

# Client Experience

## Pretti Slim

# Many eyes on your slimming report card at Pretti Slim

### The Business

**Profile:** Slimming and Wellness clinic

**Product range:** Fitness consultations, slimming courses

**Operations:** Clinic chain

### Situation

#### Business issues

- **Customer expectations:** Setting the right expectation with clients and meeting them
- **Monitoring:** Monitoring progress personally and remotely

#### IT roots

- Clinics did not have centralized health monitoring system
- Policies and prognosis based on population data did not instantly reflect in all its clinics

### The IT as a Service way

#### Target slimming – the scientific way

A client walking into Pretti Slim had high expectations. She would have given up on her diet and exercises, and would be looking at Pretti Slim with a new glimmer of hope.

Pretti Slim managed slimming in a predictable, scientific and systematic approach. The patient was diagnosed on her health history and health parameters. Based on these, doctors and therapists then decided on the target weight that needed to be lost. However, such targets depended critically on demographic information collated from Pretti Slim clinics all over.

#### Centralizing the report card

The iON Wellness solution proved instrumental in solving this issue. Each patient's report was shared online with the Head Office (HO). Researchers and analysts, sitting in the HO, could see the aggregate of all patients across clinics. They could then raise an alert on the patients not progressing as an average. This way our software helped with the analytics.

Communication between HO and clinics happened through workflow on a case to case basis. For instance, if a patient would miss her therapy sessions too frequently, the targets were revisited.

### To summarize

- The business excels when the right client expectations are set and met
- This required a scientific and fact-based approach
- HO played the important role of deploying policies by analyzing demographic data
- HO could also monitor progress on a case to case basis for early prognosis
- More specialists could be consolidated in the HO to support fewer at clinics
- Centralizing patient analytics made all the difference

### Relevant part of the software

#### Wellness solution

- Appointment booking
- Treatment management
- Inventory management
- Point of Sales (PoS)

#### CRM

#### Business Analytics

*Bottom line: Many clinics and similar patient problems needed centralized prognosis*



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