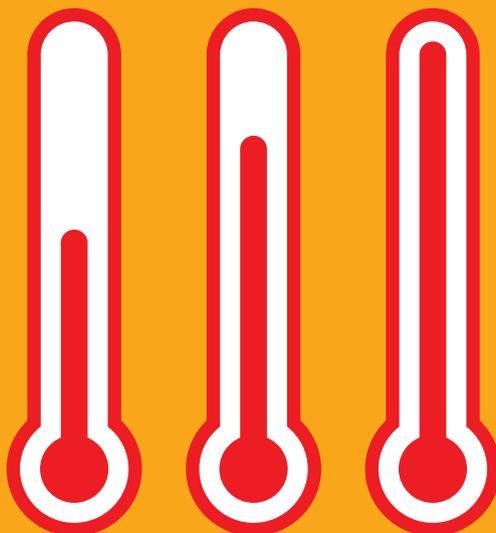


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# Effective information management? *Know how.*

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With funding from the European Union, we helped NewMedLife, a medical clinic in Moldova, introduce a medical information system and increase productivity.



# Fertility clinic, Moldova

**We helped NewMedLife, a medical clinic in Moldova specialised in fertility treatment, transform their information management and expand their business. Working with a local technology consultant, NewMedLife introduced a customised management information system (MIS), increased their patients by 27% and their turnover by 60%.**

Opened in 2009, NewMedLife is the only private clinic in Moldova in its field and demand has risen fast. The clinic's strategic plan is to expand the services they offer. However, NewMedLife's information management systems were not designed for the larger scale. They had no unified system for recording appointments and no online system for patient records. In addition, a lot of time was spent manually preparing internal reports and statistics for government authorities. The result was the doctors and patients lost time and fewer patients could be seen.



A customised management information system helped NewMedLife better manage staff and patients.

We helped NewMedLife find a technology consultant who analysed the way the clinic was run and recommended a system to digitalise their information management and improve the clinic's efficiency.

The consultant, Netinfo SRL, adapted a specialised management system for medical institutions to the particular needs of the clinic.

The consultant:

- Developed 65 medical forms and templates, all integrated with each other and designed to conform with the requirements of the Ministry of Health
- Configured a series of internal and external reports that can be automatically generated by the system
- Trained staff at the clinic to use and adapt the system as necessary.

Now, NewMedLife has a database of all their clients and can visualise doctors' schedules and client payments with ease. They can now take on more patients, and open up three new workplaces within the clinic, hiring three new staff members and increasing turnover by 60%.

Ion Serbusca, EBRD Senior Project Specialist, won a Best Practice Award for this project at the 2014 Gabriel Al Salem Awards for Excellence in Consulting. See [www.ga-foundation.org](http://www.ga-foundation.org) for more information.

[www.ebrd.com/knowhow](http://www.ebrd.com/knowhow)

Turnover

+60%

Employees

+21%

Number of patients

+27%

Total project value

€8,620

Client contribution

€4,310