

THE MEDICANA GROUP OF HOSPITALS PROJECT

Overview

Country: Turkey

City: İstanbul (HQ)

Type of Institution: Private
Group of Hospitals

Customer Profile

Medicana Hospital Group provides healthcare services to a sizeable number of patients from its hospitals in Avcılar, Bahçelievler, and Çamlıca. The main focus of the Group is to expand continuously while achieving high quality standards in its operations.

Requirements

The Group, due to its growth in the sector, changing types of services being provided, and the increasing number of hospitals in its network, was seeking a truly efficient Hospital Information Management System (HBYS) software.

Solution

The Group, after its search and evaluations for such a software product in the market, has decided to implement the HBYS System of Bilmed. Medicana Hospitals were in fact among the first reference projects of Bilmed. Fully integrated functioning of the product, its capability in setting same standards for all the hospitals, and better overall management have created significant advantages for the Group.

Advantages

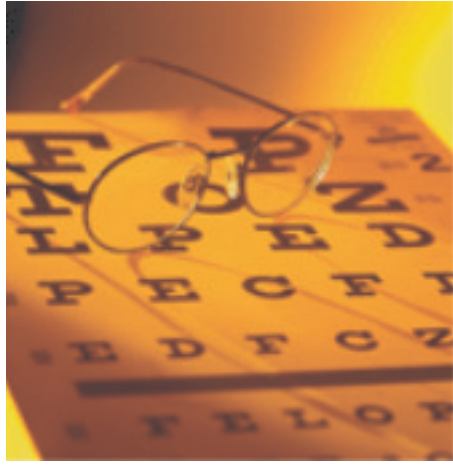
- Fully integrated HBYS and Financials
- Call Center and CRM
- Enterprise Resource Planning (ERP) applications
- Expandable, high-performance HBYS system structure
- Continuous support and updating

The Medicana Group of Hospitals has been working with Bilmed since 1999. Bilmedical HBYS sets common standards for all the hospitals in the Group, and contributes to the productivity of the institution as well as the satisfaction of its patients.

Medicana Health Services Group started its operations with its first hospital in Avcılar in 1996. The group which has then expanded its range of services with the addition of Çamlıca Hospital in 1999 and Bahçelievler Hospital in 2003 has been renewing and improving itself with each passing day. The Group which sees continued expansion of its service spectrum as part of its mission, is currently playing an important role among the privately-run hospitals in our country. The Group, being regularly audited by the Joint Commission on International Accreditation (JCI) regarding compliance with international quality standards, aims to raise the quality standards of its health services to the quality levels in the European Union. The Group hospitals which have been providing general health services from the outset are now also specializing in such sophisticated branches as tube baby and reproductive health, cardiology, heart & vascular surgery and hemodialysis, and enjoys great interest from the public.

Bilmedical HBYS is used as a fully integrated information management system within the Medicana Group and is contributing to the quality of services being provided to the patients. The fact that group hospitals share the same hospital information system (HBYS) provides important advantages for both the institution and the patients who are receiving health services from the institution.





Medicana Group of Hospitals are conducted common standart with Bilmedical HMS

Highlights

After the opening of its first hospital in Avclar in 1996, the Group acquired the Çamlıca Hayat Hospital in 1999 and began to operate it under the name of Medicana Çamlıca Hospital. With a total closed area of 13000 square meters, the Hospital building is equipped with all the technologies necessary to make it one of the few hospitals

in its category, operating in a truly smart building.

Aiming to be always one step ahead of other institutions in the fields of Cardiology, Cardiovascular Surgery and Hemodialysis, Medicana Group of Hospitals has 2 angiography units, 3 cardiovascular operating rooms, 7 general purpose operating rooms, a 34 -bed intensive care unit and a 40-bed Hemodialysis Center at the Çamlıca Hospital to serve its patients with the latest technology and equipment available in the industry.

Based on these resources, the hospital is performing on average 8000 angiographies, 1500 by-pass operations every year, and is regularly serving 200

registered hemodialysis patients. The hospital which offers 24- hour specialized physician services in 9 branches is also providing an important emergency treatment capacity for the needs of the region. The Group which also took over Bahçelievler hospital in 2003 has, with the intention of delivering the

same quality standards in all its hospitals, decided to continue its operations under the name of Medicana Hospitals, and since then has kept renewing and expanding itself in line with the targets set out for itself.

