



# PegaWorld

JUNE 7-9 | LAS VEGAS

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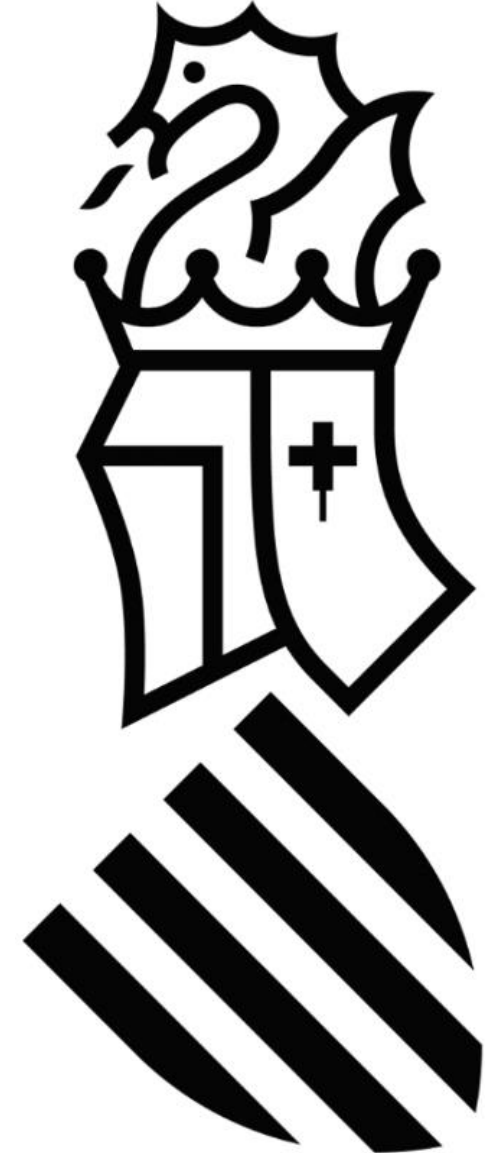
# Smart Health, the Health of the Future

Conselleria de Sanidad de la Generalitat Valenciana  
**Comunitat Valenciana - Digital Health Strategy**

Changing The Patients' Relationship Model with  
Pega GenAI Blueprint + Pega as-a-Service + Data

Powered by  **PEGA**<sup>®</sup>

Pega World 8th June 2026



**Conselleria Sanidad de la  
Generalitat Valenciana**  
Who Are We?



# Conselleria de Sanidad de la Generalitat Valenciana

Who Are We?



**Covered population:** Over 5.4 million citizens

**Ageing demographic:** More than 1.1 million people aged 56+ (20% of population)

**Workforce:** 75,000+ healthcare professionals (76% female, 24% male)

## Care infrastructure:

814 health centres

34 primary care and outpatient centres

65 specialised care centres

23 home hospitalisation units

## Annual activity volumes:

30 million primary care consultations

2.6 million emergency department visits

350,000 surgical procedures

## Investment and funding:

€23M+ invested daily in healthcare delivery

€8B+ total annual healthcare budget

€2,000+ expenditure per capita



# Introduction

Challenges, context



# Blockers Against Realizing the Health of the Future

## Health Systems Sustainability



The increasing difficulties faced by Healthcare Systems challenge their **sustainability**, and even the continuity of our **welfare state**.

### Systems Complexity

Complex **processes redesign and optimization** require an integrated approach for all care levels and health stakeholders.

### Professionals Scarcity

Difficulty in maintaining **current staffing levels** in certain geographical areas or medical specializations.

### Demographic evolution

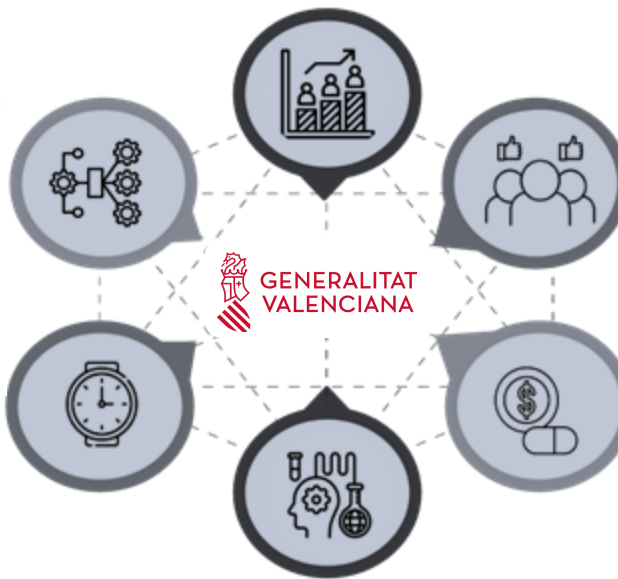
Population ageing increases **chronic conditions** and the prevalence of risk factors, pain and functional limitations, leading to a **higher demand** for healthcare services.

