

# Luciana Guimarães

Integra Medical



“ I saw an opportunity to improve treatment for patients suffering from chronic diseases. ”

<b>COUNTRY</b>	Brazil
<b>INDUSTRY</b>	Healthcare
<b>EMPLOYEES</b>	120
<b>YEAR SELECTED</b>	2011
<b>PARTNER</b>	Vanessa Vazquez
<b>WEBSITE</b>	<a href="http://www.integramedical.com.br">www.integramedical.com.br</a>

## COMPANY SNAPSHOT

The treatment of chronic diseases like hypertension, schizophrenia, and Parkinson's has been a healthcare problem without a cure — until now. Brazilian entrepreneurs Luciana and Vanessa founded Integra Medical in 2005 to offer patients suffering from chronic diseases improved treatment and ongoing support. Integra provides patients with home guidance from doctors, nurses, and psychologists who monitor their treatment and guide patients through major milestones like finishing medication or changing doses, in addition to print and digital resources. Their unique programs give patients access to a portfolio of services and support that helps maintain a high quality of treatment and reduces drop-out rates to one in five from the industry standard of one in two. Luciana and Vanessa are poised to capitalize on their first-mover advantage lucrative partnerships with many of Brazil's largest pharmaceutical companies to fuel continued expansion in Brazil and support a new office in Portugal.