



# CENTRAL DE LA *SALUD*

Social Business Creation

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A Project of Coopemed S.C. de R.L. de C.V.

Anahuac University Mexico

Round 1 for the SBC competition

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## Central Health by Coopemed.

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### Objective social problem.

In Mexico, the public health system is not sufficient to provide medical care to the population. Especially first level care oriented to general medicine, nutrition, pediatrics, dentistry, and ophthalmology.

At the same time, doctors are being displaced by the franchise schemes of large companies that provide low-cost health care in exchange for selling them medicines, leading to lost income and jobs for health professionals and poor care. doctor.

Therefore, both the private and public sectors lack quality and high technology in their medical services to serve the population that does not have access to medical services; And doctors do not have the incentives or capital to improve this level of care.

Currently, access to health care remains a major challenge in Mexico, especially for people living in rural or marginalized areas. Below are some of the problems faced by the Mexican population in accessing health care:

1. **Limited availability of medical facilities:** Even though Mexico has a universal healthcare system, many people live in areas where there is a shortage of medical facilities. Rural and marginalized areas often lack clinics and hospitals, and people living in these areas often must travel long distances to receive medical care.
2. **Medical Staff Shortage:** Mexico also faces a shortage of doctors and other health professionals, especially in rural and underserved areas. Many doctors prefer to work in urban areas where there are better salaries and more job opportunities, leaving rural and marginalized areas with a lack of trained medical personnel.
3. **Lack of economic resources:** Although medical care in Mexico is affordable compared to other countries, many people still cannot afford medical services. People living in rural and underserved areas often have lower incomes and less access to the economic resources needed to pay for health care.
4. **Cultural and language barriers:** Cultural and language barriers can also prevent people from accessing health care in Mexico. Many people in Mexico speak Indigenous languages or regional dialects that health care providers do not speak, which can make it difficult to communicate and understand medical treatments and procedures.
5. **Bureaucracy and lack of coordination:** The health care system in Mexico can be complex and bureaucratic, which can make it difficult for people to get the health care they need. Lack of coordination between different government agencies and healthcare organizations can also make it difficult to access healthcare.

### How do our activities relate to UN goals?

The UN has set several global goals to address the social, economic, and environmental challenges facing our world. Below are some of the UN objectives and how they relate to Coopemed activities.

1. **Goal 3: Good health and well-being:** This UN goal seeks to ensure that all people have access to quality and affordable health services. Coopemed can contribute to this goal by providing medical care and other health services to its members and the community at an affordable cost.
2. **Goal 8: Decent work and economic growth:** This UN goal seeks to promote full and productive employment as well as sustainable economic growth. At Coopemed we can contribute to this goal by creating jobs for health workers and promoting economic growth by providing health services to its members and the community.
3. **Goal 10: Reduction of inequalities:** This UN goal seeks to reduce economic, social, and political inequalities. Therefore, at Coopemed we seek to provide access to health services to its members and the community, including those who might not have the means to pay for private health care.
4. **Goal 12: Responsible production and consumption:** This UN goal seeks to promote sustainable production and consumption patterns. We seek to promote responsible and sustainable health practices, such as disease prevention and the promotion of healthy lifestyles.
5. **Goal 17: Partnerships for the Goals:** This UN goal seeks to foster collaboration and partnerships between governments, the private sector and civil society to achieve the Sustainable Development Goals. In this sense, at Coopemed we seek to work with other health care providers and community organizations to improve access to health services and promote the health and well-being of its members and the community at large.

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### Presentation of the project.

#### What is Central Health?

The ideal place to improve your health, through preventive, curative and rehabilitation services, based on preventive medicine, integrative medicine, and collective health (social organization in health).

#### Social purpose statement.

Improve the quality of first level medical consulting implementing medical and management processes through technology.

#### Target social issue.

In Mexico, the public health system is not enough to provide medical care to the population. Above all first level care oriented towards general medicine, nutrition, pediatrics, dentistry, and ophthalmology.

*Central Health by Coopemed.*

At the same time, doctors are displaced by franchises schemes of large companies that provide low-cost medical care in exchange for selling them medicines, which is generating a loss of income and jobs for health professionals and poor care. medical.

Therefore, both the private sector and the public sector lack quality and high technology in their medical services to care for the population that does not have access to medical services; and physicians do not have the incentives and capital to improve this level of care.

**Social solution idea.**

We offer a franchise of Medical Services, with standardized administrative processes, high technology and good practices in general medicine, nutrition, pediatrics, dentistry, ophthalmology, and psychology, which allow us to provide a high-quality service at a more competitive price.

We also provide microinsurance to Cooperative Societies so they can offer them to their customers increasing their fidelity by improving their services.

The doctors we are more competitive in terms of business and technology, at the same time the work of doctors is vindicated before society.

The population will be benefited by receiving better quality services at a lower price, and near their communities.

**Why Central Health?**

- ❖ We are in the first square of the center of Toluca.
- ❖ There is a large flow of people requesting accessible health services in this area.
- ❖ It is an area with a strong presence of private medical services.
- ❖ We will concentrate a wide range of primary health care services in one location.
- ❖ We will be the health center (private-social) of the center of Toluca.