### Users' Expectations

**Better informed citizens**, who are also increasingly involved in self-care, expect better and more **comprehensive healthcare systems**.

### High pharmaceutical expenditure

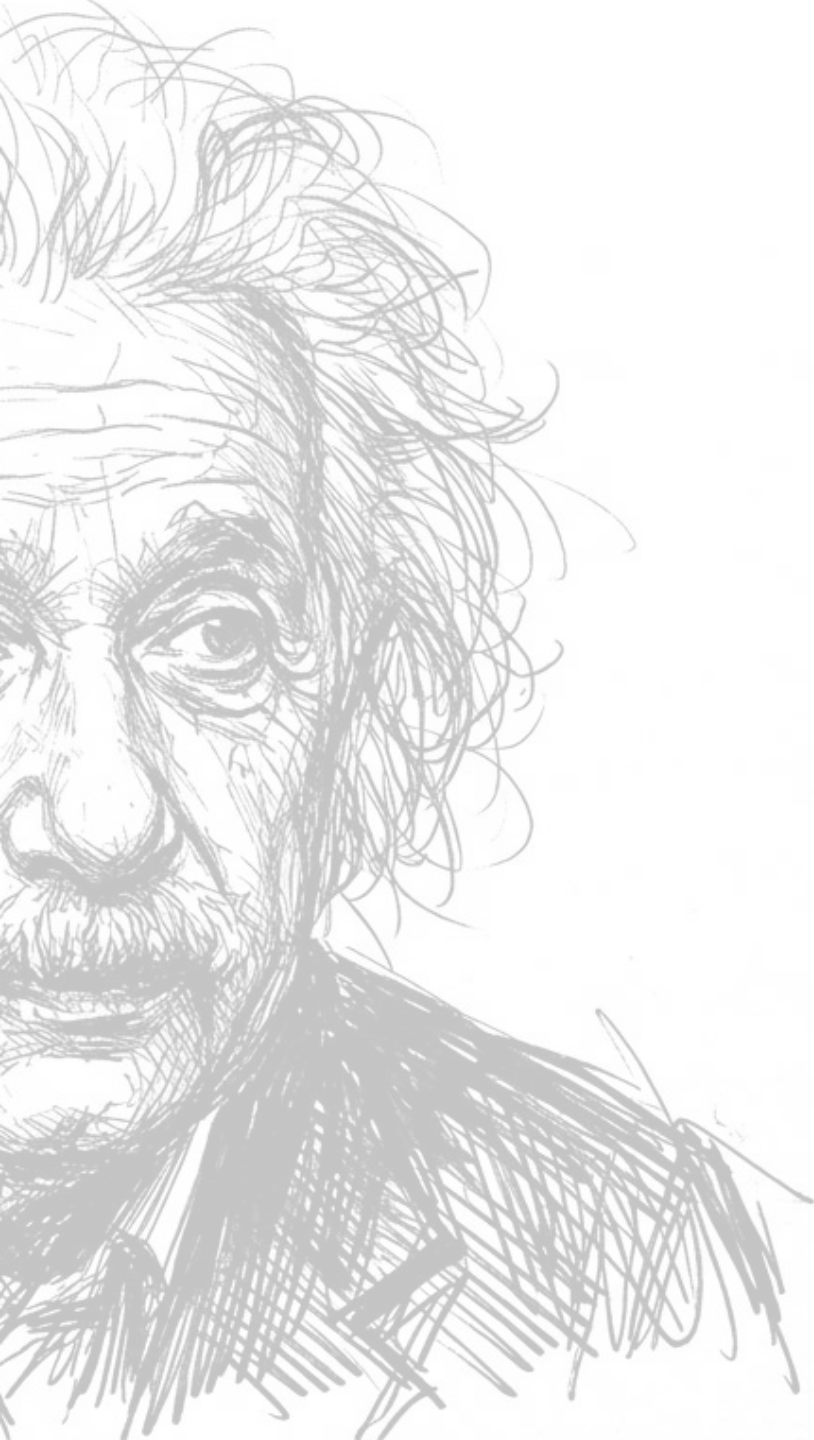
Ageing populations with chronic conditions drive a **higher demand for treatments and medication**.



