



The Path To Digital Transformation

Final Presentation, Digital Transformation Plan
Barcelona, 25.06.2020

LAB DURAN BELLIDO

Clinical Laboratory with more than 50 years vocation to the patients and doctors

1967

Family business
founded by doctors

~9M

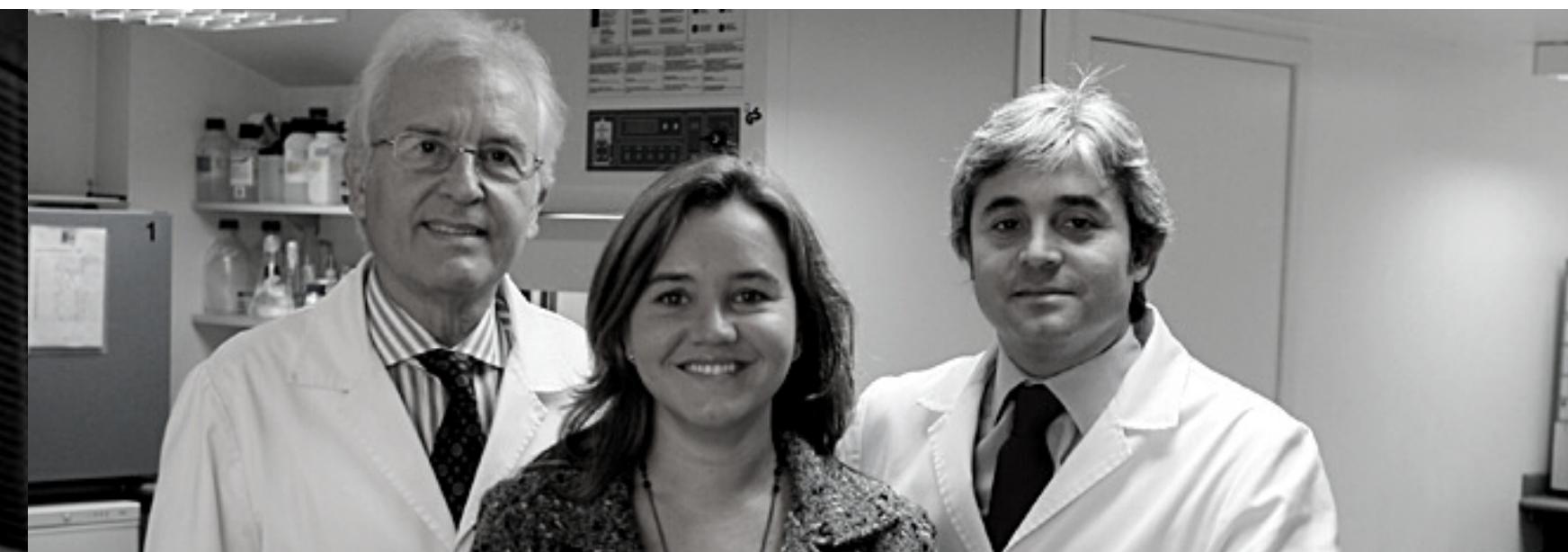
Annual
Revenue

~1200

patients
per day

365

days dedication to the
patient in BCN & MAD



Content Outline

THE PATH TO
DIGITAL
TRANSFORMATION

WHY?

DRIVERS FOR CHANGE

WHAT?

TRANSFORMATION INITIATIVES

HOW?

ENABLER & ROADMAP

SWOT ANALYSIS

Strengths

- Constant growth
- Extensive network of extraction centres
- Availability 365 days a year
- Quick results - fast response
- High quality - modern machinery

Weaknesses

- Cost Structure extraction centres
- Scalability of brick and mortar model
- Low state of digitalisation (Customer Touchpoint)
- Manual internal workflows

Opportunities

- Growing healthcare demand (demographic change)
- On-demand Healthcare Trend
- Personalised Health Management Services
- Personlized direct online marketing
- Automation of internal processes

Threats

- Multinational Laboratories
- Healthcare is an attractive sector for innovation
- Disruption by new technologies (e.g. wearables)
- Price pressure by insurances