**All in one.**

Central de la Salud, has everything you need to take care of yourself and your loved ones, in facilities that are open and accessible to all, with long hours, to adjust to the rhythm of people's lives.

**Professionalism and warmth.**

At Central de la Salud, we have highly trained professionals to accompany your process of physical and emotional improvement, help you day by day to improve your quality of life and deal with those health problems that have afflicted you for a long time.

**Personalized health.**

Our person-based approach allows us to design and adapt each of our services to the distinct stages of the life cycle.

In addition, we make sure that each person receives high-quality, warm, effective care and attention linked to the health system.

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Business model.

Ecosystem.

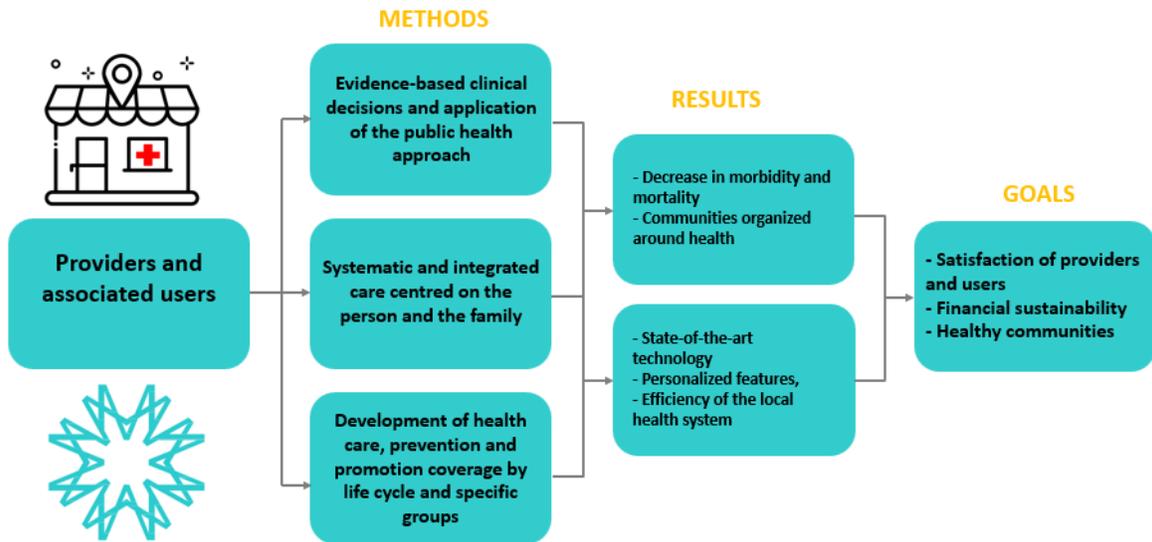


At Coopemed, we seek to play a vital role in improving health in Mexico by providing quality and affordable healthcare services to its members and the community at large. Below are some ways Coopemed can help improve health in Mexico:

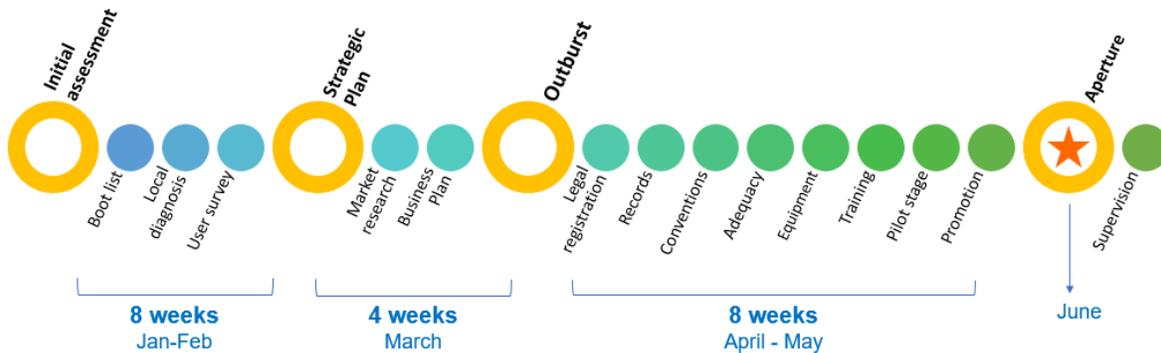
1. **Provide affordable health care** to its members at a lower cost than private clinics and hospitals. This can make health care more accessible to people who cannot afford private health care and may not have access to public health care.
2. **Encourage disease prevention and** the promotion of healthy lifestyles through health education programs and prevention services, such as regular checkups, early detection of diseases, and vaccination.
3. **Improve the quality of health care** by focusing on quality of care and patient satisfaction rather than maximizing financial benefits. This can lead to increased investment in modern medical equipment, staff training, and improved facilities to provide higher quality medical care.
4. **Access to specialists** for Coopemed members, which can be especially beneficial in remote areas where access to specialists may be limited.
5. **Participate in public health programs** and work with local authorities to improve health in their community.

