



PRORADIS shortens distance and time improving patient healthcare in Latin America



Jeremy Cox, Founder CX-Create
Sponsored by Oracle for Startups program

Table of Contents

-1
- About this report3
- Highlights:3
 - PRORADIS provides a modular platform for operational control and collaboration between clinics, hospitals, diagnostic centers3
 - Three solutions serve the diagnostic value chain to improve healthcare outcomes3
 - PRORADIS enjoys rapid growth as its solutions gain traction3
 - Oracle Cloud Infrastructure and the Oracle for Startups program prove their value to PRORADIS.....3
- The business context for PRORADIS3
 - Key drivers – digital healthcare delivery to improve health and optimize the delivery ecosystem and reduce costs3
 - PRORADIS provides a modular platform for operational control and collaboration between clinics, hospitals, diagnostic centers4
 - PRORADIS - the story so far4
 - From tactical imaging solutions to a one-stop-shop for the radiology segment4
- Solution overview5
 - PRORADIS provides three primary solutions running on Oracle for Cloud Infrastructure (OCI) that serve the diagnostic value chain to improve healthcare outcomes:.....5
 - SmartRIS - Streamlining radiology departments and clinics6
 - LaborLIS – automated and optimized laboratory operations.....7
 - Teleradiology.co – freeing radiologists from time-consuming reporting activities8
 - Key advantages8
- Current position9
 - Successes to date – rapid growth as its solutions gain traction.....9
 - Current go-to-market approach9
- Future direction.....9
 - What to expect9
- Oracle Cloud Infrastructure and the Oracle for Startups program prove their value to PRORADIS.....9
- CX-Create's viewpoint9
 - PRORADIS entered the market early and is now scaling rapidly.....9
 - Summary details10
- Appendix10
 - Further reading9

About this report

Based on interviews with Eduardo Alvarez, co-founder, and CEO, this brief report introduces [PRORADIS](#), one of a growing number of highly innovative companies supported by the [Oracle for Startups](#) program.

The company, founded in 2013, is having a massive impact in radiology, shortening the distance between doctors, radiologists, laboratories, and patients, through technology.

The theme for this month is around startups in healthcare and wellness and how they are innovating, changing the competitive landscape, and contributing to sustainability.

CX-Create is an independent IT industry analyst and advisory firm, and this report is sponsored by the Oracle for Startups program team.

Highlights:

- PRORADIS provides a modular platform for operational control and collaboration between clinics, hospitals, diagnostic centers
- Three solutions serve the diagnostic value chain to improve healthcare outcomes
- PRORADIS enjoys rapid growth as its solutions gain traction
- Oracle Cloud Infrastructure and the Oracle for Startups program prove their value to PRORADIS

The business context for PRORADIS

Key drivers – digital healthcare delivery to improve health and optimize the delivery ecosystem and reduce costs

With a population of 212 million and a constitutional right to healthcare since the establishment in 1988 of the single health system, Sistema Único da Saúde (SUS), the challenges on Brazil's health system are immense. 70% of the 6,500 hospitals are run privately, with the state paying the bill. Managing payment Just over 5,500 municipalities run the state healthcare system using half of the taxes collected on healthcare delivery. With 80% having a population below 30,000, they lack the volume of work and tax receipts to run hospitals and local services. A shift is underway for municipalities to collaborate and provide shared services.

Technology is essential to facilitate timely collaboration and reduce the bottlenecks plaguing service delivery, especially in the poorer and rural areas of the country. An electronic payment management system, the Nota fiscal eletrônica (NF-e), is already in place, but this only covers the administration of payments. The process from the initial examination and diagnosis to subsequent delivery of the healthcare services may involve a range of specialists and testing labs, physically distant from each other, causing delays and bottlenecks in treatment.

Telemedicine is still in its infancy, although the Federal Council of Medicine encourages its uptake and has established an online prescription service in partnership with the Federal Council of Pharmacy (CFF) and the National Institute of Information Technology (ITI). Teleradiology is another central area that benefits from technology and mobile communications, and in this, PRORADIS has taken the lead.