With the vision to increase their service capacity and quality, the Group expressed their need for a strong software product in 1999, which would enable them to not only expand but also achieve higher standards in their hospitals.

Solution

When opening its second hospital Medicana Healthcare Group was aware of the challenges related with growing operations and the inevitable need for information technology investments, and carried out its search for a sustainable and long term IT solution in the market, and finally decided to work with Bilmed.

The Bilmedical HBYS system implemented by Bilmed which included many customized features and applications apart from the standard hospital applications has proven itself as a high performance solution, and shortly become the standard application of all the Group hospitals. The single software standard adopted in these hospitals offers clear advantages in terms of management and many other aspects. Enhanced Call Center capability not only serves as a means of establishing close relationship and communication with the patients, but also as a means of increasing the satisfaction and loyalty of the patients, and building up a company culture as a whole.

Along with its medical modules Bilmedical HBYS also includes many advanced Enterprise Resource Planning (ERP) features required for the management of the institution.

For example:

- * Enhanced purchase management
- * CRM (Customer Relationship Management, Call Center/Call Center linked with CRM)
- * Uniform Accounting and Financials
- * Equipment Tracking and Maintenance
- * PACS (fully integrated with HBYS)

With the LIS which is part of the completely integrated HBYS system, laboratory test requests can be directly routed to the identified laboratories



Medicana Çamlıca Hospital

and instruments and after the authorized physician's approval, the test results can be communicated back to the requesting departments. Online recording of the patient's history data together with prognosis, diagnosis, the requested tests, and test results (Lab Results, Radiology and Pathology Reports) improves the quality of treatments and provides valuable input and advantages in calculating the costs of these services.

Benefits

Fully Integrated HBYS and Financials

Fully Integrated HBYS and Financials As a result of the maximum utilization of data which constitutes the fundamental

characteristic of HBYS, each record/transaction entered can be linked to all the required fields in the system. This feature thus creates many advantages. Most important ones are:

- * Single current account tracking.
- * Performance and integrity problems which may be expected during the interface and integration of different software products are not experienced.
- * Fast reporting.
- * Flexibility of the system.
- * Because the system is being developed and supported from a single source, coordination problems are also not experienced.

Call Center and CRM

After the Medical-Financial integration, the designing of the product has gone one step further to include customer relationships as well. Generally speaking, once a customer is lost it becomes more costly to attract him/her back to the hospital or find new customers to replace the lost ones. This kind of loss might also produce many other negative effects. Having recognized the importance of this issue Bilmed and Medicana Group have thus decided to install a CRM system integrated with HBYS to ensure the continuity of customer satisfaction.

With CRM capability, when a patient calls the hospital, he/she is connected to the right person or department more easily, and his/her condition and home treatment progress can

be watched more closely, to bring about almost 100 % customer satisfaction in the end. What is more, the data collected through the CRM would feed the decision support systems and enable the management to take more accurate strategic decisions.

Enterprise Resource Planning (ERP) Applications

Bilmedical HBYS includes a number of applications and modules which contribute to the resource planning of the Group. Namely;

* Automated procurement and supply (e-procurement): Users submit their purchase requisitions for consumable items and other materials over the system. These requests are then routed to storage locations or the warehouse, and If they are not available at these locations they are directed to the purchasing department. Finally, on the basis of the price quotations received, the system concludes the transaction. This ensures not only most competitive prices but also better tracking of stock consumptions.

* Workflow: All processes are scheduled and authorized according to work flows.

* Inventory Management: With this advanced module all stock levels are automatically tracked, at critical reorder levels new orders are automatically released, and transactions are selected and concluded from prioritized request lists.

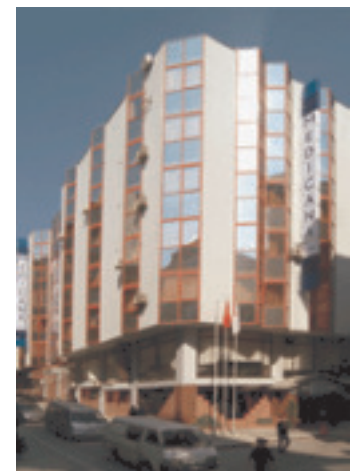
A Robust, Expandable and Fast System

An application which is designed and planned strongly right from the beginning would ensure easy expansion of the system, performance continuity, shorter response times to queries, and overall agility.

