



CASE STUDY

Grupo Fleury takes its culture of excellence to the digital sphere with Microsoft Dynamics 365

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The project, carried out with Microsoft's partner company Avanade, provides a system to one of Brazil's most respected medical organizations. Grupo Fleury has retained its pillars of innovation and service with a robust system that promotes multichannel agility for the development of new applications.

### Innovation and service in the search of excellence

Claudio Prado, executive director at Grupo Fleury, explains that the organization's longevity is intimately linked to its constant quest for innovation, being the first laboratory in Latin America to transmit test results online and to use barcodes on collection tubes to ensure process safety. The innovative culture also reaches IT, the development of medical diagnostics and more actions.

It is important to highlight that this innovative dynamic is part of a process meant to achieve a specific goal: "In medicine, quality is a very important differential that we never give up – we are dealing with people's lives. In order to reconcile quality with efficiency – reducing costs without giving up quality – technology clearly is a framework for us," explains Prado.

Except for disease treatments and specific cases, patients tend to contact Grupo Fleury infrequently throughout the year, meaning it has limited opportunities to help make healthcare impacts. Despite patients not always feeling in the best of moods – having to deal with issues such as dietary restrictions, disease symptoms or anxiety – Grupo Fleury's patient satisfaction rating is above 80%.

"What we care about is providing a high-quality service and ensuring patients are extremely satisfied. Nowadays, this means serving them on the channel, at the time and in the format they want."

**Claudio Prado**  
Executive Director, Grupo Fleury

### Microsoft Dynamics 365: Elevating Grupo Fleury's service potential

Grupo Fleury saw the possibility of increasing its level of service quality with a more robust CRM system. "Our intention was to bring more intelligence to our business, to classify the reasons for contacting a patient, and to understand how to anticipate and streamline the service process," says Juliana Carneiro, project and planning manager at Grupo Fleury.

To reach the expected service level, the organization also took integration potential into account.

"We were looking for a technology that would let us connect with other technologies to enable a multichannel service and other interactions."

**Juliana Carneiro**  
Project and Planning Manager, Grupo Fleury

The project was developed with Avanade, a Microsoft partner company. "Grupo Fleury wanted to get rid of the old on-premise platform and migrate to a cloud platform. In addition to modernizing the CRM solution's technology, they wanted to improve the patient experience," explains Ronaldo Furlan, business applications lead at Avanade. The chosen solution was [Microsoft Dynamics 365](#), which is able to meet the organization's needs while retaining its service philosophy.

Dynamics 365 is a service that brings together smart business applications designed to deliver operational excellence for businesses and create engaging customer experiences.

"We automated several service processes, which helped staff in their decision-making. They were able to expand patient profile views. The information became simpler. New ideas and experiences were appearing and being created, all in a very personalized and integrated way," adds Furlan.

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### Dynamics 365 empowers customer service and raises Grupo Fleury's innovative potential

Daniela Komatsu, senior manager of IT projects at Grupo Fleury, explains that the tool was chosen after extensive market research. "In addition to our long-standing relationship with Microsoft, Dynamics 365 was very complete and met all of our CRM requirements. Today, with the platform deployed, we have even managed to leverage other areas that weren't originally planned," she says.

The organization also added the Unified Service Desk to the solution, which provides a customizable structure and streamlines the creation of apps for call centers, all to promote a unified profile of patients.

Dynamics 365 is the back end of the entire service, used to record patient interactions. Staff can take action based on unique patient needs and preferences.

"It's a very intuitive and modern tool. The visualization, usability and design flow are very good. It has provided a series of automations, and the flexibility for extracting information is also very important."

**Lorena Plicque**  
IT Project Manager, Grupo Fleury

### Satisfaction with the Microsoft partnership

New patients using Grupo Fleury's services have already been added to the new platform. Staff members are well-equipped with information to perform their jobs, and the multichannel service has been a success. Patients can contact the organization by the method of their choosing and staff can send documents to meet patients' needs.

Carneiro concludes that the partnership has yielded good results for Grupo Fleury. "The solution has allowed me to integrate other intelligence. Regardless of the input channel, patient information is available throughout their journey," she explains.

Luzia Sarno, corporate IT director at Grupo Fleury, agrees that the solution has generated good results for the organization.

"The tool has added everything we were looking for and we are very pleased with the partnership. We have grown in how we deal with our everyday challenges, even amid a pandemic, and we continue to add more and more value for our patients with a tool that evolves in a very interesting way for our reality."

**Luzia Sarno**  
Corporate IT Director, Grupo Fleury

She also praises the relationship with Microsoft. "It's a real partnership; we were hand-in-hand throughout the deployment. Microsoft has a genuine interest in its customers, and this aligns with our values and principles," she says.

### About Grupo Fleury

Grupo Fleury is one of the largest medical organizations in Brazil, with over 200 service centers and more than 10,000 employees. The organization focuses on medical diagnostics, including imaging and the laboratory analysis of bodily fluids. Grupo Fleury brings together brands such as Fleury Medicina e Saúde, +Medicina Diagnóstica, Laboratório Weinmann and others.

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### About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 39,000 professionals in 25 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at: [www.avanade.com](http://www.avanade.com)

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