

# diagnostikare.

[Diagnostikare](#) provides access to health to thousands of patients in Mexico (and soon other countries in Latin America) through proprietary technology and a team of qualified health professionals. Its innovative data-driven and patient-centric model focuses on prevention and health promotion promoting a healthy lifestyle and accompanying their patients at all times.

*IMPACT has been of great help in communicating the benefits of Diagnostikare as a Virtual first care solution, based on evidence and with proven positive outcomes.*

— **Rafael López,**  
Diagnostikare, Co-founder  
and Managing Director



## The Problem

- » In Mexico, digital health has low awareness and adoption rates.
- » Diagnostikare wanted tools to help promote the understanding of virtual-enabled care.



## The Resources

- » Diagnostikare used [IMPACT's definition of V1C](#) and other IMPACT resources, including the [Guide to Payer-V1C Contracting](#), to clearly and concisely explain what V1C is and what it looks like in action, and what the value proposition of V1c is for different stakeholders.



## The Impact

- » These resources helped Diagnostikare synthesize V1C key messages, allowing the team to:
  - ✓ Feel more confident presenting its virtual primary care solution to clients
  - ✓ Save time creating materials
  - ✓ Refine / improve communications processes
  - ✓ Develop stronger, more personalized relationships with clients and patients