<b>First level care:</b>	<ul style="list-style-type: none"> <li>❖ Optics and optometry.</li> <li>❖ Equipment for special medical conditions.</li> <li>❖ Self-monitoring.</li> </ul>
<b>Pharmacy:</b>	<ul style="list-style-type: none"> <li>❖ Medicines bank.</li> <li>❖ Awareness of medication use.</li> <li>❖ Integral pharmacy (allopathy/homeopathic).</li> <li>❖ Natural products.</li> </ul>
<b>Coverage and insurance:</b>	<ul style="list-style-type: none"> <li>❖ Minor medical expenses.</li> <li>❖ Life insurance.</li> <li>❖ Travel insurance.</li> </ul>
<b>Hotlines:</b>	<ul style="list-style-type: none"> <li>❖ General medicine.</li> <li>❖ Nutrition.</li> <li>❖ Psychology.</li> <li>❖ Dental.</li> <li>❖ Gynecology and pediatrics.</li> <li>❖ Internal medicine.</li> <li>❖ Geriatrics and gerontology.</li> <li>❖ Cosmetic medicine.</li> </ul>
<b>Gymnasium:</b>	<ul style="list-style-type: none"> <li>❖ Tai chi.</li> <li>❖ Yoga.</li> <li>❖ Meditation.</li> <li>❖ Karate and box.</li> <li>❖ Physical activation (zumba).</li> <li>❖ Healthy club.</li> <li>❖ Library.</li> <li>❖ Study room.</li> <li>❖ Classroom.</li> <li>❖ Rehabilitation and massages.</li> </ul>
<b>Healthy cooking:</b>	<ul style="list-style-type: none"> <li>❖ Healthy cooking.</li> <li>❖ Juice bar.</li> <li>❖ Dining / breakfast area.</li> <li>❖ Café.</li> </ul>

Our sustainable business models.



Critical path 2023.



The three main activities: initial assessment, strategic plan, and preparation for start-up. All happen in series, to start providing services the first week of May (pilot) and opening the first week of June 2023.

Components and processes to be developed.

COMPONENTS.	PROCESSES.
<p><b>INFRASTRUCTURE.</b></p> <ol style="list-style-type: none"> <li>1. Coherence with Corporate Purpose.</li> <li>2. Conceptualization of the workspace.</li> <li>3. Facilities plan and master project.</li> <li>4. Security Measures.</li> <li>5. Access and schedules.</li> <li>6. Basic and advanced services.</li> <li>7. Furniture and equipment.</li> </ol>	<p><b>REGULATIONS.</b></p> <ol style="list-style-type: none"> <li>1. Legality and NOMs.</li> <li>2. Internal Policies.</li> <li>3. Procedure manuals.</li> <li>4. Care guides.</li> </ol>

<ol style="list-style-type: none"><li>8. Materials and supplies.</li><li>9. First aid kit and emergency equipment.</li><li>10. Registration system.</li><li>11. Tracking system.</li><li>12. Human Resources.</li><li>13. Organization.</li></ol> <p><b>POPULATION.</b></p> <ol style="list-style-type: none"><li>1. User population.</li><li>2. Specific groups.</li></ol>	<p><b>POPULATION.</b></p> <ol style="list-style-type: none"><li>1. Utilization indicators.</li><li>2. Patient Journey.</li><li>3. Mystique of the project.</li></ol> <p><b>SATISFACTION ASSESSMENT.</b></p> <ol style="list-style-type: none"><li>1. Satisfaction evaluations.</li><li>2. Productivity evaluation.</li><li>3. Use of Services.</li><li>4. Detection of needs.</li><li>5. Epidemiological surveillance.</li><li>6. Transparency and Access to Information System.</li></ol> <p><b>HUMAN RESOURCES.</b></p> <ol style="list-style-type: none"><li>1. Organization.</li><li>2. Training.</li><li>3. Programs and Projects.</li><li>4. Administrative procedures and processes.</li><li>5. Technical procedures.</li><li>6. Management of the clinical record.</li><li>7. Interconsultations.</li><li>8. Access to information.</li></ol>
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## A project of Coopemed.



ARTURO



ISAAC



CARLOS



ARIEL



BRAULIO

Central de la Salud is a project of Copemed SC de RL, the first network of health cooperatives in Mexico, integrated by experts in public health and social economy.

### What is Coopemed?

Coopemed is the first and only network of health cooperatives, with health professionals and specialists, organized under the principles of cooperativism and social economy.

It has clinical programs aimed at the main public health problems.

It provides cost-effective, high-quality, warm, patient-centered, family-oriented, and community-based services.

Our mission and vision.

## **Mission.**

Ensure the right to health protection, through the principles of the social and solidarity economy, with emphasis on primary health care and local health systems.

## **Vision.**

To form the first Citizen Health System in Mexico, based on the social and solidarity economy.

Our Principles and Values.

- ❖ Cooperative association, democratic management, and solidarity economy.
- ❖ Patient-centered, family-oriented, and community-based clinical care.
- ❖ Quality and warmth in medical care, clinical effectiveness, and academic excellence.
- ❖ Autonomous and sustainable development, and interconnected with the public, social and private health sectors.

Model of strategic alliance between Coopemed and Associates.

