



## **Our Main Goal**

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The patient. All our efforts are directed at reducing costs and increasing care efficiency. We do this indirectly by providing relevant and accurate information and insights to the managers of client healthcare facilities so that they can intervene quickly and effectively, improving the patient experience and reducing the costs of their care.

## **Our Clients**

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Hospital Networks run by Hospital Groups, Health Plan Providers and Social Health Organizations. These benefit the most from the comparative intelligence generated by the technology embedded in our services. Hospitals and Health Clinics are also potential clients.

# Our Deliveries

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Through our specialized *med.driven calc*® system, integrated with IOT technologies and software, we capture and process clinical staff presence and flow data in healthcare facilities.

Based on this data, we generate a set of information and analysis to reduce cost and improve care efficiency.

- We accurately indicate if the outsourced assistance service is being fully fulfilled, indicating the pending or overtime hours and the amounts to be discounted or added to the contractor;
- We control the surgical and exam production of outsourced companies, indicating the contractual amounts to be paid, by company;
- We report the exact apportionment of the cost of care hours by company and function in closed units of hospitals and health clinics;
- We generate insights into the size of contracted care teams, allowing managers to continually readjust contracts to the reality of the demand;
- We monitor the time spent on care, rest and administrative tasks of the medical staff, creating the necessary foundations for value-based compensation models;
- We cross-check our data with clinical data generated by specialized systems in the hospitals and clinics we serve, generating indicators for cost-effective care analysis.

# Competition

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The data generated and processed by our system is unique. Thus, our analysis and information empower health managers to make decisions with a high degree of accuracy and direct impact on the cost of care.

Our data enables the creation of value-based clinical compensation models with a different approach from today's competition.

Our focus is to create time-based compensation models for clinical staff, given their impact on reducing hospital readmission, rather than to establish models of payment from Healthcare Providers to Hospitals and Clinics based on the patient's clinical outcome.

We also differentiated ourselves by creating indicators for cost-effectiveness analysis of care in closed hospital units. This analysis allows discussing models of payment to the clinical staff based on value service delivered to the patient.

Most health analytics companies operating in the Brazilian market today use third party data for their analysis, which is data generated by software and platforms that they do not control and therefore are not sure of its reliability. Our company generates the data that will be analyzed.

Today, our competitors' focus is on clinical data analytics applications such as disease prevention, diagnostic assertiveness, and greater treatment effectiveness. We reduced costs and increased care efficiency by analyzing financial data and time spent in contact with the patient. It is an innovative approach to applying data analytics tools. Because we generate unique data in the hospital environment, enabled by our software technology and service processes, we have no direct competitors.

# Our Culture

## Values

Our values are reflected in the actions of reward, promotion and dismissal, as a result of the behavior and skills valued by the company.

We hire and reward people who are:

- **Relentless in the pursuit of delivering value to our customers.** seeking continuous customer feedback and insights to improve our delivery;
- **Willing to make it happen!**  
We value the pursuit of continuous learning and the drive to accomplish better than previous experience and knowledge;
- **Entrepreneurs.** We like people who recognize that the company's problems are theirs, too. People who help in solving problems inside and outside their area of activity and who seek continuous improvement of our services at the lowest possible cost to the company;
- **Transparent.** People who can take criticism and use it to get even better. Who defend clearly and openly what they think and who respect their co-workers, regardless of their position or disagreement in their thinking;
- **Hands-on.** We love people who help coworkers deliver a task. After all, we are all in the same boat, rowing in the same direction, to surprise the customer;
- **Curious.** We want to work with people who learn fast and eagerly. People who understand our growth strategy, our market, our customers, the technologies we use and who seek to contribute outside their area of expertise;

- **Innovative.** We value people who come up with useful business ideas and challenge pre-established concepts by suggesting new approaches;
- **Brave.** We like people who speak their minds, who question actions that are inconsistent with our company values and

take risks within their area of responsibility.

- **Honest.** We love people who admit their mistakes quickly and learn from them. People who are not flattering and understand that their success depends solely on their own efforts. People who are assertive and respect diversity of ideas.

### Freedom and Responsibility

- We want a culture where people are responsible for their own success and have full responsibility for the quality of their deliveries. A culture where they are evaluated by their result and adherence to the company culture.
- We prefer a wrong decision to inaction.

- We give people freedom to take risks within the limits of their responsibility and make decisions that benefit the customer, with the least possible harm to the company.
- It's okay to be unsure of what the right thing is or what decision to make. The role of leadership is to support you in these choices.

## Context and Control

We believe that by spreading relevant company information to all employees, they will have the tools they need to do their best for the company and the customer, without establishing strict controls.

Everyone working with us is responsible for managing their own routine. Their deliveries are the indicator of their efficiency. That way we understand that we don't need to micromanage them.

### What we share:

- Strategy.
- Goals.
- Indicators.
- Transparency in decision making.
- Clearly defined roles and responsibilities.

### What we do not control:

- Execution of processes.  
Everyone's focus should be on strategy and goals, not how to get there (the tactics).
- Decisions made by employees, to the extent of their responsibility.
- Risks taken by employees, within the limits of their responsibility.

### When we need to control:

- When there is a risk of damaging the company's image.
- In the event of an emergency involving financial and/or operational damage.
- When the employee is still learning their job and their limits.
- When we are not sure if the employee is a good fit for the job.

## Pay and Development

We hire and retain people who believe in their potential to add value to the company and grow with it.

Entrepreneurship is one of the cornerstones of our culture and entrepreneurship is about taking risks today to reap rewards tomorrow, it is the result of personal effort and merit.

We pay below market value and give semiannual bonuses linked to the results of the business. The greater the employee's responsibility in the company, the lower is their fixed salary relative to the market average, and the higher is their result-linked bonus.

We believe that the success of the company depends primarily on its people. Top professionals who deliver consistent and relevant results will be invited to become partners.

By providing participation in the results, we align the interests of partners and employees, putting them all on the same side of the table, rowing in the same direction, concerned about the company's success and growth.



Evidence-based  
Decisions

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