PRORADIS provides a modular platform for operational control and collaboration between clinics, hospitals, diagnostic centers

PRORADIS now supports over 1000 clinics in Brazil and has developed a cloud-based platform supporting the entire operational workflows in the radiology field. PRORADIS now has three solutions to offer:

- An ERP system for radiology departments and clinics
- An ERP system for testing laboratories
- A teleradiology solution connecting radiologists, doctors, imaging devices, and patients across the radiology ecosystem.

The advantage of the PRORADIS modular cloud platform is that the entire radiology diagnostic ecosystem can collaborate to deliver patient care – saving time, overcoming distance, and reducing costs. PRORADIS its solutions to fit the practices of the health provider, but its premise is the same: Provide intuitive tools that help health care be as efficient and automated as possible.

An example of this is their work with a provider offering remote mammography services. Technicians ride in the truck with the equipment visiting clinics that don't have mammography services or radiologists to read the scans. PRORADIS provides the communication tools to send the images to radiologists to examine and then send the diagnosis back to the patient and their provider. Its platform uses the global DICOM protocol for digitally sending and retrieving scans.

PRORADIS - the story so far

It takes much longer in healthcare than most other industries to develop accepted technology solutions and meet the high bar of regulatory requirements. In the early days, Alvarez and co-founder Haissan Molaib invested considerable time in the incubator phase, researching the radiology market, to understand the typical workflows and everyday challenges. Their academic

credentials provided a good start. Alvarez has a degree in biomedical informatics and a master's degree in medical sciences from the University of São Paulo. A key focus area was image processing, an essential component of the radiologist's job. Haissan Molaib, current CFO, complements Alvarez with a degree in engineering and a master's in economics from Ibmeq, one of Latin America's most prestigious business and economics schools.

“Our mission is to transform the healthcare technology ecosystem, through the alliance between technology and simplicity of use.”

Eduardo Alvarez, CEO PRORADIS

From tactical imaging solutions to a one-stop-shop for the radiology segment

The initial focus on mobile imaging solutions for capturing and sharing X-rays soon expanded to a broader perspective covering the entire operations. The company's development received a

significant boost in 2014 with the selection of PRORADIS in the Startup Brasil project, which resulted in investment from Wayra – Telefonica Group's accelerator.

Other investors have followed suit. Vox Capital in (2014 and 2015, the first social impact investment company in Brazil with a mission to improve and save lives,. GMARC, an investment company founded by physicians focused on the health-tech sector, provided investment in 2020.

Fast forward to July 2021, and after a difficult time due to the pandemic, PRORADIS made its first acquisition - [LaborLIS](#), another innovative startup that developed a highly specialized operational management system for laboratories, a key component in the diagnostics value chain. It also provides an electronic portal for physician offices to gather information and disseminate it digitally.

The acquisition positions PRORADIS as the one-stop shop for diagnostics management.

Solution overview

PRORADIS provides three primary solutions running on Oracle for Cloud Infrastructure (OCI) that serve the diagnostic value chain to improve healthcare outcomes:

- [SmartRIS](#) - A radiology information system or ERP for radiologists
- [LaborLIS](#) – A laboratory information system and ERP for testing laboratories
- [Teleradiology.co](#) – a white-labeled platform for radiologists

SmartRIS - Streamlining radiology departments and clinics

SmartRIS can be configured to the operational practices and requirements of radiology practices. Figure 1 outlines the main areas of functionality and workflows the solution supports.