### Technological and Scientific Innovation

Rapid technological evolution requires faster responses from public health systems, creating challenges in **finding talent** for the new skills required and training end users.





"Insanity is doing the same thing  
over and over again  
and expecting **different results.**"

Albert Einstein



## **What Are We Doing?**

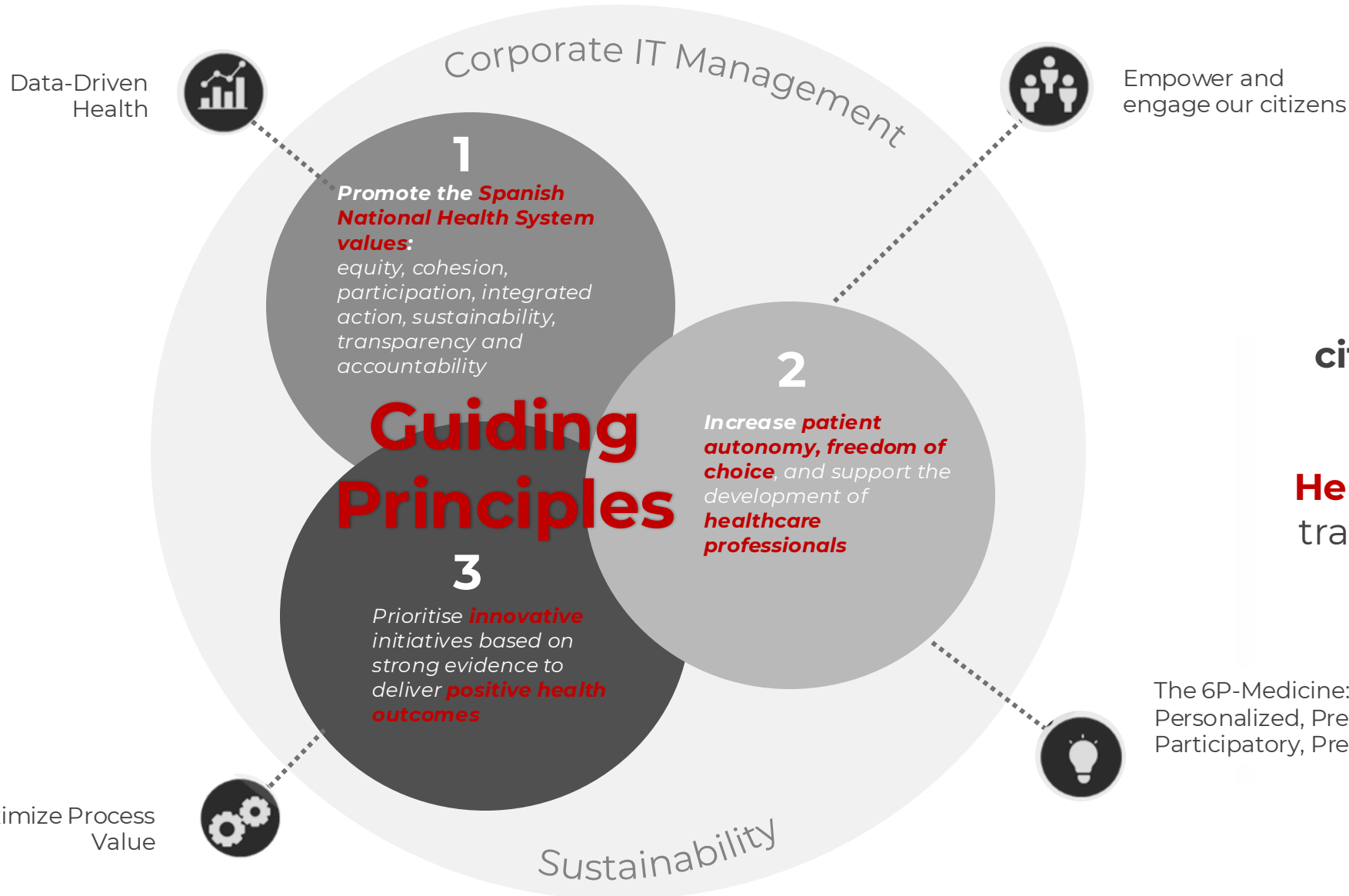
Digital Health Strategy

Strategic Targets and Guiding Principles



# What Are We Doing?

## Strategic Targets and Guiding Principles



The mission of Comunitat Valenciana **Digital Health Strategy** is to **improve our citizens' general health**, and to develop a **Smart and Sustainable Health System** leveraging the transformation with **Data and Digital Technologies**.