SCALABILITY

Profitability by new business models and scalability through digitalisation

EFFICIENCY OF WORK PROCESSES

Higher operational excellence and automation of internal processes

USER EXPERIENCES

Distinguish from multinational competitors by personalized experiences

LEVERAGING TECHNOLOGY TRENDS

new service and revenue sources by using modern technologies

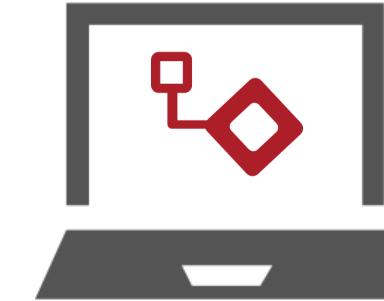
DRIVERS FOR CHANGE

Realignment of business strategy

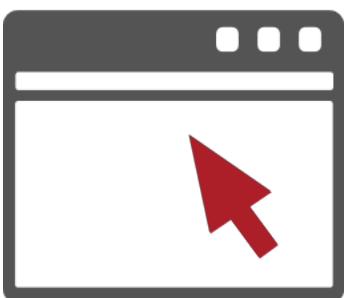




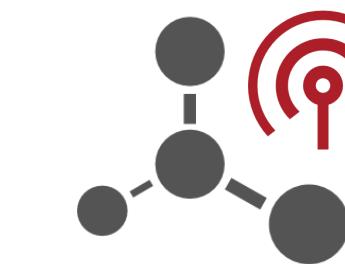
Website Renewal



Digital Reception & Workflow
with Robotic Process Automation



Web Platform



IoT for Laboratory Efficiency



Central Lab Experience
with AR/VR



Digital Marketing Plan

Digitize The Core

Bring current business model to the next level

Website Renewal

WHAT?

Create a **customer-centric website** to attract clients and channel sales opportunities

Web CMS, Chatbots, SEO, eCommerce

WHY?

Strong SEO is ruined by a **high bounce rate**.

Current Website is not customer centric, information overflow, hard to find relevant information, outdated website design





IoT for Laboratory Efficiency

WHAT?

Monitor machinery and equipment to further improve quality — e.g. storage temperature and location

WHY?

Quality assurance by monitoring the test process.
Transparency of the process, efficient processes

Central Lab Experience

WHAT?

Create **special customer experience** in the central laboratory by using technologies.

WHY?

Distinguish from **competitors** by unique customer experience. Make patient want to come back to the central lab.



Digitize Reception / Workflow



WHAT?

Digital enabled reception to improve customer interaction and Robotic Process Automation for internal workflow (eSign - Remote Sign-ins - RPA)

WHY?

Client touch-points are all non digital, paperwork has to been passed through the process, potential for automation and customer experience

Digital Marketing Plan

WHAT?

Utilise **digital marketing tools** to enhance customer engagement and leverage sales

Marketing campaigns via Google AdWords or Social Media.

WHY?

Building a **stronger customer connection**, specific targeting of **potential new clients**, promote and sell specified test and spread the brand name.

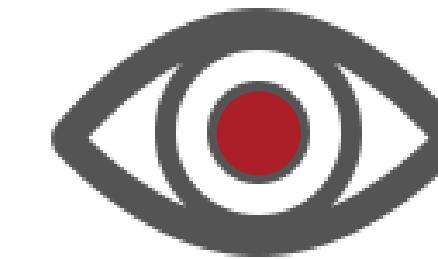


New Growth

Leverage disruptive technologies to explore new market



eCommerce Test Kits



Health Predictions



Genetic Services
at Scale



Personalised
Health Advices

A photograph of a middle-aged woman with short, light-colored hair and glasses, wearing a white turtleneck sweater. She is sitting at a wooden table, holding a blue pen in her right hand and a white DNA test kit box in her left. The box has 'DNA TEST KIT' printed on it. A yellow notepad and a pen are also on the table. In the background, there are large green plants.

eCommerce Health Test Kits

WHAT?

Health testing from home via an eCommerce platform with sendable test kits
Simple integration of Shopify on website

WHY?

