

## PREVITA: Remote Patient Monitoring For Chronic Diseases

Mexico City, Mexiconationwide , Mexico

Morgan Guerra

<https://www.youtube.com/watch?v=cTN2HHitfng>

<https://www.youtube.com/watch?v=7QoR2dGPQfM>

Year Founded:

2004

**Organization type:**

for profit

Project Stage:

Scaling

**Budget:**

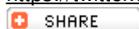
\$5 million+

Website:

<http://www.previta.com.mx>

**Twitter:**

<https://twitter.com/previta11>



- [Globalization](#)
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- [Technology](#)
- [Health care](#)

### Project Summary

#### Elevator Pitch

**Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.**

Previta, makes preventive healthcare services, including remote patient monitoring, affordable and convenient. We invested this past 11 years on IT creating a software called "e-healthtracker" which allows, patient treatment adherence, self monitoring techniques with e-learning and healthcoaching.

**WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"**

- What if we could prevent chronic diseases in a affordable and convenient way?, What if we could help people that already have a disease such as diabetes avoid complications and unnecessary hospitalizations? What if we can avoid premature deaths?

#### About Project

**Problem: What problem is this project trying to address?**

Chronic diseases, particularly diabetes mellitus, hypertension and obesity, becoming one of the gravest public health concerns of our time, responsible for complications with serious effects on patients' quality of life, high economic cost for individuals and health systems, and correlation with cardiovascular problems. According to the World Health Organization (WHO), the number of diabetics will double between 2000 and 2030.

**Solution: What is the proposed solution? Please be specific!**

Previta has developed a model for remote, continuous monitoring using telemedicine, healthcoaches, and a network of retail clinics and mobile clinic units. The strategy is based in information and health communications technologies (CHCT) that offer a viable alternative in terms of providing health care options to vulnerable groups. This system was built with consideration for the high concentration of patients at high risk for chronic diseases in urban and semi-urban areas where mobile communications are available.

**Awards**

EY Entrepreneur of the year finalist 2012 (Mexico), Ashoka Entrepreneur 2014, Endeavor entrepreneur 2010, Innovation prize awarded by Mexican Government 2012, ● Medical Publications: 25th hypertension European reunion 2015 (presentation of 2 posters)

### Impact: How does it Work

**Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.**

Previta, takes the health of communities as a whole into account as it packages diagnostic, monitoring, and treatment services for the benefit of the ill and at-risk members of a community. Meanwhile, Previta engages in educational activities targeted at the healthy members of a community in order to prevent them from becoming ill. This engagement with all members of a community, ill or not, signals a paradigm shift in community.

This shift is enhanced by the package of highly technological and convenient services. Previta employs different information technologies (ITs) to maintain constant communication with patients through remote healthcoaching. This ensures constant monitoring and control of diseases, thus minimizing complications.

**Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.**

Previta deploys its mobile health centers to treat communities and corporate employees in preventive campaigns, while its retail clinics make a trip to the neighborhood grocery store or pharmacy a health management opportunity for casual shoppers. Having served more than 500,000 patients at its 85 locations and health fairs. We have engaged with more than 3,000 patients living with diabetes and hypertension with our remote patient monitoring program where we have improved treatment adherence in 75% of the cases and have a tendency to control biomarkers such as A1c levels up to 60% of all participants in one year. The e-healthtracker population health management platform, through algorithms serves a huge amount of patients with automatization of medication reminders, educational information and videos through e-learning without losing the human touch that our healthcoaches provide.

**Spread Strategies: Moving forward, what are the main strategies for scaling impact?**

There are 3 major strategies A) Alliance with local Hospital and clinics in Mexico B) Licensing of the Model : Partnerships with clinics in Latinamerica who wish to franchise the Previta Model C) Providing services of remote patient monitoring to public and private healthcare providers and insurance companies: We want to help organizations in each country to adopt the Previta model with its e-healthtracker software so they can expand locally and provide the remote patient monitoring model by themselves. D) Transnational monitoring of family members

Sustainability

**Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?**

We are already financially sustainable: we have different source of clients in Mexico, Private Insurance Companies, Drug store chains and corporate clients. For regional expansion we are looking to raise capital to continue developing the e-healthtracker solution and for the expansion of the model. Sales are the main stream of revenue coming from different sources as well.

**Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?**

There are many players addressing the chronic disease problem from a traditional way, building clinics, providing a bundle service. Nevertheless, the telemedicine approach has not been extended in the Latinamerica. Similar approaches in the US and other developed countries are: Omada health (USA) <https://preventnow.com> ; Voluntis, (France) [www.voluntis.com](http://www.voluntis.com) ; Tactio health (Canada) <http://www.tactiohealth.com> Other companies that provide a more extended disease management programs are: Healthdialog, <http://www.healthdialog.com> Healthways, <http://www.healthways.com>

Team

**Founding Story**

When I was studying medicine 3 relatives got cancer, (breast cancer, leukemia and gastric cancer) as a medical student I found out that prevention would have been the best way to avoid this disasters in my family. My brother and I thought of Previta where the key ingredients were detection, education and follow up, but at that time trying to scale a strategy in a traditional way was very expensive. We turned to technology as a solution to spread the word easier and faster. After a few years of experience with the company we find out that chronic diseases are very difficult to treat since patients have no symptoms and don't adhere to treatment. IT is the best way for behavior change

**Team**

We are a 350 strong organizations which most of our work force are doctors working at the clinics, at the office we are around 50 employees counting the healthcoaches and the IT development team of the e-healthtracker. We are investing right now to professionalize our processes and turning our company into a healthtech company. We are in the process of hiring more talent so we can have more impact.

**File attachments:**

 [e-health\\_tracker\\_.pdf](#)

**CO-CREATION IDEA: Please offer a brief description of how you imagine a win-win partnership with Boehringer Ingelheim to better serve unmet needs in health. (Hint: Please mention the underlying business model envisioned that would make such a partnership sustainable.)**

Treatment adherence is a problem around the world, even though the drugs are very effective and doctors prescribe them well, patients do need another way to help them to stay on the treatment. IT and mobile technology offer this solutions and help the patient take control of their condition. Insurance companies and healthcare providers are turning to technological solutions to help them reduce healthcare costs and unnecessary hospitalizations. The third party payer is willing to pay for our services (remote patient monitoring) as long as we can prove that we reduce costs. A partnership with Boehringer is natural since we complement a need of the healthcare organizations, pharmaceutical treatment plus adherence and educational programs.

**NEEDS: Based on your response above, please specify which of the following resources, operations or expertise by Boehringer Ingelheim you imagine leveraging to actualize the proposed co-creation opportunity. Please check all that apply. (Hint: while financing is often critical to scale, we are also interested in understanding what other assets or expertise could be leveraged).**

Specific Disease Expertise, Marketing/Communications Support, Human Resources, Legal Support, Technology Expertise, Public Policy Knowledge, Access to Capital.

**EXPLANATION OF NEEDS: Please explain your choices in more detail.**

Since we are in a scale up phase we need to build a larger organization that can manage international expansion, marketing and communication skills for each country and the creation of new disease management programs.

We need to know the legal context in each country and the public policy especially for healthcare. We need to understand the health system of each country and the paying models for our service.

Boehringer is a worldwide company that can help us expand easily in markets where they are already there.

**OFFER: What are the main assets you may contribute in a co-creation partnership with Boehringer Ingelheim that would better serve unmet needs in health?**

Deep understanding of an unmet need in a specific market/context, Access to and established trust with customers/beneficiaries, Insights into behavior change.

**FOCUS AREAS: Which of the following best describes the main focus of your project? (select all that apply)**

Holistic solutions that work across the entire care continuum (including education, prevention, detection, treatment, management, follow-up), Remote care solutions for health management, treatment, and diagnosis.

**SECONDARY ENTRY FORM**

**Please share what your organisation and Boehringer Ingelheim will Co-Create together**

Scaling Previta - chronic care management services through telemedicine - to the US market with a focus on the Hispanic population and on increasing access to health care. Learning from our success implementing Previta in Mexico, we want to expand to a new market where Boehringer Ingelheim already has presence and market knowledge

**Please specify what your Co-Creation will result in:**

a new service, a new market/customer group.

**If you selected "other" above, please explain:**

**Please provide a 1-2 sentence summary of your Co-Creation idea**

Provide remote patient monitoring services for chronic diseases to Hispanics in the United States, taking advantage of the cultural and language similarities. 55 million Hispanics live in the USA and 38 million of them are Mexican-Americans; 70% are first or second-generation immigrants who still have strong Mexican roots, therefore giving the Previta model a competitive advantage.

