

To whom it might concern:

La Paz Grupo Hospitalario as a part of GRUPO SERMESA, was established in 1996 in Guatemala City and in less than 20 years, has strived to improve the health of thousands of Guatemalans, providing excellent medical services.

Based on the results of Phase 1, the use of agile and collaborative methodologies for the design and implementation of the solutions and the synergy between the teams, La Paz Grupo Hospitalario authorized a next phase during the period between January and July 2024, to develop together with the firm **London Consulting Group** the **Project Juntos Hacia el Cambio Fase 02**, with the objective of optimizing the main processes, management systems and work tools, related to the departments of Organizational Development, Expense Administration, Outpatient, Commercial, and Digital Transformation.

The way the changes were managed, the methodology, its application throughout the project and the "shoulder to shoulder" implementation had great benefits for our business, and it enabled us to obtain the expected results, from which we like to stand out:

ORGANIZATIONAL DEVELOPMENT:

- 8% cost reduction due to redesign of the nursing structure.
- 15% reduction in administrative time due to automation and redesign of processes.
- 30% reduction in staff turnover.

EXPENSE ADMINISTRATION:

- 1.6% reduction in operating expenses, through the implementation of the control desk in the main accounts.
- 11.8% reduction in the acquisition cost of priority products, based on purchasing committee negotiations.

OUTPATIENT:

- 30% reduction in attention time in emergency room x-ray services.
- 16% reduction in attention time in outpatient x-ray services.
- 30% reduction in care time in hospital x-ray services.

COMMERCIAL:

- 30% increase in total sales through the implementation of the commercial model.
- 253% increase in the sale of prenatal, birth and pediatric promotional packages.

DIGITAL TRANSFORMATION:

- 40 digital transformation tools implemented, focused on efficiency and reduction of administrative times.
- MVP design of the appointment portal with high focus on better customer experience and self-management.
- Development of the 5-year digital transformation journey, with the current state and the roadmap for its evolution.

The project was satisfactory and concluded within the agreed timeframe and we achieved a ROI of 1.6 : 1 at the end of the project. The forecast ROI, a year after concluding the implementation stage is 8.1: 1.

We are happy to recommend London Consulting Group as a professional and committed firm which positively changes and organizations work culture through their shoulder-to-shoulder implementation methods, and their attainment of tangible results in a sustainable manner.



General Manager
Pablo Max Ruíz Rodríguez