Scalability — easy to send to any place
New revenue stream with low infrastructure cost
On-demand healthcare services at home

Personalized Health Advices

WHAT?

Personalized health advices based on test results — nutrition, exercise, medication using Big Data and Machine Learning

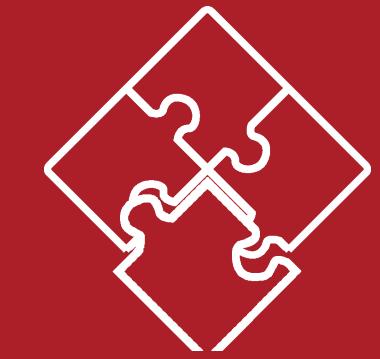
WHY?

People want to focus more on health management and need help in doing so.
Cross-Selling of new services such as customized meal plans or workout plan

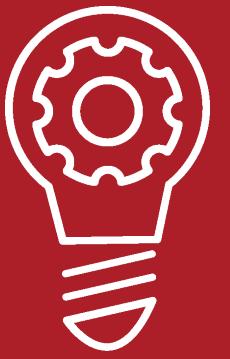


HEALTH

ENABLER



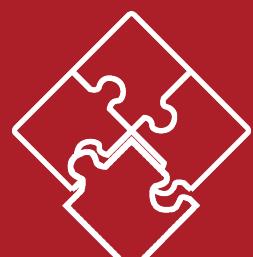
PEOPLE



TECHNOLOGY



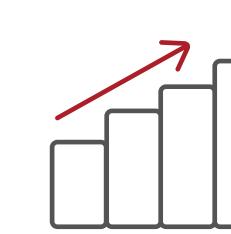
ECOSYSTEM



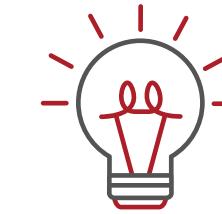
"People-focused transformation"



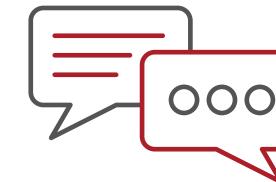
LONG TERM
PHILOSOPHY
AND VISION



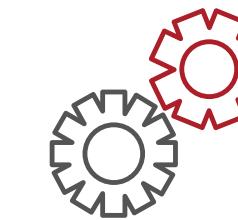
CONTINIOUS
IMPROVEMENT
OF THE TEAM



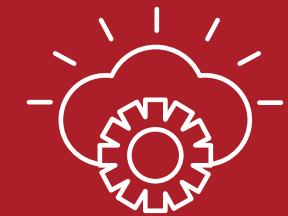
TEAM TO
THRIVE IT AND
INNOVATION



AGILE
MINDSET



EFFECTIVE
CHANGE
MANAGEMENT



DATA FOR EXCELLENCE

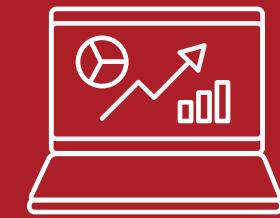
Leverage data as a crucial part for decision taking and new services.

Become data-driven



DISRUPTIVE TECHNOLOGY

New Services, efficiency and automation by:
Artificial Intelligence
Internet of Things
Augmented Reality
Robotics