# What Are We Doing?

## Strategic Targets and Guiding Principles

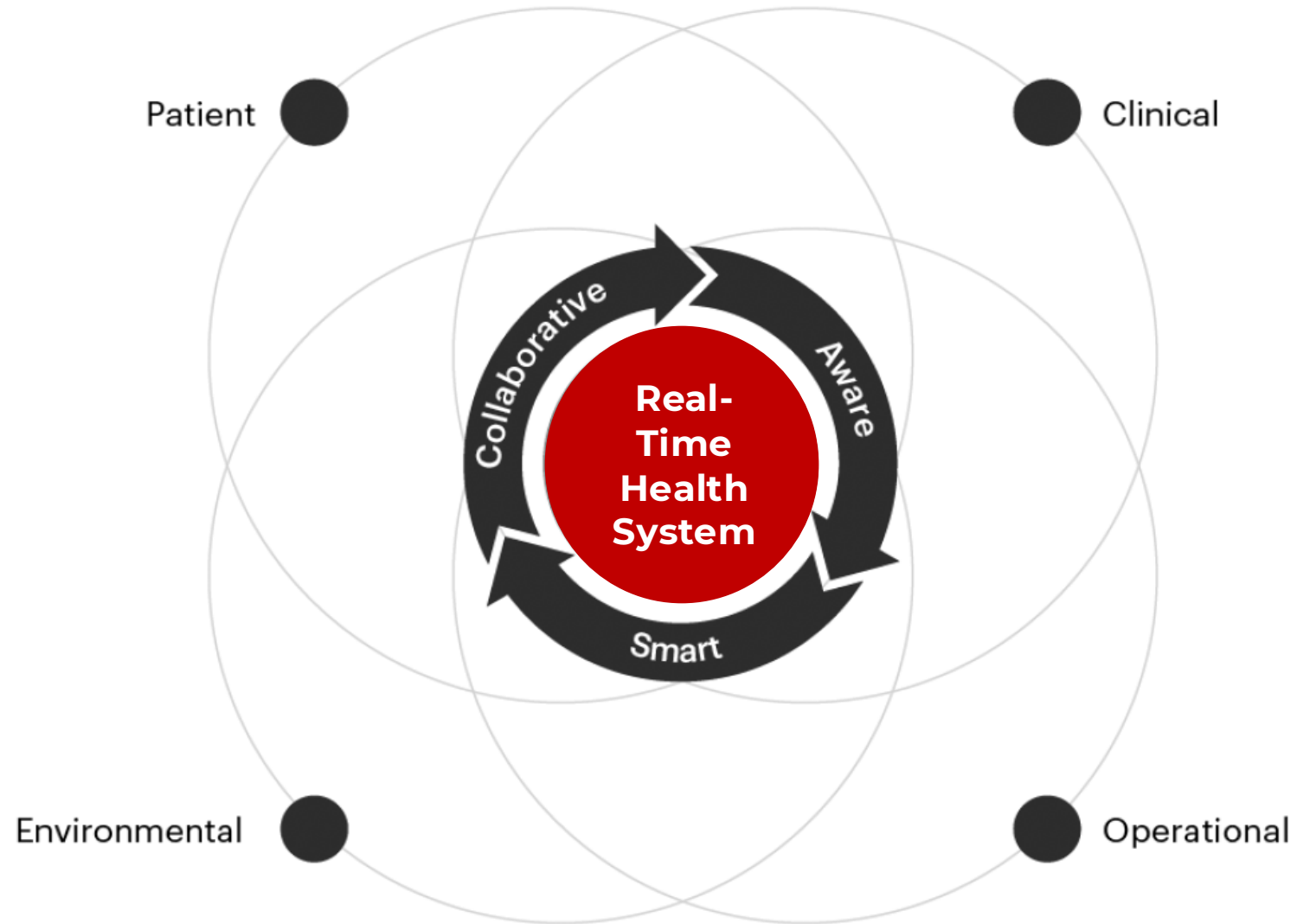


The Comunitat Valenciana Digital Health Strategy contributes to **efficient, innovative biomedical research**, and supports the development of the **Personalized Precision Medicine**, leveraging the transformation with **Data and Digital Technologies**.



