

Sustainability plan for MEDNet project in Brazil

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MEDNet

- Mednet - [2008-2011] the “Latin American Health Care Network”, an FP7 funded project, was centered in Brazil in a telemedicine platform providing remote tele-consulting to CT and ultra-sound exams. The referral hospital was Santa Casa de Porto Alegre Hospital.
- One of the final goals of the project was to develop a sustainability plan for the remote service.



Main Issue: Concentration of Resources



In 2010 the concentration of radiologists in South Brazil to was greater than the average for physicians. How to design a business plan?



Taking up the challenge

- SACA and partners, in particular, Lagoa dos 3 Cantos Municipality, joined efforts to better understand the situation and how to provide effective sustainable health assistance.
- Guidance was provided by EC FP7 independent expert reviewers.
- This led to an ADSL, cloud /client-server based technical solution – available and affordable in the Brazilian market.
- * *Dr. Velitchka Stroetmann, Mr Frank Zeppenfeldt, Dr. Niels Boye (rapporteur)*



A Business for the Solution

- Due to Brazilian bureaucracy it is indeed very difficult to design a flexible effective business plan directly with municipalities, the main client for the identified business opportunity.
- Since this is a major problem, independent ways to avoid bureaucracy were being developed.
- A very successful one is the creation of Consortia of municipalities for Health purposes, regulated by a 2005 federal Bill.



Public Health Consortia

- Municipalities cluster in Public Health Consortia to make grouped procurement of medicines, to accreditate and hire health services in an agile, faster , much more flexible way.
- This way, municipalities can operate the processes of the NHS with the same kind of agile management as private institutions.



Infrastructure – the PNB

- The Brazilian National Broadband Plan – PNB, is quickly implementing low cost broadband access (> 20% of the municipalities already served). Rates as low as 15 €/month per a 01 Mbps connection.
- Thus, the task became designing a **permanent routine service** (not a project!).
- The service should comply both to Brazilian laws and to international hospital accreditation norms.



Business Description

- **Scope:** Telemedicine (telediagnosics – US and EEG) service at adequate rates (< 50% of a full exam) for first and second opinion readings.
- Presential: US imagery acquisition technique training for remote physicians (a medical act according to Brazilian law).
- One contract signed with COMAJA Consortium (25 municipalities), ongoing medical US images acquisition training.



Perspectives

- Several other Consortia are interested
- Ministry of Communications Broadband Department showed great interest in the proposed service as an eventual content for the PNBL.
- Ministry of Planning Electronic Government Department invited SACA to present it's service in many official events.
- Annual report to be published next September.



Thank you!