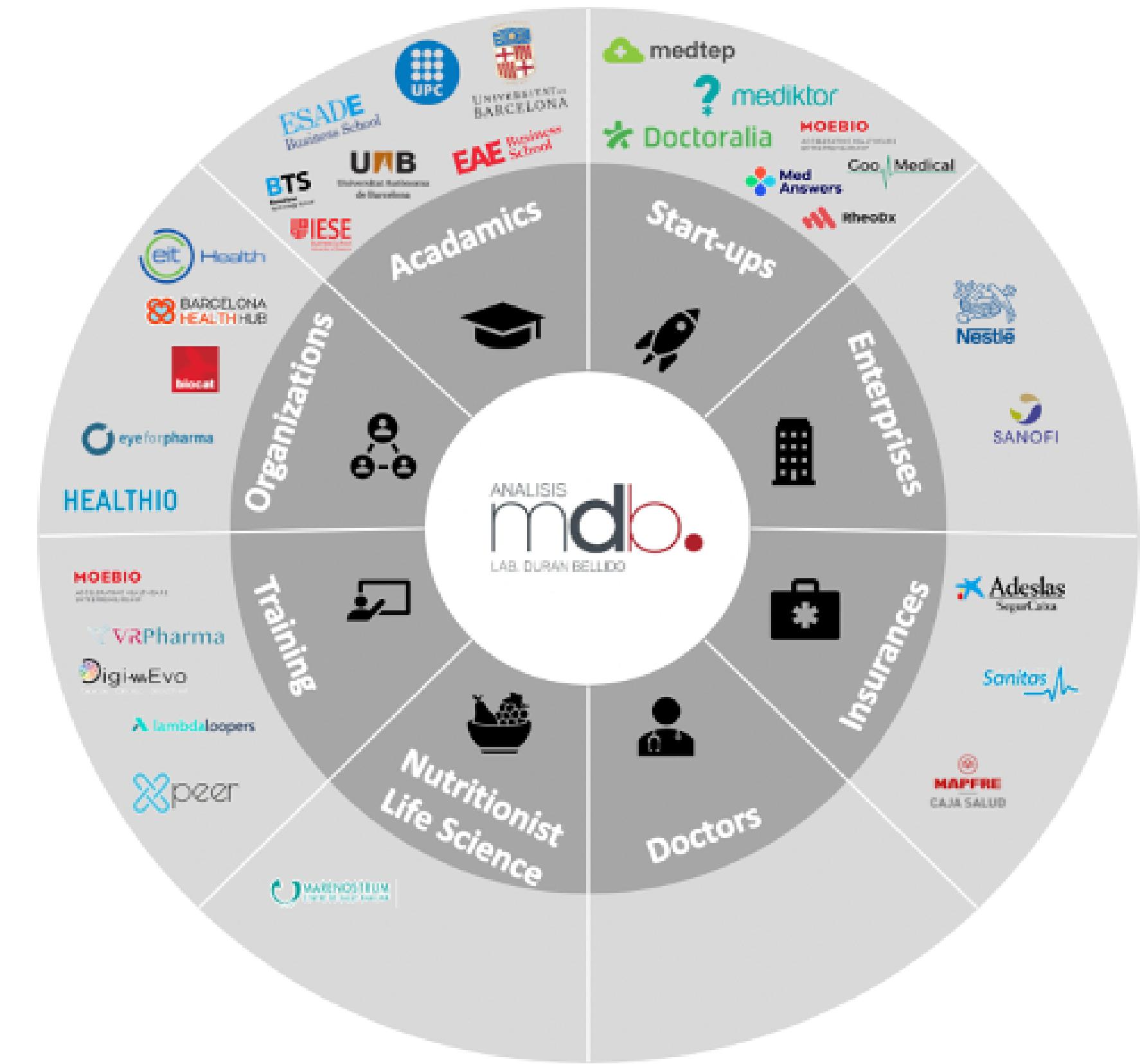


IT INFRASTRUCTURE

Hosting disruptive technologies is crucial part in the transformation to a more data-driven business