# What Are We Doing?

A Real-Time Health System: the vision for a Smart, Proactive Health System.



**How Are We Building It?**  
Model and Architecture

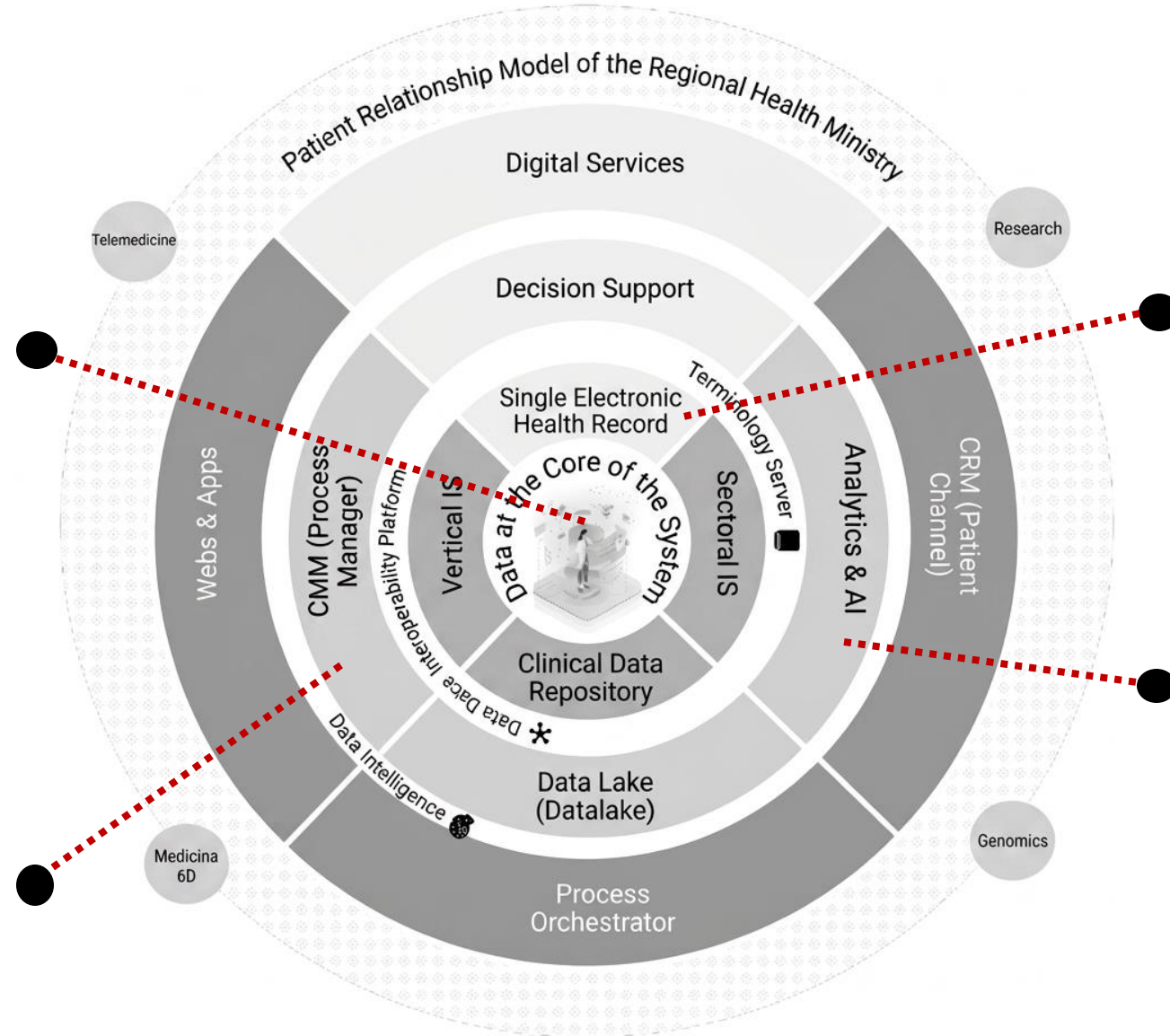


# How Are We Building It?

## The Target Model



Building a **data-centered organization** to drive value from **automated workflows**, and support **decision-making**.