With our e-health tracker® software and our health coaches certified by Joslin Diabetes Center (Harvard Affiliate) we can provide the remote patient monitoring to Spanish speaking patients. We believe patients can relate better with care providers that share their own culture and lifestyle. We would create the follow up programs for: Diabetes, Hypertension, Stroke, Atrial Fibrillation, Chronic Obstructive Pulmonary Disease, Heart Failure, Ischemic Heart Disease, etc.

**How does this project link to the core mission of your organisation?**

This project will scale our core business model (and mission) of remote monitoring services currently provided in Mexico by Previta to a new market in the US.

**Beyond social impact, how does this project link to Boehringer Ingelheim's core business?**

Through its focus on chronic disease management, Previta would provide BI with a set of services "beyond the pill" to help treat and monitor chronic diseases such as stroke and diabetes, among others. The Previta remote patient monitoring programs promote adherence to treatment, which will permit greater efficacy of the medicines and may obtain evidence of disease control in the real world. We believe that a great adherence & education program that Previta provides with our own technology can complement the current and new medicines developed by Boehringer Ingelheim.

**What are the specific inputs and actions that each side will contribute to this Co-Creation idea based on each of your unique competencies and experiences?**

Previta will contribute: Service & operations implementation, as well as the continuous development of the e-health tracker®, plus access to and trust among the Mexican-American community

Boehringer Ingelheim will contribute: Scientific committees with KOL's (Key Opinion Leaders) for the creation of the new protocols, corporate & legal advice for international growth, best business practices in USA, marketing advice for product launching and financial aid

**Please describe the potential revenue model for this Co-Creation idea.**

1.-Third party payer in the USA: such as Medicare or Medicaid through its CPT code 99490 (non-face to face chronic care management) government, private insurance companies, companies with wellness and disease management programs, Hospitals or clinics that already manage chronic disease patients and can subcontract our services

2.-Immigrants living in the USA and Canada that (financially) take care of relatives living in Mexico where we already provide the service and in a later stage to Latin America where we will provide the service of Remote Patient Monitoring as well.

**What possible risks or challenges do you foresee?**

Regulatory: Privacy laws for patient information in different countries.

We will need to certify the e-health tracker® software to be HIPAA compliant

Possible certification of the health coaches to provide counseling services in USA. We need to know if it is necessary to have a certification in each state for our health coaches that may be providing remote advice for lifestyle changes and treatment adherence and will be based in Mexico.

We need to know in which extent we can advise patients without needing any kind of certification

**Is there anything else you would like to share about your Co-Creation idea?**

● Previta already addresses several chronic diseases that affect people and the economy in Mexico. With Boehringer Ingelheim's collaboration, we can enter a new market and develop more programs to prevent and control chronic diseases and their complications.

● The WHO goal for 2025 is to reduce 25% in premature deaths from chronic diseases. 85% of them occur mostly in developing countries where there is a scarce in resources, medical attention and infrastructure. Even though United States is a developed country, Hispanics are an

underserved and usually poor group that can benefit from our services.

- Telemedicine and remote patient monitoring is an easy and affordable way to combat this problematic as soon as possible.

"We believe that disruptive innovation in healthcare will come from new ways of understanding the real needs of patients, trying to change an episodic way of treatment to an on going one". (Morgan Guerra)

**How much input do you hope to receive from Boehringer Ingelheim?**

I'd like to implement together, I mostly need strategic advice.

**If you selected "other" above, please explain:**

**Besides Boehringer Ingelheim, what other types of partners might be valuable to carrying out your Co-Creation idea, and why?**

Telecommunications companies (i.e: Qualcomm, AT&T)

They are valuable since the main way to contact patients is through internet and cell phones

Technology companies that builds wearables: cardiac monitors, etc. i.e. (Samsung, apple, google or Withings, AND) Remote patient monitoring is complemented by having the patients vitals such as blood pressure, oxygenation, blood glucose etc. this biomarkers can be taken by the patient at his home

Pharmacy Benefits Management Companies, "PBMS" i.e express scripts, medco, cvs caremark, PBM can be a potential client or partner

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