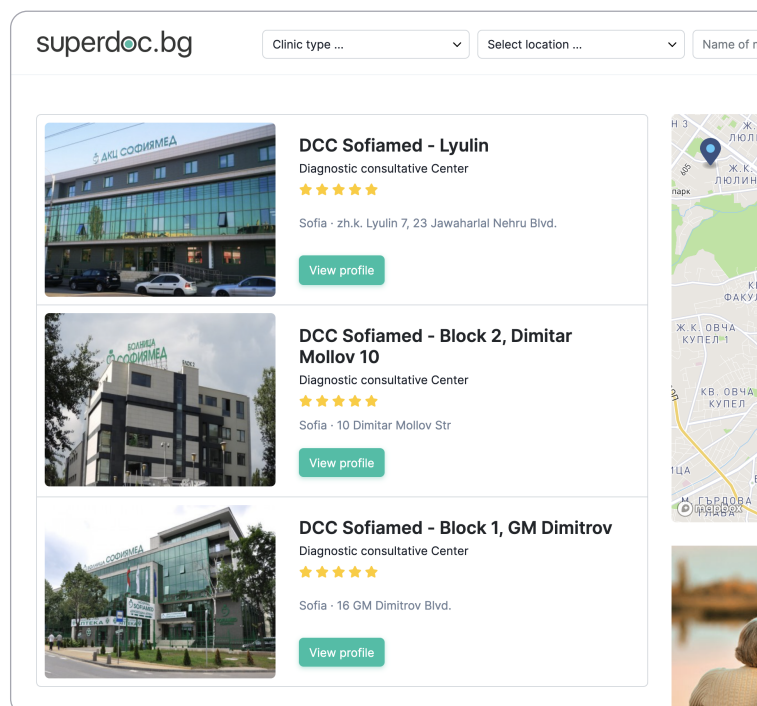
After first trying to meet these goals through their own in-house built solution, and then through their third-party hospital management system, Sofiamed Group decided to search for a vendor with extensive experience in digital health partnerships with providers, hospital groups, insurers, and other stakeholders in key healthcare areas, with secure and scalable technology, with successful track record of customizing technology to internal workflows and integrating with other external systems.

Main Digital Healthcare Goals for Sofiamed

Sofiamed Hospital Group, with 300 physicians and 650 beds, consists of 3 hospitals located in three of Bulgaria's largest cities:

- Sofiamed in Sofia, the capital of Bulgaria
- Pulmed in Plovdiv, Bulgaria's second largest city
- Burgasmed, in the Black Sea city of Burgas

All three hospitals shared common challenges, related to flawed patient experience in outpatient care and work overload of the call center employees, due to lack of online appointment scheduling and virtual care services, and to extensive communication with insurers regarding specific authorizations. The phones of the hospitals were getting flooded with missed calls, patient satisfaction was plummeting.



The Group had identified four key objectives for its new digital health platform:



Decreasing patient wait times

by implementing virtual care, improving care team connection and coordination, timesaving through automation and AI, and reducing the volume of time-consuming administrative tasks:

- Launching synchronous and asynchronous telemedicine over multiple modalities – secure video, audio, chat, file sharing (X-rays, MRI, PET, CT scans, lab results).
- Adding digital check-ins and patient triage – Artificial Intelligence diagnostic tools, personal coordinator, custom intake questionnaires and medical forms.
- Introducing more timesaving capabilities – robust voice technologies and reply templates, doctor-to-doctor communication tools.



Increasing patient acquisition

by implementing online appointment scheduling for onsite and virtual visits with integrated automatic reminders, notifications about cancellations and digital intake forms.



Improving patient satisfaction

and retention by adding new digital touchpoints in the patient journey:

- Appointment scheduling for in-person and virtual visits, including digital triage – patients providing preliminary information about their condition, reason for visit, insurance, etc.
- Immediate online authorization for the necessary medical exams and procedures by the insurers.
- Virtual care for follow-up visits, chronic care monitoring, and many other non-urgent conditions.
- Possibility for booking appointments for different lab tests, imaging exams and medical procedures.
- Collecting patient feedback and managing the follow-up conversation with the patient.



Reducing no-show costs

by choosing a solution which supports prepayments and penalty fees for late cancellations or no-shows.

Solution

Healee is the biggest vendor of telemed software in Bulgaria, with international presence in the US, UK and Middle East markets. The company partners with more than 150 hospitals and clinics, 5 of the biggest insurers, and big pharma companies like Novartis. Through its client base of 4,000 providers Healee supplies digital health services to more than 700,000 patients around the globe. Healee currently has 6 seamlessly working integrations with leading EMR software in Bulgaria and the US.



Sofiamed Hospital Group chose Healee as its partner, due to the comprehensiveness of its telehealth solution, the track record of successful partnerships with other similar clients, the proven UX/UI experience for both providers and patients on any device, the secure and scalable technology, the depth of possible customizations to fit specific workflows and support multiple use-cases, the robust integrations with third-party EMRs and insurer software solutions on the market, and the unmatched level of after-sales support.

Sofiamed Hospital Group also decided on using the Healee Core version, instead of the White Label, to benefit from the additional advantage of the online visibility, robust SEO and conversion opportunities offered by the Healee core platform in Bulgaria (superdoc.bg), and thus boost new patient acquisition and add more digital touchpoints in the patient journey.

