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Falck launches video calls for patients

Home treatment is a key priority for Falck and now patients in Colombia can be diagnosed from a distance

“Our main focus is to improve the patient experience through the services that technology allows”.

Yann Hedoux, CEO for Falck in Latin America has a clear customer focus, when implementing digitization in the health and ambulance business. He is heading Falck’s LATAM business through the company Grupo EMI and is quite proud of the newest technological platform that facilitates access to health.

“We started three years ago. We decided to reinvent ourselves before any disruptor would arrive and ultimately change market conditions. People want more proximity to the doctor and often people just need advice or a recommendation to know if it requires face-to-face care. That is why we have implemented the video call within the app and the virtual platform,” says Yann Hedoux.

Falck is the initial medical care provider for more than one million Colombians. Through private subscriptions they have 24/7 access to emergency, urgent care and medical consultation services. Almost 20 % of them are already using digital services and that is expected to rise with the new video feature.

“I expect we can serve 35% or 40% within the next few years. We are fine with that level, because in-person attention will always be necessary and in our case, we will always act in favor of the user. If the symptoms are not clear it is better to visit the patient to make sure that the situation is going to be resolved,” explains Yann Hedoux.

Falck will treat more people at home

Falck’s Global Head of Ambulance, EVP Jakob Just-Bomholt is excited about the remote diagnosing, that will help especially citizens in rural areas far away from the hospital.

“In Colombia, remarkably more than 90% of patients are already treated at home avoiding tiresome and costly visits to hospitals, and it is a joy to see the new digital services introduced allowing patients to have digital visits by competent medical staff,” says Jakob Just-Bomholt.

“We have a strategic focus on bringing fewer people to the hospital. We see a demographical change with more elderly and more chronic patients. Home treatment will make society and hospitals save money and enable them to give citizens more bang for the healthcare-buck.”

Falck has also worked on innovating ambulance services and the healthcare system through i.e. projects of testing treatment of chronic patients in their home by paramedics and drones flying blood samples between hospitals.

Falck is a leading international provider of ambulance and healthcare services. For more than a century, Falck has worked with local and national governments to prevent accidents, diseases and emergency situations, to rescue and assist people in emergencies quickly and competently and to rehabilitate people after illness or injury.

Falck operates in 30 countries and has approximately 30,000 employees.

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