- ❖ Model characterized by a technical and commercial collaboration between Coopemed and its associates.
- ❖ Focus on complementarity and teamwork between both parties.
- ❖ Alliance based on the experience developed by experts in public health and social economy.
- ❖ Customized partnership scheme based on partner needs.
- ❖ Flexibility of association: cooperative – cooperative, cooperative – natural / legal person.

Main commitments of Coopemed.

- ❖ Provide the social engineering model.
- ❖ Analyze and innovate from the solidarity economy guaranteeing the financial sustainability of the model.
- ❖ Generate a positive impact on the health of the target population.



Participation / Profits Coopemed\*

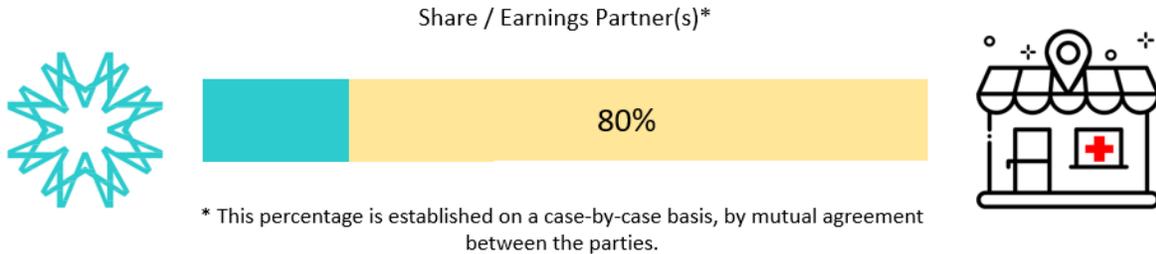


\* This percentage is established on a case-by-case basis, by mutual agreement between the parties.



Main commitments of the partners.

- ❖ Provide seed capital.
- ❖ Provide the physical space.
- ❖ Efficiently manage the model.



To attract support from the government and investors in Mexico, at Coopemed we seek to develop the following strategies:

1. **Demonstrate the impact on community health** from the collection of data and statistics on its **impact on community health**, such as the number of patients served, reduction in mortality rate, and increased life expectancy. This data can help convince investors and the government that the health cooperative society is a valuable investment.
2. **Encourage collaboration with government and other community organizations** to improve access to health care and services. This may include working on public health programs and disease prevention initiatives. By collaborating with government and other organizations, the health cooperative society can demonstrate its commitment to the community and attract support from government and investors.
3. **Identify funding opportunities** such as grants and government loans, to help fund your operations and expand your services. They may also consider seeking private investors who are interested in supporting healthcare and health improvement in Mexico.
4. **Use technology to improve the efficiency and quality of health care** such as electronic medical records and telemedicine systems, to improve the efficiency and quality of health care. By demonstrating its commitment to innovation and the use of technology, the health cooperative society can attract interest from investors and government.
5. **Develop a solid business plan** that has a solid and detailed business plan that outlines your goals, strategies, and budget. This can help demonstrate the viability and sustainability of the health cooperative society and attract support from investors and government.

Innovation factors.

- ❖ **Commercial strategy** based on the integration of products and services, around an all-in-one concept through alliances and the formation of a citizen network (cooperatives, patient networks, self-help groups, collectives.).
- ❖ **Tertiarization** allows to maintain light structure and expanded services. Process transfers and best practices thanks to the experience of Coopemed.
- ❖ **Key competences** such as electronic records, intensive use of technology and automated processes allow generating protocols and research projects.
- ❖ **Key resources** such as location and facilities (first quadrant of the city of Toluca). In addition, the flow of people is a business accelerator. The prestige of those involved adds users.

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### What will we learn during SBC?

During the SBC competition, we seek to learn at Coopemed several valuable things about a business incubator, such as:

1. **Business Planning:** SBC can help us develop a solid and detailed business plan that outlines your goals, strategies, and budget. It can also help us identify funding opportunities and develop a revenue model.
2. **Access to resources:** We know that in SBC we can generate a wide network of contacts, which can be beneficial for Coopemed. These contacts may include investors, healthcare providers, healthcare professionals, among others. They can also help us access technology, training, and other resources needed to develop and maintain a successful operation.
3. **Development of critical business skills,** such as fiscal management, marketing strategy and leadership. This can be especially important for cooperative health societies, as they may be composed of health professionals who have no experience in running a business.
4. **Mentoring:** Mentors can be experienced entrepreneurs who can share their knowledge and experience to help Coopemed navigate challenges and obstacles that may arise along the way. They can also provide us with personalized advice and guidance to help us achieve our goals.
5. **Learning best practices** from the healthcare industry. This can be especially useful for Coopemed, which finds itself working in a highly regulated and complex environment.

We know that at SBC, the Coopemed Cooperative Society can learn many valuable things, including business planning, access to resources, development of entrepreneurial skills, mentoring and advice, and learning best practices. All this can help Coopemed in developing a successful and sustainable operation.

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### Marketing Plan for Coopemed- Central de la Salud

Coopemed - Central de la Salud is a medical cooperative society committed to providing quality health care services and promoting health in the community. Our approach is based on financial sustainability and a social vision focused on the well-being of our members and the community at large. This marketing plan covers both digital and traditional strategies to strengthen the presence of Coopemed and ensure its success in the market.

