Smart Card in healthcare - inno.tesk.hu

Increasing the competitiveness of the European healthcare sector through digitization - with Smart Cards for enhancing customer communication and marketing for sustainability.

INNO TESK Limited Liability Company - Project by Eszter Tokár and Gergő Vasas
Registered Office: 1076, Budapest Garay tér 20/B 601.
Mailing Address: 1138 Budapest, Váci út 184.
Company Registration Number: 01-09-287674

In recent years, there has been a significant increase in demand for quick and accurate customer information and communication. Immediate access to relevant information is now an expectation towards service providers.

The disadvantage of the multitude of information available online is that it complicates and prolongs access to information. While searching online, people can get lost, fail to find the desired data, or encounter inaccurate information. Digital smog. Not everyone is confident in the online space; they struggle with searches, and there is an increasing number of fraudulent websites that deceive them, making them victims of data theft in worse cases.

The question then is how to inform them appropriately while ensuring that:

- they are in a secure place

- it is clear to them where to find what

- they don't have to come up with keywords to search for

- they are added to the institution's marketing database so that we can reach them later with relevant marketing materials

- we do not use immeasurable amounts of paper, but they receive a single device that is always with them and acts as a digital assistant to help them navigate and inform

- the interface is user-friendly, and (currently) the same information can be read in 10 different languages on it, meaning the data on it automatically translates into the language selected by the customer

The goal is to strengthen caring services while relieving and assisting those at the information desk in institutions.

According to our survey, 34.2% of respondents would like to receive information on paper, 22.8% digitally, possibly by downloading an application, and 78.9% would prefer digital information preferably without downloading an application.

Our solution to this is the Smart Card, which contains all the information they may need regarding the institution, and only requires a smartphone for use. Its interactive online interface may include navigation to the hospital, a chat interface with their managing doctor, Google review requests, immediate dialing of any number, Wi-Fi codes, etc. Our hybrid cards also function as access cards, containing both RFID and NFC chips. Thus, the system can be made suitable for automatic registration when entering the building, simply by tapping the card, thus saving time. The software we have been developing for three years is proprietary, previously used by the corporate and hospitality sectors. A digital business card feature has also been incorporated.