YGRIKO SOLOVEY

Information provided by Ygriko Solovey, Product Development Manager at Blue Assistance

The project:
Virtualhospital.blue is a digital healthcare platform that allows patients to find relevant services associated to their needs. These include booking appointments, consultations and tests, arranging homecare, organising prescriptions and medicine deliveries, attending virtual consultations and finding fitness, sport and wellness facilities.

Objective:
To empower patients so that they have more control over how they manage their health and to provide them with a wide range of health-related services at competitive prices.

CASE TWO

VIRTUALHOSPITAL.BLUE – BLUE ASSISTANCE

How did this project come about?

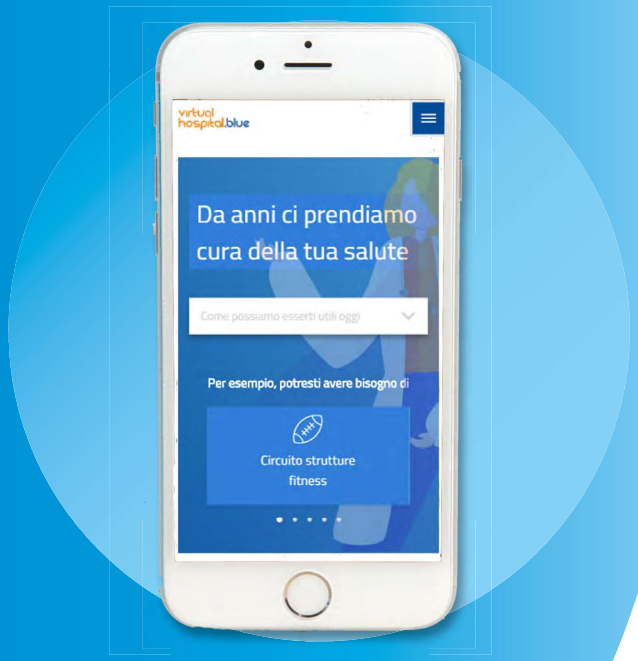
In early 2020, we decided we wanted to make a digital platform so that patients could manage their health more easily. There is such a large number of healthcare services and providers available, so the market has a great deal of potential for us. Therefore, it made sense to create a system for patients that simplified the process for managing their health and allowed them to access a complete range of services at the touch of a button.

How does it work?

Virtualhospital.blue is a subscription-based service available to patients in Italy. The platform is offered to patients either as part of a bundle in a specific insurance policy, as a welfare incentive for employees or sold directly to the consumer via an insurance agent.

Pricing for the service will vary depending on the channel it is offered by. For example, patients who purchase via an insurance agent will pay an annual fee of €90 for a family of up to six people.

Crucially, those who have access to the service will receive discounts of up to 50% on a huge selection of healthcare providers and services compared to booking these directly. This means there is an incentive for businesses to offer the platform to patients and for patients to subscribe.



Once a patient is subscribed and logged into their account, they will have access to the following services:

- **A 24/7 doctor providing video consultations**
- **Specialist medical services, including dentists and physiotherapists**
- **Medical services at home**
- **Medicine deliveries**
- **A range of fitness, sport and wellness centres**

> **FEEDBACK HAS BEEN EXTREMELY POSITIVE - PATIENTS SEEM VERY HAPPY WITH THE SERVICE.**

What have been the results of VirtualHospital.blue?

Feedback has been extremely positive. To date, the site is performing very well - we haven't received any complaints about how the service operates or its functionality and patients seem very happy with the service.

In the future, we are hoping to improve the service by creating an app – it is currently only available via a weblink.

Alongside this, we want to introduce a virtual health assistant to provide extra reassurance to patients when they are navigating the site.

The assistant will greet the patient at login and ask them a series of questions to ensure they are guided to the correct service for their requirements. We are also looking at introducing a recurring monthly payment that allows patients to stop and start their subscription at any time they choose.

VIRTUALHOSPITAL.BLUE IN FIGURES

Cost savings for the patient of up to **50%**

Access to approximately **7,000** providers