



CENTRAL DE LA *SALUD*

Social Business Creation

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A Project by 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.

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.

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.

Business model.

Ecosystem.

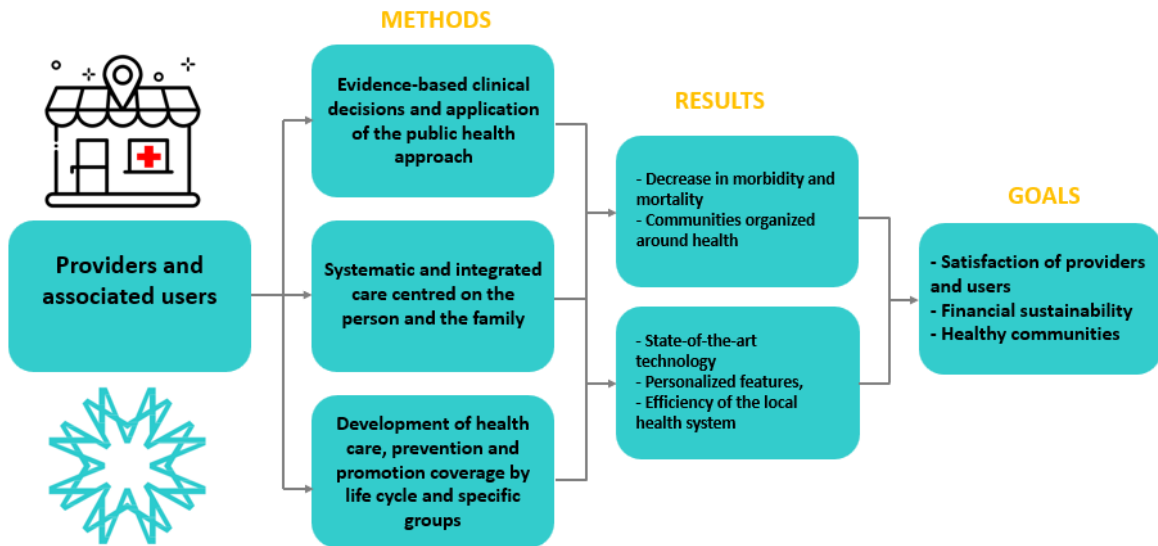


At Coopemed, we seek to play a vital role in improving health in Mexico by providing quality and affordable healthcare services to its members and the community at large. Below are some ways Coopemed can help improve health in Mexico:

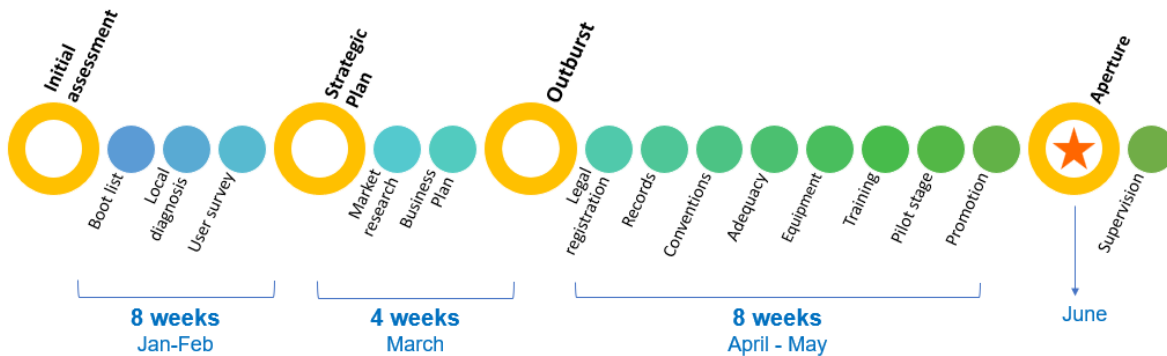
1. **Provide affordable health care** to its members at a lower cost than private clinics and hospitals. This can make health care more accessible to people who cannot afford private health care and may not have access to public health care.
2. **Encourage disease prevention and** the promotion of healthy 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.

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

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

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

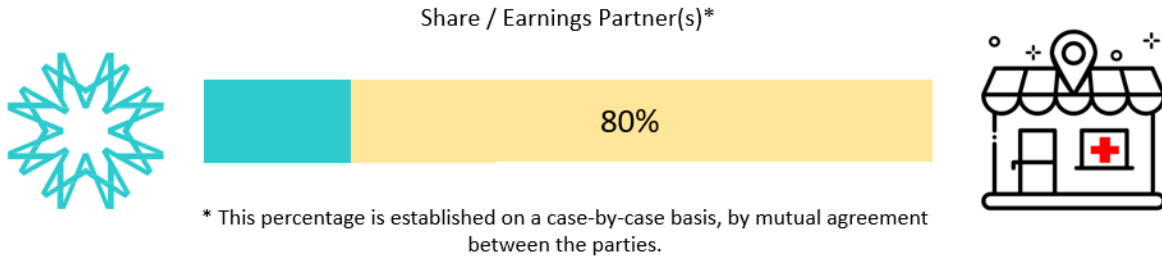


* This percentage is established on a case-by-case basis, by mutual agreement between the parties.



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.

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.