Continuous Update and Support

Bilmed's business philosophy relies on close collaboration with its customers and fast response to their requests and problems. Its software architecture allows fast coding and reporting, and the needs are anticipated and met well before they emerge in the system.

Medicana Avcılar Hospital



About Bilmedical

The software as a whole has been developed by a Turkish team of experts and in accordance with the current laws and regulations of our country.

The projects we delivered for the Public and Private sectors allow full traceability of the medical and financial activities of external polyclinics/clinics around the core patient transaction. They also allow telephone/internet/SMS appointments to be made with the hospitals or hospital chains operating through the same call centers.

Our pilot applications include service features such as Web-based GSS – Medula 2 integration processes, SSK (Social Security), Bağ-Kur (Vocational Pension Fund), and Emekli Sandığı (State Pension Fund) “Online Provision” inquiries and Online MERNIS (Citizens ID Net) inquiry and validations.

HBYS not only supports international code systems like ICD 9-10 etc, but can also integrate and use the independent code systems developed in some educational and research institutions with national and/or international systems. ATC (Anatomic, Therapeutic, Chemical Classification System) and EAN Barcode Systems are among other systems supported by our software.

Bilmedical application projects support integrated solutions responding to the critical Picture Archiving and Communication System (PACS), Radiology Information System (RIS) needs of radiology departments today. Beside our readily-available applications, we are also able, through our partner-based teleradiology solutions, to extend the operation of the system to remote locations where no radiologist/expert exists, or design

specific solutions for the use of hospital chains wishing to collect and track all its specialized physicians under a single system.

About Bilmed

Founded in İstanbul in 1989 with the purpose of developing leading edge integrated automation solutions for all the individuals and institutions using and providing services in the healthcare industry, Bilmed has been successfully supplying its customers with all the required application projects based on its flagship product “Bilmedical Hospital Information Management System”.

Our company which is certified under the ISO-9001- 2000 Quality Management System is conducting its operations in a positive, hardworking and shared manner, with absolute respect to labour, know-how and the rights of all the individuals, service sharers and partners involved, and in strict compliance with environmental regulations and applicable confidentiality requirements.

Bilmed, through the projects it has been implementing at many well-known healthcare institutions, and through its outstanding technology, is playing an important role in setting the standards of the industry.

Bilmed Bilgisayar ve Yazılım A.Ş.

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Reference Projects

Public Hospitals:

*Haydarpaşa Numune Hastanesi
İSTANBUL*

Bursa Devlet Hastanesi - BURSA

*Bakırköy Prof. Dr. Mashar
Osman Ruh Sağlığı Sınır
Hastalıkları Eğitim ve Araştırma
Hastanesi - İSTANBUL*

*Metin Sabancı Baltalımanı Kemik
Hastalıkları Eğitim ve Araştırma
Hastanesi - İSTANBUL*

*Beyoğlu Göz Eğitim ve Araştırma
Hastanesi - İSTANBUL*

*İstinye Devlet Hastanesi
İSTANBUL*

*Gebze Fatih Devlet Hastanesi
KOCAELİ*

*Üsküdar Devlet Hastanesi
İSTANBUL*

Private Hospitals:

*Memorial Sağlık Grubu
İSTANBUL*

*Şafak Hastanesi - Beşyüzevler
İSTANBUL*

*Şafak Hastanesi - Göztepe
İSTANBUL*

*Şafak Hastanesi
Gaziosmanpaşa - İSTANBUL*

*Hospitalium Çamlıca Hastanesi
İSTANBUL*

*Hospitalium Haznedar Hastanesi
Bahçelievler - İSTANBUL*

*Hospitalium Şişli Hastanesi
İSTANBUL*

*JFK Hastanesi - Bakırköy
İSTANBUL*

Akademi Hastanesi - İZMİT

*Dünya Hastanesi - Sultanbeyli
İSTANBUL*

*Dünya Hastanesi - Maltepe
İSTANBUL*

*Merkez Hastanesi - Gebze
KOCAELİ*

*Özel Yalova Hastanesi
YALOVA*