LETÍCIA REGINA LIMA

Product Owner

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ABOUT ME

Innovative and results-driven Product Owner with a decade of experience leading projects, developing products, and driving cross-functional collaboration in agile environments. Proficient in working with diverse teams, enhancing communication, and delivering solutions that align with strategic business objectives. Adept at problem-solving and passionate about creating a conducive environment for success.

PROFESSIONAL EXPERIENCE

- **Porto Saude - Sao Paulo, Brazil - January 2023 - Current job**

Senior Product Owner

Porto is the leading Insurance Company from Brazil with 12,3 million clients over the country. With the goal to double the health insurance members, all the team are working on projects to leverage the results of the company. I am responsible for an innovative program that aims at creating a comprehensive healthcare ecosystem that integrates partners and systems to provide to the members a seamless and integrated healthcare experience.

Main projects:

Intelligent Provider Search
Developing an intelligent mechanism to match health insurance members with optimal providers based on quality and cost.

Care Management
Creating a streamlined system to address daily challenges in the Care Management process.

Provider Web Portal
Creating and migrating the provider web Portal to a new rebranded one and rolling it out for more than 16.000 providers.

- **NextCare Health (Allianz Partner) - Dubai, UAE - December 2021 - November 2022**

Senior Product Owner - Member Digital Solution

Nextcare is the leading Third Party Administrator for the insurance industry in the GCC & MENA region and a member of the renowned Allianz Group. I worked as a Product Owner for the Member Digital Solutions team, being responsible for the mobile and portal application with more than 4 million

members under management. Our squad was located in UAE and Lebanon and we also led projects with Vietnam, China, Italy, Greece, Pakistan, Saudi Arabia, Morocco, Tunisia and Dublin.

Main projects:

NextGen Application
Collaborated with teams from different countries to revamp the application's architecture, enhancing user experience.
Drug Delivery
A new feature that will allow members to order medications through the app for home delivery. I was accountable for understanding the requirements and business needs and creating the user stories for the team.
China TPA
Customized the mobile app for Allianz China, aligning with local rules and language.
e-Health journey
Improved user experience through seamless integration of eHealth services (Teleconsultation, Symptom Checker, Provider Search).

- **Unimed Nacional – São Paulo, Brazil - October 2015 – November 2021**
Senior Product Owner

Unimed is one of the largest Healthcare companies in Brazil, present in 83% of the national territory. Each day is a challenge and new projects are always coming up. I worked on the core mobile App to provide the best experience for our members.

Main projects:

My Plan App
I was responsible for building the new mobile APP, oversawing end-to-end product development and aligning stakeholders. I was also accountable for the product backlog prioritization and refinements, team alignment, definition of acceptance criteria and user stories and working with the designers to create the best experience for all members.
Our team had 3 different third parties companies, working together to maximize the value of the app.
Results achieved: 440.000 active users versus 11.800 for the previous APP. This engagement allows us to create new projects to improve the customer experience, such as facial recognition, online scheduling, digital refund and telemedicine, for instance.
Online Scheduling:
I worked with the squad and stakeholders to understand the real pain of the clinics in matters of scheduling and to create solutions that fit with their expectations, working for a good adherence of the tool by clinics and users.
Results achieved: 890 clinics using the tool and 29500 scheduled appointments.

Digital Refund:

Introduced an efficient solution for online refund requests in 24 hours, continually enhancing user experience.

EDUCATION

- São Paulo University - Postgraduate degree

Specialization in Project Management in Information Technology - May/2013

- São Paulo University - Degree

Bachelor's Degree in Biomedical Informatics - July/2010

SKILLS

Agile Methodologies, Design Thinking, Communication, Problem Solving, Systems Thinking, Teamwork, Flexibility, Leadership, Organization, Project Management.

Languages: English (Advanced); Spanish (Basic) and Portuguese (Native)

TRAINING AND EVENTS

- Product Management, 2022
- Startup Weekend Health, 2019
- Design Thinking Xtreme, 2019
- Design Thinking 3.0: 2018
- Agile Software Requirements and User Stories, 2013
- Business Analyst and BPMN, 2012