Deploying a **Single Electronic Health Record** in the Comunitat Valenciana to drive **operational efficiency** and **improve the quality** of patient care.

Using **predictable, safe, egalitarian, transparent Artificial Intelligence** to support diagnostics and professional activity.

Standardizing care delivery through **process management** and enabling **intelligent task automation**.

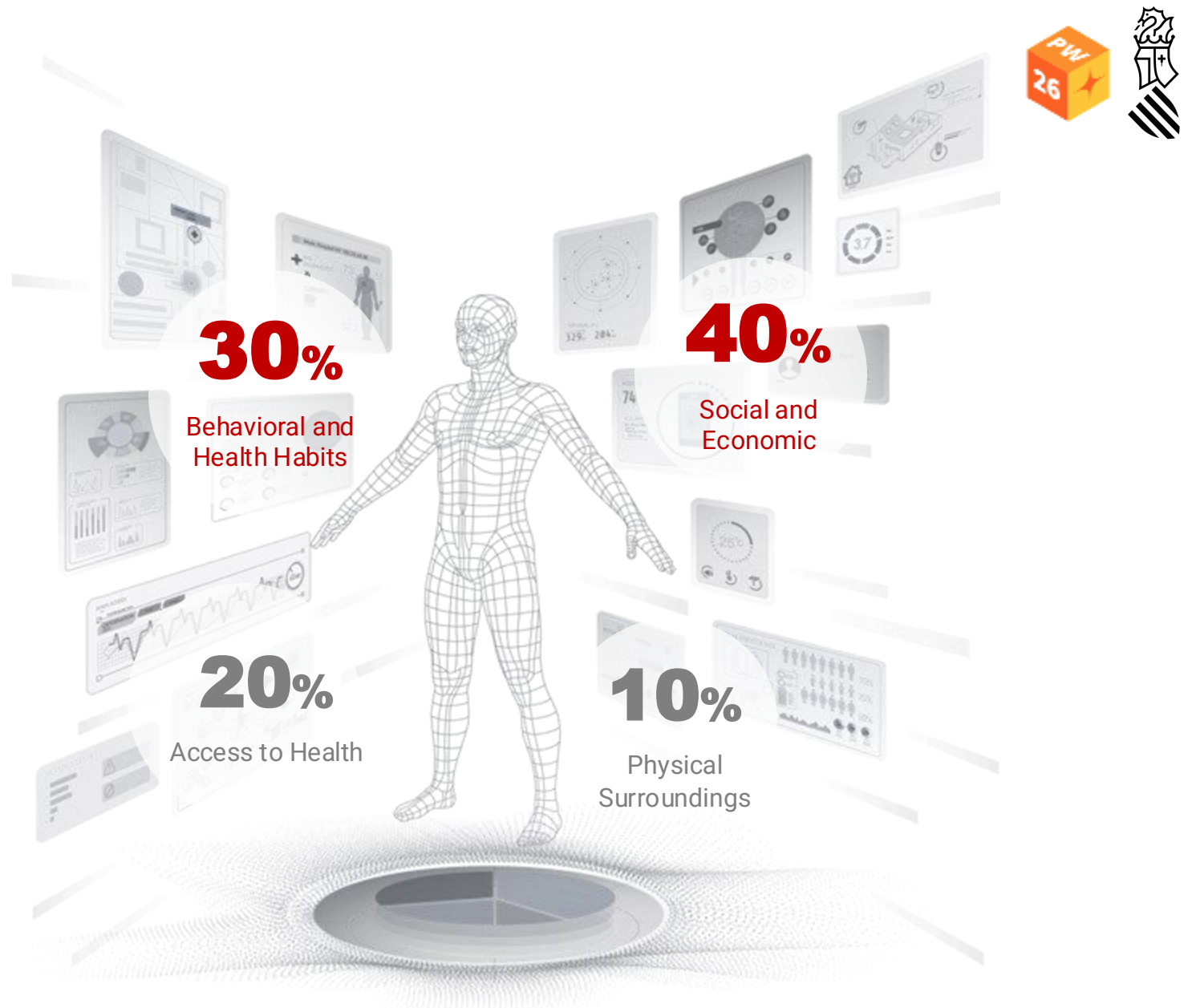


# How Are We Building It?

## A New Patient Relationship Model

Developing tools for **omnichannel citizen engagement** that **transform the former relationship model** and empower patients to decide on, and take control over, their health.

