

# Communicating health and managed care



In many European countries, the national health system has transformed into a competition-oriented health market. Yet this development imposes new challenges on the players. Health insurance companies, pharmaceutical companies, doctors and hospitals have to rethink their strategies as suddenly patients have become customers. The Sanvartis GmbH from Duisburg in Germany is the biggest medical call centre nationwide supporting health players in their customer care.



The health phone is a core product of Sanvartis; 24 hours a day, medical specialists advise on medical questions and give advice

“In our modern health system, customer care has become an essential success factor,” explains Managing Director Linus Drop. “For example, the insured expect much more from their health insurance than just cost transfer. They require more and more service, consultancy and prevention.”

In order to meet the increasing demand for consultation, Sanvartis established a health phone, which has become a core product. Here, qualified personnel such as nurses (1st level) and doctors (2nd level), pharmacists and other health specialists answer questions and give advice 24 hours a day, seven days a week, 365 days a year. “We do not provide tele-diagnostics,” explains Mr. Drop. “At the end of the day, the patient or rather the customer, decides himself. We answer general medicine-related

questions from all areas, advise on precautionary measures, sports topics and pregnancy questions. Often, we are called upon to give a second opinion. We also give information about medicines and drugs.”

Another mainstay of the business is the so-called MC management via tele-monitoring. This way, patients can be looked after from afar. A special program for chronic patients on the basis of risk prognoses, an intervention program based on performance data and appointment scheduling round off the innovative service portfolio of Sanvartis. Primarily targeting health insurance companies and pharmaceutical producers, Sanvartis has already made the first steps abroad, achieving around 5% of its revenues in Switzerland. “I am sure that we will be able to transfer our business mod-

el into other countries,” says the managing director. “For example, Austria could be an interesting target market for us.”

Currently, Sanvartis is the undisputed market leader in health phone services. In the field of managed care services, the companies ranks among the top three names in Germany.

“Of course, our business highly depends on the political framework,” says Mr. Drop. “This year, patients will probably have to pay an extra fee for their health insurance, but nobody really knows what is coming. We expect a power shift from the pharmaceutical producers towards the health insurance companies and an increasing demand for tele-monitoring services in the provision sector. Therefore, we are going to enhance our services in this field. We

will also try to address new target groups, for example housing companies, as more and more people decide for assisted living.” ■

## Sanvartis GmbH

Prisma-Haus  
Dr.-Alfred-Herrhausen-Allee 9-11  
47228 Duisburg  
Germany  
Phone: +49 2065 6783000  
Fax: +49 2065 6783131  
info@sanvartis.de  
www.sanvartis.de