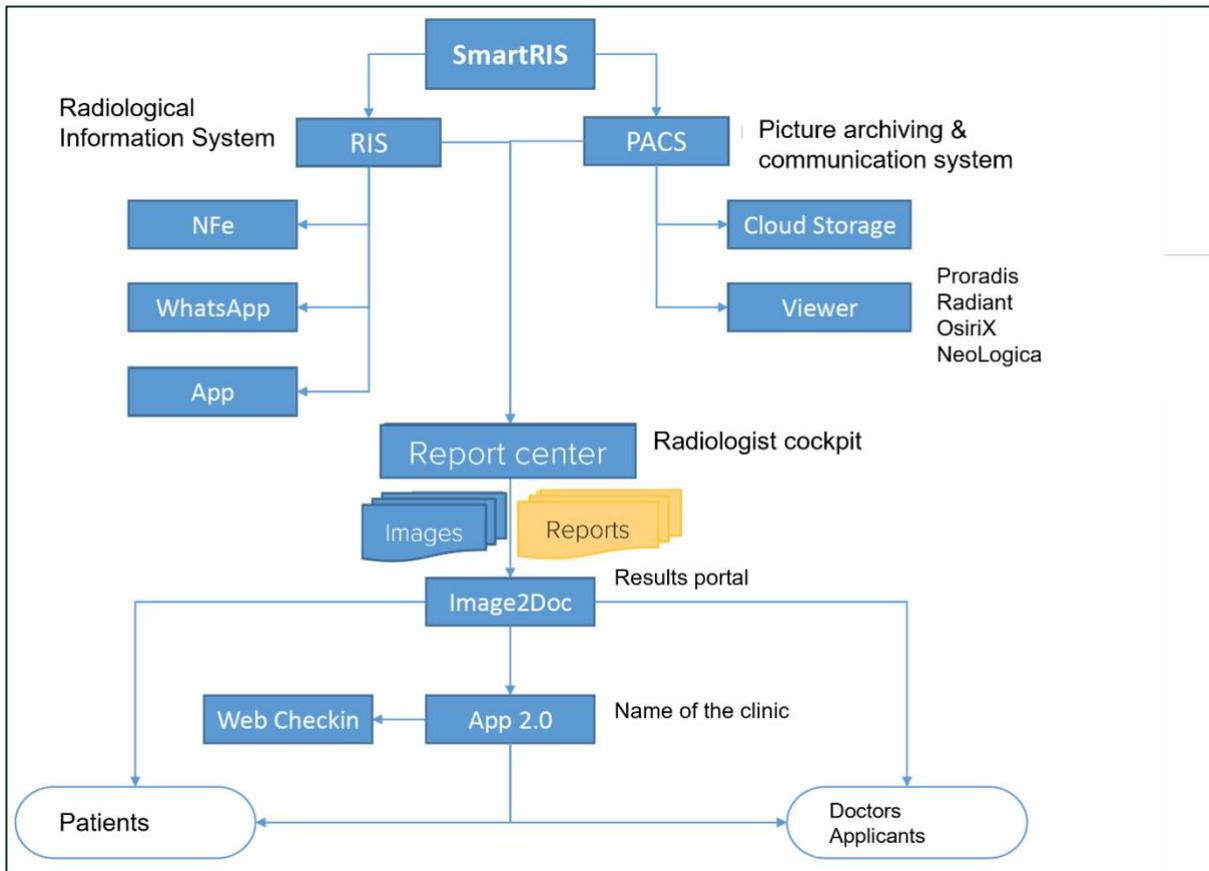


Figure 1 – SmartRIS Source: PRORADIS

The operational flow is digitized and completely paperless from start to finish. The radiologist's report center is at the heart of the solution, providing a complete view of the status of each test. SmartRIS connects to imaging devices so that images can be imported and examined by the radiologist or shared with doctors electronically. Images can also be imported into PDF documents to help patients understand test results. Communication with patients is simplified through integration with WhatsApp. Random test samples are automatically selected to ensure consistent diagnostic quality for senior radiologists. SmartRIS is also connected electronically to the NF-e payment system, speeding the reconciliation between private health providers, insurers, and the government.

Key advantages:

- Streamline the delivery of test results via the web or mobile
- Accelerate performance, control quality, and enhance the radiology practice's brand
- Enhance remote collaboration between radiologists, doctors, and dentists

LaborLIS – automated and optimized laboratory operations

LaborLIS aims to streamline laboratory operations, enabling employees to focus on patient care and delivering reliable and rapid service. Figure 2 provides an overview of the system.