- The care delivery model **shifts** from reactive treatment to **proactively maintaining and extending long-term health** and wellbeing.
- **Personalized diagnostics** and treatments are enabled taking into **account all the day-to-day factors** that have an impact on an individual's health status.

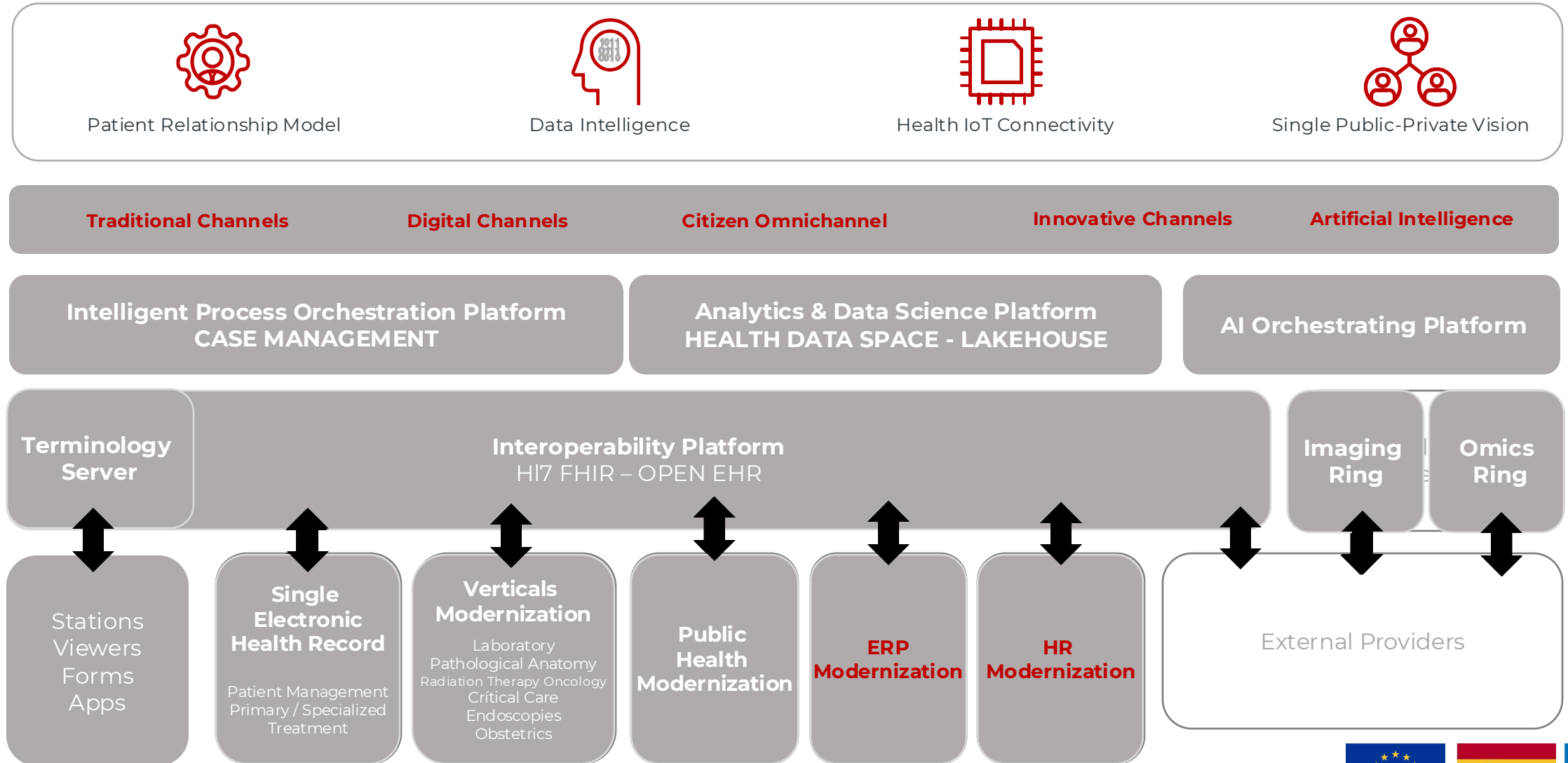


Health Social Factors



# How Are We Building It?

## The Digital Architecture: Our Real-Time Health System Vision



**Responsible, Sustainable Innovation**  
Schedule and Investment



