

Plataforma global de software y análisis del ROI sanitario



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Una plataforma de software de ROI de salud y bienestar probada en el mercado está disponible para su adquisición o fusión mediante un acuerdo de activos. Esta solución de gestión de resultados y análisis del ROI y planificación estratégica, implantada en todo el mundo, es utilizada por empleadores (tanto multinacionales como locales), empresas farmacéuticas, consultores de prestaciones, pagadores de asistencia sanitaria y proveedores de bienestar para medir los resultados y el retorno de la inversión (ROI) de los programas de intervención en los ámbitos de la salud física, conductual y laboral.

Gracias a la propiedad intelectual del software, las relaciones de distribución mundial y una base de datos curada de modelos de pérdida de productividad específicos de cada país, este activo se encuentra en una posición ideal para su integración en negocios existentes de salud digital, EAP, consultoría de beneficios, HEOR/Farmacia o analítica.

La venta de activos incluye

- Plataforma de software ROI© (código fuente, modelos, calculadoras)
- Derechos globales y marcas registradas
- Conjuntos de datos propios (productividad, coste, prevalencia de enfermedades por país)
- Materiales de formación y documentación de usuario para el cliente
- Red de distribución
- Valor de marca y activos promocionales (sitio web multilingüe, artículos, artículos en revistas)

Puntos fuertes de la plataforma

- Probado en más de 30 países, incluidos EE.UU., Australia, Sudáfrica, Canadá, todos los países europeos, India, México y Brasil.
- Cubre más de 25 módulos de enfermedades físicas, conductuales e infecciosas
- Modelo altamente escalable con bajos costes marginales y licencias de software de alto margen
- Metodología diferenciada desarrollada con una empresa líder mundial en previsión
- Permite calcular el ROI, el VAN, la TIR y los puntos de equilibrio de los programas patrocinados por la empresa

Servicios

- Licencias
- Consulta
- Cursos de formación
- Asistencia y formación de clientes

Promoción

- Comunicados de prensa/ LinkedIn
- Presentaciones y programas de formación sobre ROI en conferencias.
- Artículos en revistas

TARGET PRICE

\$ 1,350,000

BUSINESS TYPE

Software y SAAS

COUNTRY

Estados Unidos

BUSINESS ID

L#20250908

- Sitio web en diferentes idiomas y llamadas a la acción eficaces
- Testimonios
- Seminarios web
- De boca en boca

Planes de desarrollo futuro:

- Adición de nuevos países
- Adición de nuevas enfermedades y afecciones
- Centrarse en la Medición de Resultados que luego se convierten en ROI

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