#### I. Analysis of the Situation:

**Internal evaluation:** Review Coopemed's current resources, capabilities and services, as well as its organizational culture and cooperative values.

**External Analysis:** Understand the competitive environment and market trends for healthcare and health insurance.

Identificar a la audiencia objetivo: Definir los segmentos de mercado clave, como individuos y familias en busca de atención médica integral y accesible.

### II. Objectives:

Increase membership by 20% during the first year.

Increase awareness of the Coopemed brand by 30% in the next 6 months.

Generate a database of potential customers with a growth of 15% in 12 months.

### III. Strategies:

#### **Digital Marketing:**

##### **Optimized website:**

Create an informative and easy-to-navigate website that highlights Coopemed's services, benefits and cooperative values.

Implement an online appointment system to improve patient convenience.

##### **Social media presence:**

Use platforms such as Facebook, Instagram and LinkedIn to share relevant content about health, wellness and prevention.

Encourage member and community participation through contests, surveys, and interactive publications.

##### **Email campaigns:**

Send monthly newsletters with health tips, service updates and news from the cooperative.

Offer exclusive discounts and promotions to members through targeted email campaigns.

##### **Online advertising:**

Use paid ads in Google Ads and social media to reach specific audiences and attract new members.

##### **Traditional Marketing:**

##### **Community Events:**

Organize health fairs and educational workshops in the community to promote prevention and the importance of comprehensive health care.

##### **Strategic alliances:**

Collaborate with local companies to offer exclusive discounts to their employees as part of the benefits of membership in Coopemed.

##### **Printed material:**

Distribute brochures and educational material in clinics, clinics and community centers to raise awareness about Coopemed's services.

### IV. Implementation:

Create an in-house marketing team or consider hiring an agency specializing in medical marketing.

Allocate an adequate budget for digital and traditional marketing activities.

Establish a calendar of posts and events to maintain a consistent online and offline presence.

### V. Measurement and Evaluation:

Use web analytics tools to monitor website traffic, conversion rate, and social media interaction.

Conduct periodic surveys among members to measure satisfaction and brand perception.

Compare results with established objectives and adjust strategies as needed.

The marketing plan of Coopemed - Central de la Salud seeks not only to boost growth and financial sustainability, but also to fulfill its social vision by providing quality medical services and promoting well-being in the community. By combining digital and traditional strategies, Coopemed will strengthen its presence in the market and contribute significantly to health care in society.

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## Architectural Remodeling Plan for Coopemed- Central de la Salud

The medical cooperative society Coopemed is committed to providing quality health care services and promoting wellness in the community. In order to reflect its social vision and ensure financial sustainability, an architectural remodeling plan has been developed for the "Central de la Salud" clinic, located in the center of the city of Toluca, State of Mexico. This refurbishment will not only improve the infrastructure, but also generate a welcoming and functional environment that aligns with the cooperative values of the institution.

### I. Analysis of the Situation:

**Assessment of current infrastructure:** Conduct a thorough study of facilities and their current state to identify areas for improvement and specific needs.

**Functional needs analysis:** Evaluate operational and healthcare requirements to ensure efficient and safe distribution of spaces.

### II. Objectives of the Remodeling:

Improve the patient and staff experience, creating a comfortable and functional environment.

Increase the operational efficiency of the clinic through an intelligent distribution of spaces.

Reflect the identity of Coopemed and its commitment to financial sustainability and social responsibility.

### III. Remodeling Strategies:

#### **1. Sustainable and Social Design:**

Incorporate sustainable design elements such as LED lighting, efficient heating and cooling systems, and green building materials.

Design open spaces and indoor green areas to promote connection with nature and the well-being of patients and staff.

#### **2. Expansion and Reconfiguration of Spaces:**

Redistribute and expand waiting areas for patients, ensuring comfort and privacy.

Reorganize consultation areas, laboratories and examination rooms to optimize efficiency in care.

#### **3. Technology and Communication:**

Implement internal communication systems to facilitate coordination among staff and improve the patient experience.

Integrate advanced medical technology into care spaces to optimize diagnoses and treatments.

#### **4. Universal Accessibility:**

Design the clinic with accessibility in mind to ensure that all patients, regardless of ability, can access services.

#### **5. Visual Identity and Community Spaces:**

Create an interior design that reflects the identity of Coopemed, using colors and elements that convey its vision and values.

Incorporate meeting rooms and common spaces for community events, promoting participation and collaboration.

### IV. Implementation:

Hire a team of architects and designers specialized in medical design and sustainability.

Establish a detailed construction and remodeling schedule, ensuring minimal impact on clinic operations.

### V. Measurement and Evaluation:

Conduct regular inspections during construction to ensure design and quality standards are met.

Conduct patient and staff satisfaction surveys after remodeling to assess improvement in experience and functionality.

The architectural remodeling plan for Coopemed - Central de la Salud aims to transform the clinic into a space that reflects the cooperative and social identity of the institution, while improving the patient experience and optimizing operational efficiency. By incorporating sustainable design, advanced technology and smart distribution of spaces, the clinic will be better equipped to deliver

quality healthcare and promote health in the community, all in line with Coopemed's vision and values.