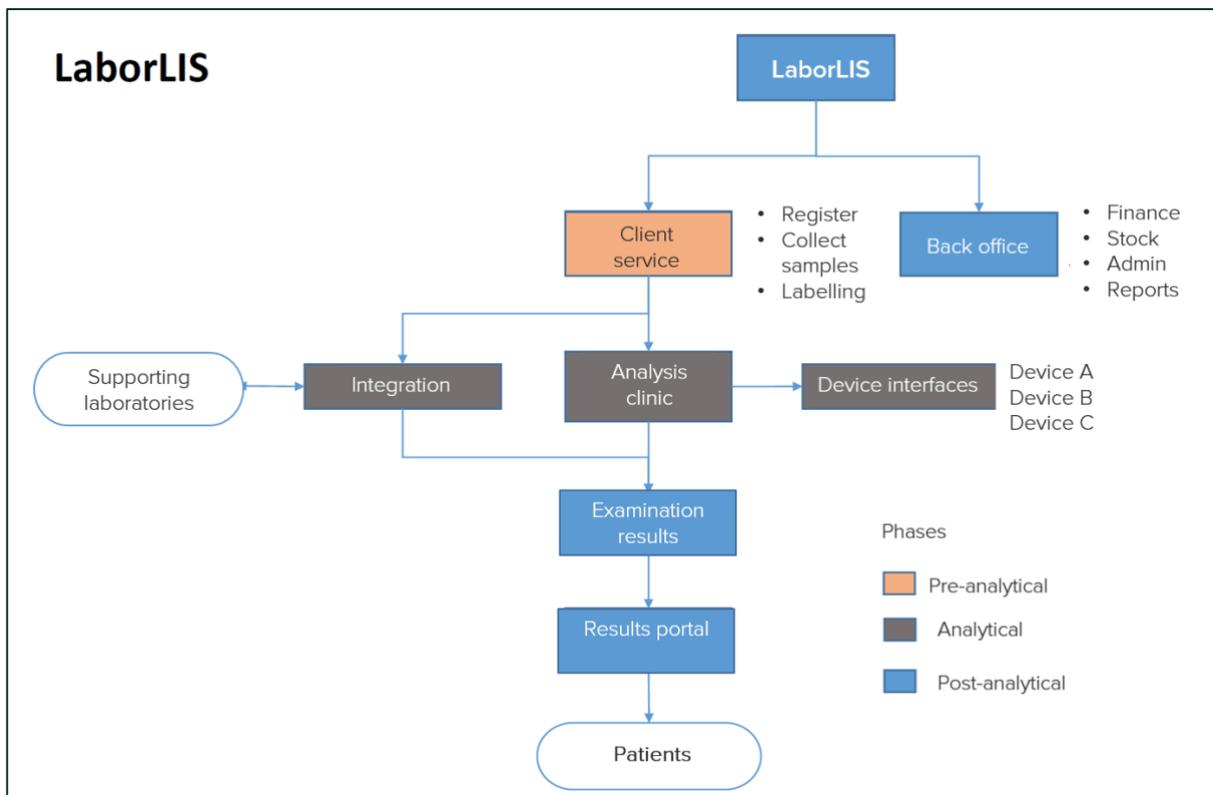


Figure 2 - LaborLIS Source: PRORADIS

The acquisition of LaborLIS in July 2021 expanded the capabilities of PRORADIS to serve testing laboratories as part of the diagnostic value chain. LaborLIS covers the complete end-to-end workflow from initial patient testing sample collection to analysis and reporting of results. While the initial focus of PRORADIS has been on the radiology ecosystem, LaborLIS potentially expands the healthcare opportunity to include other forms of testing and diagnosis, very timely given the current Covid-19 pandemic. Back-office functions are supported, enabling laboratories to manage finance, the movement, and traceability of stock items such as reagents used in analysis and reduce or eliminate the manual administration.

Key advantages:

- Streamline laboratory operations
- Enhance financial control
- Improve traceability and management of chemicals
- Improved patient, doctor, and laboratory communications

Teleradiology.co – freeing radiologists from time-consuming reporting activities
Teleradiology.co from PRORADIS provides a reporting platform accessible by radiologists anywhere in the world. Figure 3 provides an overview of the platform.

