OUR VISION

R.R. Information Systems and Technologies Ltd. (since 1989)

The developer of MEDSOFT, a software suite that provides a professional solution for the smart management of medical information and for the business management of every type of clinic and medical institute.

The most up to date technologies

In order to develop our state of the art products, we utilize the most up to date technologies and configure our software to the needs of the customers and staff.

More than 30 years of proven knowledge and experience

Our software was developed on a foundation of cumulative medical knowledge and experience and by needs analysis, in-depth familiarity with medical trends, and adaptation for the processes needed to manage and operate medical centers and hospitals. All this with uncompromising quality, technological vision and maximum innovation and effectiveness.

We love people and technology, and always strive to bring them together

We want our employees and our partners to be as motivated as we are, in order to create innovative, creative and groundbreaking products, services and solutions that provide real added value, contributing to the health and welfare of the community.

MEDSOFT

THE LEADING TEAM

DAVID SANTAR –

CEO, Owner

David has 25 years' experience in software management and development. He was formerly a director at Amdocs Software and Product Development. (BSc, MA)

RAFI SANTAR –

Founder, Owner, Chairman, Entrepreneur

Rafi has more than 30 years of proven knowledge and experience in establishing and directing software companies. He is a senior IDF officer (retired) and a jurist. (LLB, LLM)

GAL SHEFER

VP Business Development GCC

Gal has 15 years' experience in software related business development and venture management. He was formerly innovation manager at SEAT VW and worked at known VC firm (E-MBA)

Michael Gazin

Chief Technology Office

Zvika Greenbaum

Head of Product Management

MEDSOFT

THE PROBLEMS WE SOLVE

Making any clinic more advanced and profitable by saving time, manpower and resources

Full control over the clinic's work flow with smarter, simpler, more effective management

Achieving smarter and more efficient appointment scheduling and management of medical centers and clinics

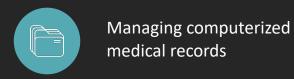Providing the best service and patient experience, increasing customer satisfaction and loyalty

Products that are configured to needs of the patients, clinics, physicians and employees

Preventing human error in scheduling appointments, filling in treatment sheets, generating prescriptions, bills and reports

MEDSOFT

OUR TECHNOLOGY

A digital platform that maximizes the user experience quickly, effectively and with no need for lengthy, expensive code development resources (low code platform)

Optimization

Improving results and increasing revenues

- Data based optimization (big data)
- Full connectivity to third party services and applications (including payment systems and systems using robotic process automation — RPA)

Management, control, reports, decision making (analytics)

- The manner of presenting all the information collected (big data) is configured in accordance with the specific needs of the customers and the management (weekly and monthly reports, etc.)
- Review of statistical data on system usage
- Service reports
- Operational dashboard for medical center team leaders
- Dashboard for senior management and decision makers to solve bottlenecks based on real-time analytics
- Accessibility from any device with internet connection (phone, tablet, laptop, etc.)

Interfacing

- Simple and easy integration with other systems used by the organization (open API platform)
- Two-way integration:
  a) Transferring / receiving information
  b) Sharing / using functions securely
- ERP / CRM systems
- Bot systems, artificial intelligence (AI), machine learning (ML)
- Payment systems

Simplicity

- Simplifying complex work processes based on user behavior
- Adding forms and questionnaires at any time without writing a single line of code
- Defining work flow processes and permissions for different users based on their roles
- Each process that was formerly based on paperwork becomes an interactive digital experience accessible from any device at any time, with no need to download apps (responsive)
- Automated collection of customer data and electronic signatures
- A/B testing for process maximization
- Multiple languages
- Timed reminders

OUR PACKAGES

Basic

⭐

✔ **Patients set appointments**
Patients can set appointments and view results in their personal area

Standard

⭐⭐

✔ **Patients set appointments**
Patients can set appointments and view results in their personal area

✔ **Appointment interface**
Accounting vis-à-vis the referring parties / insurers

✔ **Eligibility check**
Verifying identity / checking eligibility

Premium

⭐⭐⭐

✔ **Patients set appointments**
Patients can set appointments and view results in their personal area

✔ **Appointment interface**
Accounting vis-à-vis the referring parties / insurers

✔ **Eligibility check**
Verifying identity / checking eligibility

✔ **Finance and inventory on local workstation**
Finances, collection and inventory

✔ **PACS interface**
Picture Archiving and Communication System

✔ **Device**
Interface for medical testing devices

MEDSOFT

PRODUCT MODULES
(Lego Scalable)

Multiple languages	Reminders / voice messages / SMS / email	Radiology Information System (RIS)
Digital medical records	Consultations results, accounting vis-à-vis referring parties / insurers	Mammography
Diary management	Financial management, collection, inventory, medical equipment, personnel	Women's health / fertility
Patients schedule appointments / view results online 24/7	Customer relations and telemarketing	Ophthalmology
Operating room management	Medical esthetics and plastic surgery	Optical store / chain management

USE CASES

MAR Institute – a chain of specialist institutes for medical diagnoses using advanced technologies

MAR's 42 imaging centers are located throughout Israel and enable patients to obtain services both in Central Israel and in the periphery, by means of state of the art medical equipment, the most advanced technologies in the world, and imaging physicians among the best in the country.

Ve'Ahavta NPO

Ve'Ahavta operates a clinic of volunteer physicians in Northern Israel, providing free medical services to underprivileged and excluded populations. The clinic serves thousands of people (children and adults) who have no health insurance or accessibility to basic health services.

Proportsia – the leading esthetic medicine chain in Israel

The chain provides its customers with leading physicians and surgeons in the field in 12 clinics around the country, and with the most advanced technological equipment. It specializes in plastic surgery, esthetic treatments, laser hair removal, varicose vein surgery and body shaping – all done by top experts.

מאר
מרכזים לאיבחון רפואי בע״מ

ואהבת

פרופורציה
מאז 1988

MEDSOFT