Druid and Welbe
A B2BC solution for Mexican primary health assistance.

aws partner network

Executive Summary

Welbe is a startup hosted in Mexico that helps companies to take care of their employees' health by making primary and secondary medical services affordable, easy to access, and trackable. The corporate health management platform combines data intelligence and technology to automate the management of corporate health plans and ensure savings and reduction of operational work.

Customer Challenge

Companies face many challenges in caring for the health and well-being of their employees. In Mexico, the absenteeism rate is around 7.5% causing a loss of productivity estimated at up to 40%. There is an inability to apply preventive actions supported by data and trends, in addition to an increasing difficulty in reducing medical leaves. Many of these companies still live with the risk of occupational diseases caused by poor case management and return-to-work assessments.

An organized data repository that offers varied views on the employee's health history is one of the main factors in making good decisions, generating value, and overcoming challenges. Welbe collects consent from customers for the storage and use of data.

Partner Solution

Druid developed a data analytics solution for Welbe based on AWS managed services to leverage employees' medical data. Clinical records and health histories follow a workflow that drives collection, storage, processing, and availability for consumption and analysis. The architecture design ensures environment maintainability, scalability, and reliability. These attributes generate savings and value for Welbe and its partners.

Part of this solution relies on AWS Glue ETL services. Using native crawlers and DynamoDB source tables, metadata are collected and registered. With this metadata in its catalog, AWS Glue can read, process, and store the result in the S3 service. Result data is saved in parquet format files, ensuring use flexibility, cost optimization, and query performance. Data are stored encrypted using server-side encryption with S3-managed keys (SSE-S3). We used some features to increase security: Block Public Access, Object Lock, and Object Ownership.
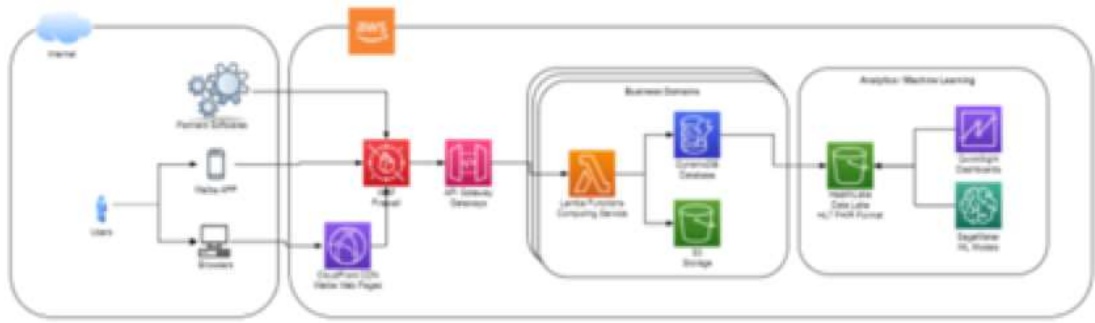
Finally, the processed data is query-ready in a table format. Thanks to the Glue catalog, responsible for storing the metadata. Authorized IAM users can query encrypted data in Athena. The Athena results are also encrypted through the Athena query results encryption option. Afterward, only authorized users can view the information through Quicksight dashboards. The entire flow is orchestrated by Glue workflows, ensuring that information is updated and made available as often as necessary.

Results and Benefits

Welbe were able to build 10 dashboards in just a month, transforming all the data received from patients' medical history, consultation, and examens in information to the companies. Companies that before were blind, with no clue about the real health condition of their employees, now have all the tools to create and improve prevention programs, return to work assessment, fulfill government norms, and forecast medical expenditures. As a result, with a simple demo section Welbe is now able to amaze companies, greatly shorten its sales length.

With Welbe's migration to the AWS cloud, it was possible to fully develop and improve the I.B. platform. They started 2020 with 11 customers and ended the year with 30. In addition, they reached the milestone of more than 190,000 lives registered on their platform.

Conclusion

As a young startup, Welbe is looking to scale rapidly, focus on data and analytics, and building a digital organization. Together, Druid and Welbe, developed a healthcare platform that could meet the needs of employees and employers in record time. Those capabilities became the backbone for the company to become one of the fastest growing and double the number of customers in one year. We jointly make decisions and are proud of the true partnership we have created.