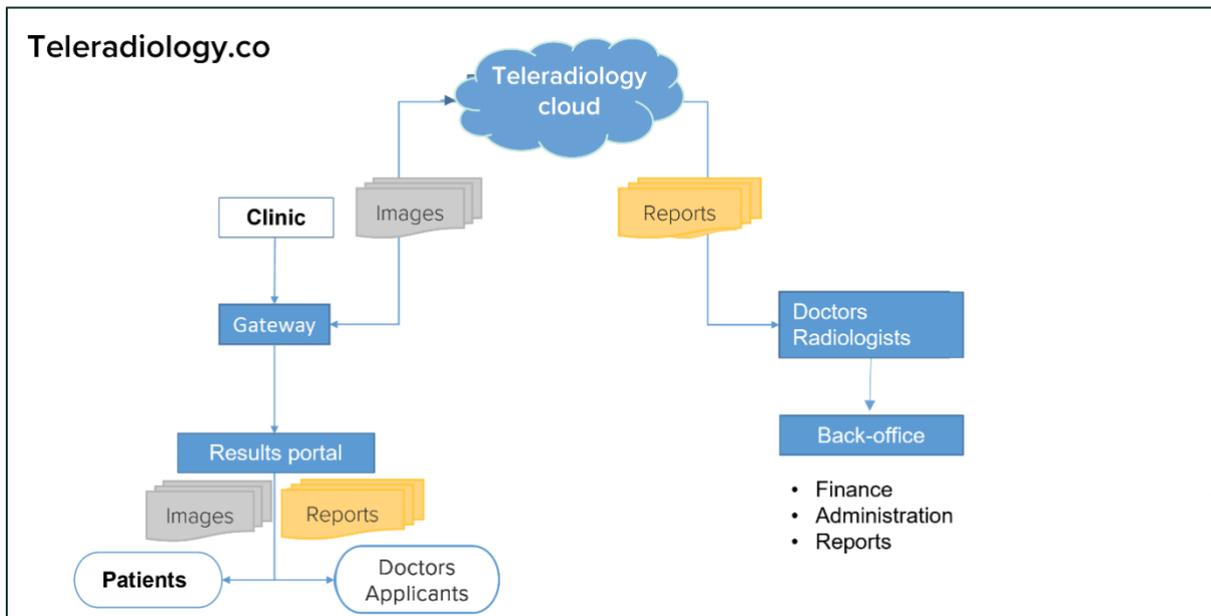


FIGURE 3 TELERADIOLOGY.CO SOURCE: PRORADIS

Teleradiology.co provides a single unified platform to help radiologists access images, make a rapid diagnosis and submit reports that can be shared with patients, doctors, and other specialists. As a white-label solution, each radiology clinic can add its branding. The use of PRORADIS' AI capabilities provides an aid to help radiologists perform their work faster through alerts and recommended tasks.

As the system can be accessed remotely via smartphones or laptops, and tablets, radiologists can carry out their work wherever they happen to be. The radiologist can then give their verdict, dictate a report, embed images with comments, and share the results with a physician to decide the best treatment regime.

Images can be sent from multiple clinics or hospitals through a portal, joining a queue for the radiologist to examine. This ensures that images are not lost in emails and can be examined in order of receipt. Pre-formatted report templates with clickable options make it easier and faster for radiologists to write their reports. They can also take advantage of video reporting, making it easier and more informative to discuss with doctors and patients,

Key advantages

- Streamline and accelerate the production and delivery of diagnostic reports.
- Easy electronic access to individual reports by doctors, radiologists, and other physicians
- A single pipeline of work ensures images are not lost in the post or emails.

Current position

Successes to date – rapid growth as its solutions gain traction

Since PRORADIS secured its first client back in 2014 and received final approval for its platform by the Federal Council of Medicine in 2016, it now has over a thousand clinics using one of its three solutions. Over 150 new clinics were added in 2021, and revenue grew by 85%. The acquisition of LaborLIS in July 2021 extends the opportunity for the company and provides an influx of highly skilled engineers to increase the product development momentum. PRORADIS is aiming to accelerate the pace of growth in 2022. In addition to Brazil, PRORADIS serves customers in Argentina, Paraguay, and Peru.