The screenshot displays the profile of Dr. Ban Kamuna, MD PhD, a Dermatologist, on the superdoc.bg platform. The profile includes a photo, a 5-star rating with 557 ratings, and a list of services: In-person and Online consultation. The earliest available time slot is November 30 at 15:40. A 'Book appointment' button and an 'Online consultation' button are visible. A note mentions that Dr. Kamuna also conducts online consultations via the Healee application. The 'EDUCATION' section lists her specialization in dermatology and venereology after completing her medical degree at the University Hospital 'Alexandrovska' in Sofia, and her dissertation on aesthetic procedures in the treatment of skin diseases.

superdoc.bg

Select specialty Select location

Dr. Ban Kamuna, MD PhD
Dermatologist
Sofia · 10 - 15 years of experience

☒ In-person ☒ Online consultation

☒ The earliest time
November 30 15:40

[Book appointment](#) [Online consultation](#)

4 photos

Rating
★★★★★
557 ratings

Dr. Ban Kamuna is a specialist in dermatology, venereology and aesthetic medicine in Sofia, with over 10 years of practical experience in the specialty and priority interest in the diagnosis and treatment of alopecia, acne, dilated capillaries, moles, scars, laser therapy and skin diseases in adults and children. She practices as a consultant dermatologist at Sofiamed Medical Center, JEWEL SKIN CLINIC and Amani Holistic Medical Center.

Dr. Kamuna, MD PhD also conducts online consultations - you can add her in the Healee application.

EDUCATION

- In 2009, she acquired a specialty in dermatology and venereology after specializing at the University Hospital "Alexandrovska", Medical University of Sofia.
- In 2015, she defended a scientific dissertation on "Aesthetic procedures in the treatment of skin diseases and their complications" and obtained the educational and scientific degree "Doctor of Medicine".

Success

The adoption of Helae's telehealth platform in Sofiamed Hospital Group had the internal support of senior management, Medical Directors, Marketing, Operations, Legal and IT departments, as well as of the individual providers, which ensured the speed and the success of the implementation.

The required customizations and the onboarding of the Sofiamed Hospital Group providers and staff took less than two months from kickoff to launch of the pilot project with the main hospital in Sofia. One month later, the other two hospitals were onboarded.

Some of the specific customization before go-live were:



Team coordination

Creating different access levels for users of the system (providers, administration, finance) and logging the actions of all users for future reference.

Later adding more possibilities for data sharing, virtual doctor-to-doctor communication, and personal coordinator.



Clinical data operability

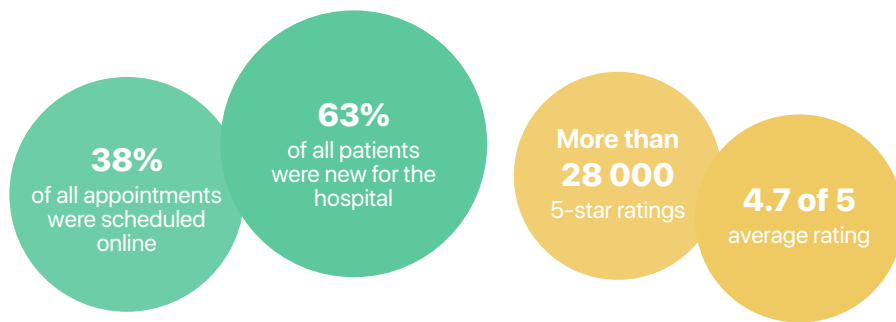
Integrating with new EMR software



Provider experience

Granting access to scheduling functionalities, patient review replies, patient search and appointment history.

Results



Efficiency

During the first month after onboarding the three hospitals, Sofiamed Group had 28% of all visits scheduled online. One year later, 38% of all appointments were scheduled online. This resulted in significant timesaving for the hospital personnel and created operational efficiencies from fewer phone calls, more online approvals by insurers, automated notifications, and better team coordination.

Patient acquisition

63% of all patients indicated they were new patients for the hospital in their online appointment.

Patient satisfaction

More than 28 000 5-star ratings have been given by patients over the past two years since the launch of the new digital health platform, for their experience with outpatient services in the Sofiamed Hospital Group, resulting in an average rating of 4,7 of 5 from discovery to conversion to health outcomes.

Client satisfaction

"The service undisputedly facilitates user-friendly processes. Our partnership with Healee is in line with our long-term strategy and commitment for developing next-generation hospital communication infrastructure, which is both provider- and patient-centric."

Simeon Petkov
IT Director, Sofiamed Hospital Group

"Sofiamed Hospital continuously invests in the quality and type of services it provides to its patients. The new platform enables seamless digital patient journeys and better access to the qualified medical providers of the hospital, working with the most modern medical equipment in the country. The increasing number of patients drives more responsibility and aspiration for our team to develop new services and policies for timely prophylactics and diagnostics."

Dr. Tinka Dancheva
Medical Director of Sofiamed Medical Center

Looking Ahead

Sofiamed Hospital Group launched Healee's digital health solution in late 2019 in its first hospital Sofiamed. In early 2020, the Group's two other hospitals - Pulmed and Burgasmed - also adopted the platform.

Since then, Healee has made additional customizations to its core platform, based on desired enhancements from the Sofiamed Group and has accommodated their new services at the onset of the pandemic and afterwards – COVID-19 testing, vaccinations and many more.

Currently, as the Group continues to expand its telehealth strategy and services, new digital health protocols from Healee will be implemented, together with forthcoming device integration for RPM.