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### Development Plan of Electronic Medical Record for Coopemed- Central de la Salud.

The medical cooperative society Coopemed is committed to the continuous improvement of medical care and the promotion of health in the community. To achieve this, a plan has been designed to develop an electronic medical record at the "Central de la Salud" clinic, located in the center of Toluca, State of Mexico. This initiative will not only improve efficiency in the management of medical information, but will also reflect the financial sustainability and social vision of the institution.

#### I. Analysis of the Situation:

Assessment of current processes: Analyze existing medical information reporting systems and workflows to identify areas for improvement.

Identification of requirements: Determine the specific needs of the clinic in terms of data storage, security and accessibility.

#### II. Objectives of the Electronic Medical Record:

Improve the accuracy and accessibility of patients' medical information.

Increase efficiency in records management and coordination among health professionals.

Reflect the social vision of Coopemed by ensuring that costs are controlled and resources are used sustainably.

#### III. Development Strategies:

##### **1. Platform Evaluation:**

Research and select an electronic medical record platform that fits the needs of the clinic and meets security and privacy standards.

##### **2. Custom Design:**

Adapt the platform to Coopemed's specifications, including medical data categories, workflows and secure access by roles.

##### **3. Staff Training:**

Provide adequate training to doctors, nurses and administrative staff to ensure smooth transition to the new system.

##### **4. Data Integration:**

Integrate the electronic record with laboratory, radiology and other departmental systems to centralize patient information.

### 5. Security and Privacy:

Implement robust security protocols, such as data encryption and user authentication, to protect the confidentiality of information.

### 6. Scalability and Upgrades:

Design the system so that it can grow with the clinic and receive technology updates as time progresses.

### IV. Implementation:

Establish an implementation team that includes technical specialists and medical professionals.

Plan for a gradual transition, migrating existing patient information to the new system.

### V. Measurement and Evaluation:

Assess staff and patient efficiency and satisfaction after implementation.

Conduct data security audits on a regular basis to ensure the integrity and privacy of information.

The development of the electronic medical record for Coopemed - Central de la Salud will mark a milestone in the improvement of medical care, reflecting the cooperative and social values of the institution. Through this system, the clinic will optimize medical data management, improve coordination between health professionals and reinforce its commitment to financial sustainability. By adopting advanced technology and efficient practices, Coopemed will continue to offer quality healthcare and promote wellness in the community more effectively.

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## Plan for the Incorporation of Technologies based on Artificial Intelligence for Coopemed- Central de la Salud.

Coopemed, the medical cooperative society, strives to provide quality health care and promote health in the community. To advance this mission and ensure financial sustainability, a plan has been designed to incorporate technologies based on artificial intelligence (AI) in the "Central de la Salud" clinic in Toluca, State of Mexico. This initiative will not only improve efficiency in healthcare, but will also reflect the social and cooperative vision of the institution.

### I. Analysis of the Situation:

**Needs assessment:** Identify areas of the clinic that could benefit from automation and artificial intelligence.

**Financial feasibility study:** Evaluate the initial and long-term costs, comparing them with the expected benefits.

### II. Objectives of AI Onboarding:

Optimize administrative and medical processes to improve care and reduce operating costs.

Increase efficiency in diagnosis and treatment, improving the quality of medical care.

Maintain the social and cooperative vision of Coopemed by making technology accessible and beneficial to all.

### III. Incorporation Strategies:

#### **1. Artificial Intelligence in Diagnostics:**

Implement AI systems to analyze medical images, such as X-rays and MRIs, to detect patterns and signs of disease.

Use AI algorithms to predict risks and diagnose diseases early.

#### **2. Assistance in the Care Process:**

Develop patient care chatbots to answer frequently asked questions and schedule appointments, improving the patient experience.

Use AI to automate administrative processes, such as billing and tracking medical records.

#### **3. Personalization of Treatments:**

Use medical and patient data to create personalized treatment plans, leveraging AI to adjust and optimize recommendations.

#### **4. Predictive Analytics:**

Use predictive analytics algorithms to identify health and disease trends in the community, enabling proactive planning.

#### **5. Remote Monitoring:**

Develop health monitoring apps and devices so patients can track in real time and share data with healthcare professionals.

### IV. Implementation:

Form an interdisciplinary team that includes AI experts, physicians, and administrative staff.

Establish a detailed timeline for the development, testing, and deployment of each AI solution.

### V. Measurement and Evaluation:

Evaluate the effectiveness of AI technologies in terms of improved care, operational efficiency and patient satisfaction.

Conduct regular surveys to gather feedback from patients and healthcare professionals on AI integration.

The incorporation of technologies based on artificial intelligence in Coopemed - Central de la Salud will allow the clinic to advance its mission of providing quality medical care and promoting health in the community. By adopting AI solutions that improve efficiency, personalize treatment and enable a more proactive approach to care, Coopemed will reinforce its commitment to financial sustainability and its social vision, providing advanced and accessible healthcare for all.

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### Funding Capture Plan for Coopemed- Central de la Salud.