Current go-to-market approach

Around 80% of revenues are generated directly by PRORADIS. Partnerships with device manufacturers have generated the remaining 20%. Last year saw an increase in crucial technology partnerships with IBF (Brazilian Film Industry), LEES, Neural Med, Diagnocat, and Lunit, helping PRORADIS expand its services and reach new markets, notably the dental segment.

Future direction

What to expect

The injection of software engineers from the LaborLIS acquisition strengthened the development team, and Alvarez has ambitions to expand the market opportunity and aggressively grow the company. Beyond 2024, he sees the US as a potential market if approval from the FDA is secured.

Further technology partnerships and potential acquisitions are expected to expand the solution portfolio.

Oracle Cloud Infrastructure and the Oracle for Startups program prove their value to PRORADIS

PRORADIS joined the Oracle for Startups program in 2021, partly encouraged by NeuralMed, another Brazilian startup benefitting from the program. Previously PRORADIS used GCloud, but Oracle's extremely favorable discounting terms (75% for the first two years) allied to market access in Brazil and other countries appealed to Alvarez's entrepreneurial spirit. The Oracle for Startups team has also been very supportive and responsive. He now has an excellent relationship with the Oracle Country Manager in Brazil, and he is looking forward to closer collaboration on significant sales opportunities supported by Oracle.

CX-Create's viewpoint

PRORADIS entered the market early and is now scaling rapidly

After a slow start in 2013 as the firm researched the Brazilian diagnostic market and developed solutions to optimize work processes, PRORADIS is now well established in its core market of radiology and diagnostics. Its burgeoning reputation and the strong influence of word-of-mouth between clinics across Brazil have built momentum for growth. New partnerships are also helping expand the addressable market, and the company is now growing rapidly. The US will provide new growth opportunities and partnerships with other major diagnostic device

manufacturers if FDA approval can be secured. The ability to take time and distance out of the equation has never been more necessary in delivering positive healthcare outcomes.

Summary details

Table 1: Fact sheet

Solution name	SmartRIS, LaborLIS. Teleradiology.co	Solution category	Clinical and diagnostic healthcare solutions
Key industries	Healthcare	Geographies	Latin America
Deployment model	SaaS	Licensing basis	Subscription
Size of organizations served	Any size	Go-to-market model	80% direct, 20% through partnerships
Number of employees	64	Key partnerships	IBF (Brazilian Film Industry), LEES, Neural Med, Diagnostics and Lunit, Oracle for Startups
URL	https://proradis.com.br/	HQ	São Paulo, Brazil

Appendix

- [Aindra Systems - democratizes healthcare in India](#)
- [HEARTio. – smarter cardiac triage](#)
- [Skin Analytics - helping more people survive skin cancer](#)
- [Sensei Ag - .improving human nutrition](#)
- [Sensei Retreats – takes a science-led approach to health and wellbeing.](#)

To explore more startups supported by the Oracle for Startups program, follow this [link](#), and under categories select Startups and Scaleups for innovation, sub-category: Oracle for Startups.

About CX-Create

Jeremy Cox founded CX-Create Limited in January 2021, a former principal analyst at Omdia (formerly Ovum) focused on customer engagement strategies and platforms.

He is recognized by major CX vendors, clients, and former colleagues as a leading thinker in customer experience and engagement. Formative experiences in the 1990s at IBM convinced him of the critical importance of understanding the business world from the outside in. These insights were put to practical use in his former roles as a principal CRM consultant at KPMG Consulting and as an independent consultant supporting public and private sector organizations.

Our mission

CX-Create's mission is to help enterprises and the vendors and startups that serve them remain relevant. The company's primary focus is to track and understand the constantly evolving customer experience world and share those insights with clients. Continuous innovation is also an essential component of persistent customer relevance, directly and indirectly, which is why we are enthusiastic about startups and the Oracle for Startups program.

CONTACT US

Jeremy.cox@cxcreate.io

[CX-Create Limited](#)

© 2021 CX-Create All Rights Reserved