

CASE STUDY: CARTO FOR HEALTHCARE

SMART SITE PLANNING FOR THE HEALTHCARE INDUSTRY WITH LOCATION INTELLIGENCE

BUSINESS



Based in Spain, Sanitas is a thriving part of Bupa, an international leader in the healthcare field. With more than 10,600 employees working with a 40,000-strong medical team, Sanitas remains committed to its core business of providing health insurance for millions—while expanding its services into the areas of dental care and the management of hospitals and nursing homes. Recently, Sanitas nearly doubled its client base, now boasting a total of 4 hospitals, 20 specialty medical facilities, 16 wellness centres, 180 dental clinics.

AT A GLANCE

MAIN GOALS

To enable Sanitas' expansion into new territories—especially their recent roll-out of new demographic-dependent services, including nursing home management—and to improve service delivery in existing locations.

KEY TO SUCCESS

A location intelligence tool that assesses demographic and economic landscapes—as well as tracking the sales and service performance of locations relative to their data-determined potential.

ACCOMPLISHMENTS

- Enabled fast growth by determining appropriate, profitable locations across a large territory.
- Rejected multiple sites once discovering poor profitability; accepted others with positive results.
- Uncovered issues with local teams based on performance against profitability data.

CHALLENGE

As the company grows and diversifies its offerings, Sanitas needs to make sure it's growing in the right places and in the right ways. As a thriving part of Bupa's massive operation, which touches 190 countries, finding locations best suited to new healthcare centers is a complex endeavor—as is uncovering the healthcare needs of local populations. Sanitas prides itself on serving clients throughout every stage of life; doing this well across a growing variety of facilities requires a wealth of demographic and location information—as well as the means to organize and understand that data in actionable ways. To fulfill its mission, Sanitas needed location intelligence that could provide dual functions: helping the company make wise choices for future development, and enabling the company to provide exceptional care to local demographics.

SOLUTION

With employees spread across multiple countries, ease-of-use was a critical feature for the healthcare provider, and Sanitas considered—and rejected—several solutions that were complex yet non-intuitive. Then they found CARTO. Not only did CARTO's solution present a wide range of functionality and location data reporting, but the provider's software also had a more manageable learning curve and an attractive, easy-to-use interface. Today, Sanitas relies on CARTO's technology to inform decisions about where to open new healthcare centers, to generate market studies

ENTERPRISE PLATFORM

CARTO leads the world of Location Intelligence by empowering organizations as well as individuals to discover and predict key insights with location data. The intuitive design of CARTO's platform allows business analysts, data scientists, and developers build self-service location apps to help optimize operational performance.

COLLABORATIVE

Create teams, define roles, and share data and visualizations between your colleagues.

BIGGER RESOURCES

With your own infrastructure you can handle large datasets only limited by your instance capacity.

SECURITY AND PERFORMANCE

Our enterprise architecture setup ensures your data privacy and protection, while boosting the performance of your platform.

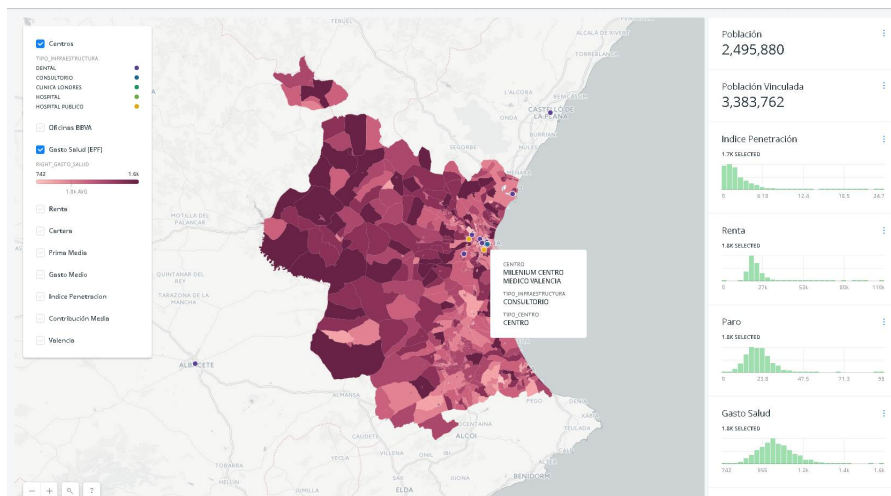
CONNECT & STORE BIG DATA

We can connect to standard enterprise databases and can create custom connections for your specific needs.

OPEN AND EXTENSIBLE

Our platform allows layering of data on any basemap provider and multiple internal and external data sources.

that ensure the profitability of potential sites, and to create reports detailing sales results and client demographics—all of which drives efficiency, saves money, and generates revenue.



RESULTS & BENEFITS

Over a short period of time CARTO's location intelligence solution informed Sanitas' decision-making about a number of locations—helping the company avoid development in several potentially unprofitable areas while deepening their investment in areas that were generating revenue.

The location intelligence platform also uncovered several Sanitas locations that should have been profitable but were underperforming—alerting leadership that there was an issue with the sales team in those regions.

CARTO also greatly reduced the time it took for Sanitas to create reporting around sales and client base data, allowing leadership to quickly determine which areas needed improvement. The process of locating new centers has been made simple and accurate, and Sanitas is enjoying much greater detail and faster results than seen with previous location intelligence software.

For more information visit carto.com or contact sales@carto.com.

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