Coopemed, the medical cooperative society, seeks to strengthen its infrastructure and expand its services at the "Central de la Salud" clinic in Toluca, State of Mexico. To achieve this, a strategic plan has been developed to attract financing from "Fenix Holding", an investment fund, as well as other influential entrepreneurs. This plan focuses on ensuring the financial sustainability of the institution and continuing its social vision of providing quality medical care.

#### I. Analysis of the Situation:

Financial evaluation: Analyze the current financial situation of Coopemed and determine the amount needed for the planned expansion and improvements.

Identification of investors: Research and select potential investors in line with the vision and values of Coopemed.

#### II. Funding Objectives:

Obtain the necessary capital for the expansion of the clinic and the improvement of services.

Establish lasting relationships with investors committed to the social and cooperative vision of Coopemed.

#### III. Strategies for Attracting Financing:

##### **1. Value Proposition:**

Develop a solid proposal that highlights Coopemed's past achievements, its expansion plans and the importance of its social vision in the community.

##### **2. Presentation to Investors:**

Prepare a professional presentation highlighting the financial, operational, and social aspects of the clinic.

Highlight financial sustainability and potential returns for investors.

### **3. Strategic Alliances:**

Identify potential partners in "Fenix Holding" and other influential entrepreneurs interested in the health sector and social responsibility.

### **4. Return on Investment Plan:**

Detail how the funds will be used for expansion, improvements and how they will contribute to the clinic's increased revenue.

Explore possible ROI models, such as profit sharing or shares.

### **5. Transparent Communication:**

Maintain open and transparent communication with potential investors, providing additional information as needed.

### **6. Clinic Visits:**

Invite investors to visit the clinic facilities so that they can better understand the operation and social impact of Coopemed.

## **IV. Implementation:**

Assign a team responsible for presentation and negotiation with investors.

Establish a detailed schedule for presentations and negotiation rounds.

## **V. Measurement and Evaluation:**

Assess the interest and receptivity of potential investors as presentations are made.

Measure the success of fundraising based on the amount raised and alignment with Coopemed's vision.

The fundraising plan will allow Coopemed - Central de la Salud to achieve its objectives of expansion and improvement of services while maintaining its commitment to the social and cooperative vision. By building strategic alliances with "Fenix Holding" and other influential entrepreneurs, Coopemed will ensure financial sustainability and the continued provision of quality healthcare for the benefit of the community in Toluca and beyond.

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## **Recruitment and Training Plan for Coopemed- Central de la Salud.**

Coopemed, the medical cooperative society, seeks to strengthen its human team in the "Central de la Salud" clinic in Toluca, State of Mexico. To achieve this, a comprehensive recruitment and training plan has been designed that reflects the social vision and guarantees the financial sustainability of

the institution. The objective is to create a committed team, highly trained and aligned with the values of Coopemed.

### I. Analysis of the Situation:

**Needs Assessment:** Identify medical, administrative, and scheduling areas that require additional staffing.

**Skills analysis:** Define the necessary profiles, including technical skills and interpersonal competencies.

### II. Recruitment and Training Objectives:

Hire and train the medical, administrative and programming staff necessary to provide quality services.

Foster a team committed and aligned with the cooperative values and social vision of Coopemed.

### III. Recruitment and Training Strategies:

#### **1. Recruitment:**

Advertise vacancies on employment platforms, websites and social media, highlighting the benefits of joining Coopemed.

Collaborate with local educational institutions to attract new talent.

#### **2. Interviews and Selection:**

Conduct structured interviews to assess candidates' experience, skills, and values.

Evaluate the candidate's affinity with the mission and vision of Coopemed.

#### **3. Personalized Training:**

Design induction programs for all new employees, highlighting the cooperative and social culture of Coopemed.

Provide technical training specific to the employee's role.

#### **4. Professional Development:**

Offer opportunities for continuous training and professional development to improve the skills and knowledge of employees.

#### **5. Promotion of Teamwork:**

Organize team building activities and social events to promote cohesion and a sense of belonging.

#### **6. Technology and Updating:**

Provide training in systems and technologies used in the clinic, especially for programming staff.

IV. Implementation:

Establish a human resources team responsible for hiring and training.

Plan a hiring and training schedule that fits the operational needs of the clinic.

V. Measurement and Evaluation:

Evaluate the effectiveness of training through improvement in employee performance and patient satisfaction.

Conduct satisfaction surveys among staff to measure their perception of training and the work environment.

The recruitment and training plan for Coopemed - Central de la Salud will strengthen the human team and support the social and cooperative vision of the institution. By recruiting and training committed and competent professionals, Coopemed will ensure financial sustainability and the continued provision of quality healthcare for the benefit of the Toluca community.

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Schedules and work plans.