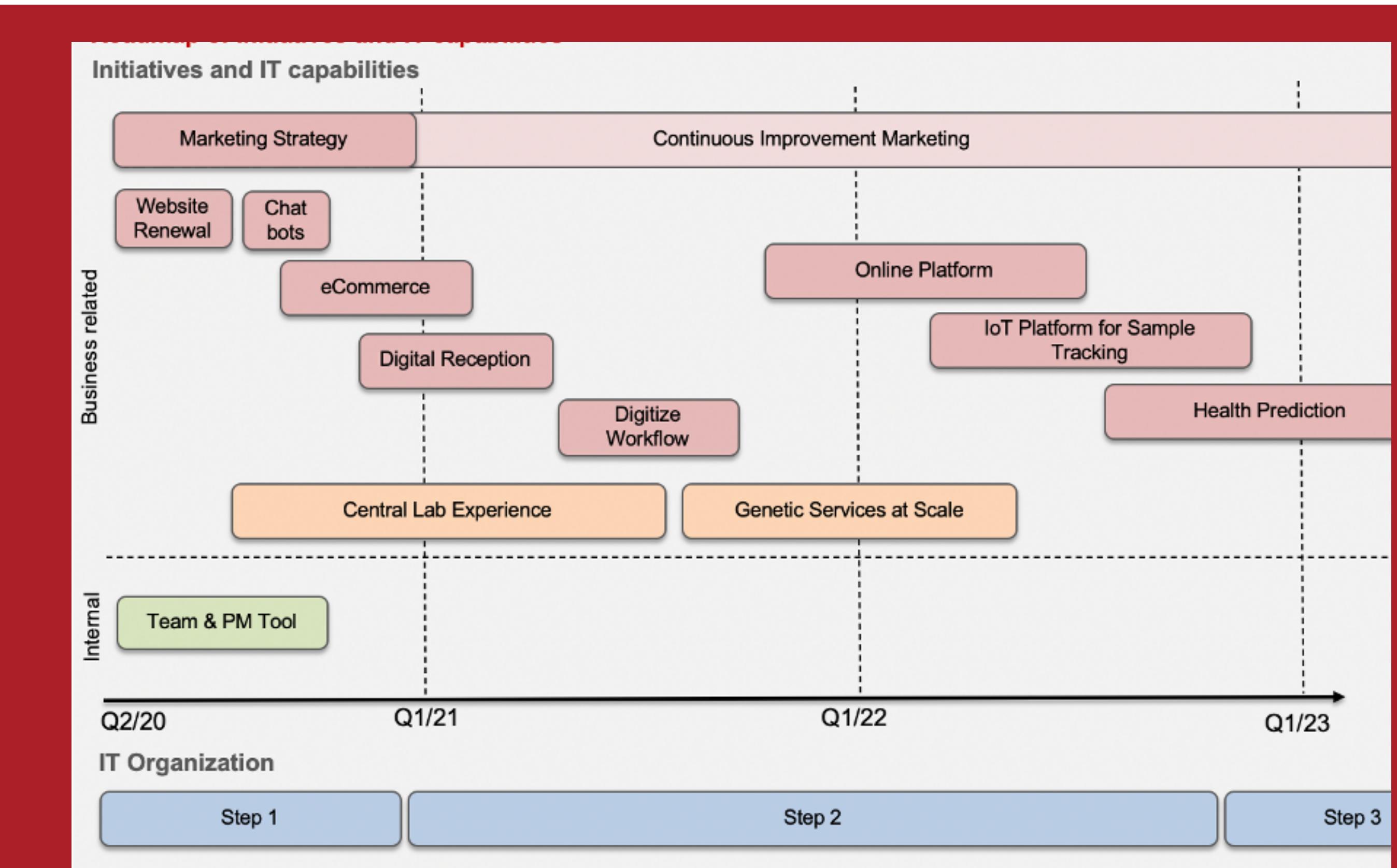


ECOSYSTEM



"ECOSYSTEM OF CARE"

Roadmap



Financial Overview

30.815€ Initial Investment

Year 1

+ 3% in Profitability
+ 45.000€ Annual Revenue
ROI: 146%

45.560€ Total Investment

Year 2

+ 7% in Profitability
+ 66.000€ Annual Revenue
ROI: 144%

60.560€ Total Investment

Year 3

+ 10% in Profitability
+ 78.000€ Annual Revenue
ROI: 128%

Recommendations

LOOK INTO THE FUTURE

Well established growing company, but technology progress and digitalisation will force major disruption.

TAKE THE TIME FOR INNOVATION START NOW

Even though the business is booming (especially after Covid-19) take the time to invest in innovation otherwise the competition will do

TAKE AN AGILE APPROACH

No need to implement everything at once. A step by step approach is needed that incorporates customer feedback and upcoming trends.

Meet The Team

And
ask us ?



Narmeen
Masshala



Kimani
Livingstone



Malte
Onas