1. Marketing plan.

Phase	Activities	Date
<b>Assessment of the Situation</b>	Review existing Coopemed resources and capabilities.	Jul-23
	Research trends in the healthcare and insurance market.	Jul-23
	Define key segments, such as individuals and families.	Jul-23
<b>Define Objectives</b>	Set goals for increasing membership, brand awareness, and lead database.	Jul-23
<b>Implement Strategies</b>	Create content and design for the website. Implement online dating system.	Jul-23

	Start accounts on selected platforms. Share relevant content.	Jul-23
	Design email templates and segment mailing lists.	Jul-23
	Create ads and define audience segments.	Jul-23
<b>Implementation</b>	Form marketing team and allocate budget.	Aug-23
	Create calendar of publications and events.	Aug-23
<b>Measurement and Evaluation</b>	Implement analytics tools and send surveys to members.	From August 2023

2. Architectural remodeling plan.

Phase	Activities	Date
<b>Assessment of the Situation</b>	Perform inspection of facilities and determine areas for improvement.	Jul-23
	Identify operational and healthcare requirements.	Jul-23
<b>Define Objectives</b>	Define goals to improve the experience and distribution of spaces.	Jul-23
<b>Implement Strategies</b>	Research and plan ecological design elements and green spaces.	Jul-23
	Redistribute waiting areas and reorganize query areas.	Jul-23
	Plan implementation of technology in care spaces.	Jul-23
<b>Implementation</b>	Form a team of architects and establish a budget.	Aug-23
	Start the execution of the works and remodeling.	Aug-23

<b>Measurement and Evaluation</b>	Conduct inspections to ensure quality and send satisfaction surveys.	From August 2023
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Development plan of the Electronic Medical Record.

Phase	Activities	Date
<b>Situation Analysis</b>	Evaluate the current processes of registration and handling of medical information.	Jul-23
	Identify the specific needs of the clinic in terms of data storage and accessibility.	Jul-23
<b>Define Objectives</b>	Set goals to improve the accuracy and accessibility of medical information.	Jul-23
<b>Implement Strategies</b>	Research and select an electronic medical record platform.	Jul-23
	Adapt the platform to the specifications of Coopemed.	Jul-23
	Provide training to doctors, nurses and administrative staff.	Jul-23
	Integrate the electronic record with laboratory and radiology systems.	Jul-23
<b>Implementation</b>	Implement security protocols to protect the confidentiality of information.	Jul-23
	Form interdisciplinary team and allocate budget.	Aug-23
	Establish a timeline for data implementation and migration.	Aug-23
<b>Measurement and Evaluation</b>	Evaluate the effectiveness of the system through improvement in efficiency and satisfaction.	From August 2023

Strategic growth plan with Fenix Holding.

Phase	Activities	Date
<b>Assessment of the Situation</b>	Analyze the current financial situation of Coopemed and determine the amount needed.	Jul-23

	Research and select potential investors, including "Fenix Holding".	Jul-23
<b>Define Objectives</b>	Set clear financial goals and investment structure.	Jul-23
<b>Strategies</b>	Develop a solid value proposition that highlights Coopemed's past achievements and expansion plans.	Jul-23
	Prepare a professional presentation that highlights financial, operational and social aspects.	Jul-23
	Identify investors who share the social and cooperative vision of Coopemed.	Jul-23
<b>Implementation</b>	Form a team responsible for the presentation and negotiation with investors.	Aug-23
	Establish a detailed schedule for presentations and negotiation rounds.	Aug-23
<b>Measurement and Evaluation</b>	Assess the interest and receptivity of potential investors during presentations.	From August 2023

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### Conclusions for the Developed Plans:

#### **Marketing Plan:**

The marketing plan proposed for Coopemed - Central de la Salud promises to be a fundamental tool to increase the visibility of the clinic and attract new members. The combination of online and offline strategies ensures a comprehensive approach that will reach both the local community and a wider audience. With a solid strategy, a committed team and a focus on financial sustainability, Coopemed is well on its way to strengthening its presence and maintaining its commitment to quality healthcare.

#### **Architectural Remodeling Plan:**

### *Central Health by Coopemed.*

The architectural remodeling plan for Coopemed - Central de la Salud represents a significant step towards the modernization and improvement of the facilities. By optimizing spaces, incorporating sustainable and technological elements, and designing welcoming environments, the clinic can expect not only an improvement in the patient experience, but also a reinforcement of its image as a leading healthcare institution. The investment in this refurbishment reflects Cotemed's commitment to social vision and comprehensive care.

#### **Electronic Medical Record Development Plan:**

The electronic medical record development plan is an essential evolution in the efficiency and quality of medical care that Coopemed provides. By adopting this technology, the clinic not only improves the management of medical information, but also shows its commitment to innovation and continuous improvement. This initiative reinforces Coopemed's vision by optimizing processes and providing a more patient-centered approach, which promises to contribute to both financial sustainability and quality of care.

#### **Plan for the Incorporation of Technologies based on Artificial Intelligence:**

The incorporation of technologies based on artificial intelligence marks a significant advance for Coopemed in terms of quality and efficiency in healthcare. By implementing AI in diagnostics, healthcare and treatment personalization, the clinic demonstrates its willingness to adopt innovative solutions. This plan reflects Cocoopemed's social vision by making these technologies accessible and beneficial to all, ensuring not only financial sustainability, but also a high level of healthcare.

#### **Financing Raising Plan with "Fenix Holding":**

The strategy of raising financing with "Fenix Holding" and other influential entrepreneurs reinforces Cotemed's commitment to financial sustainability and the expansion of its services. Solid presentation and alignment with the values of potential investors ensure a solid foundation for future investments. By establishing strategic relationships, Coopemed not only ensures financial backing, but also expands its network and visibility in the healthcare sector.