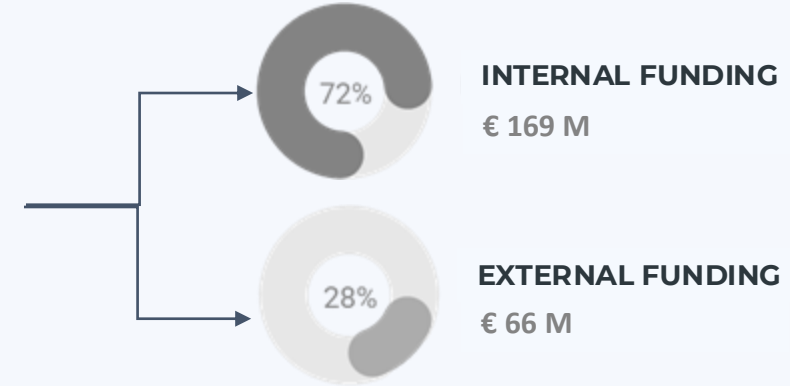
# How Are We Building It?

## Schedule and Financial Scope

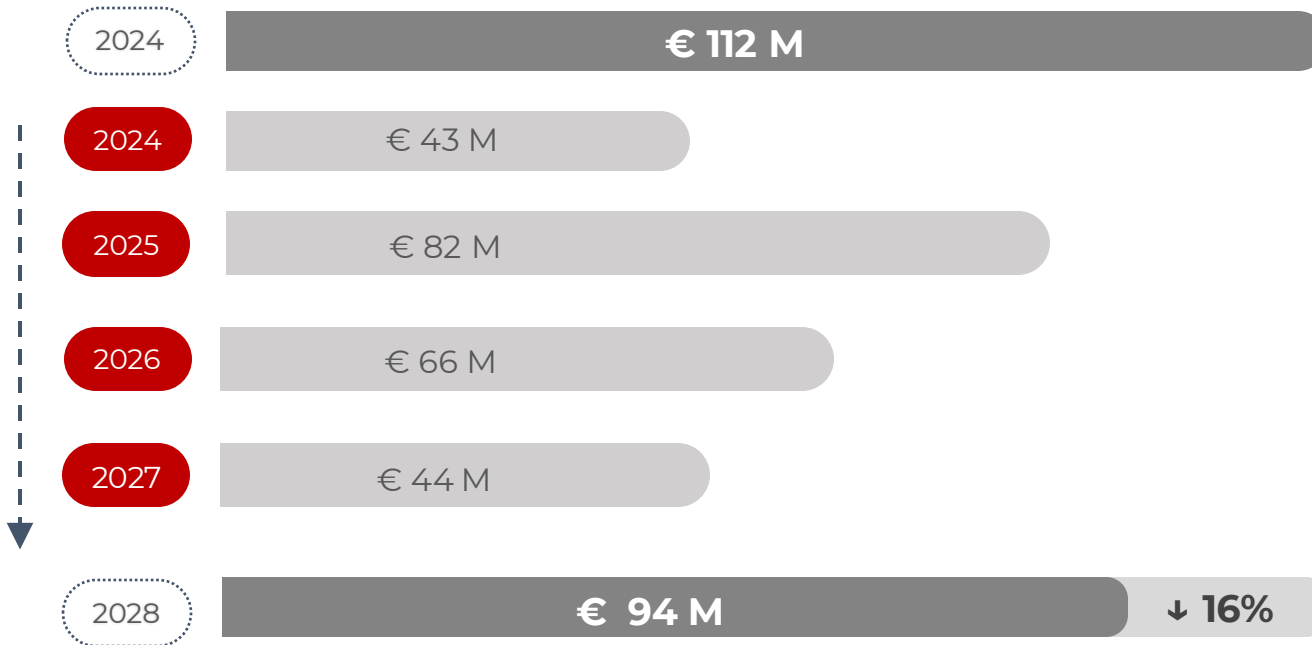


Digital Health Strategy  
Budget  
2024 - 2027

€ 235 M



Schedule



Coordinating ICT management and applying a **federated governance model** will lead in the mid-term to **increased capabilities** and **optimized costs** for ICT infrastructure and services.



## **Results**

Smart Health System



# Results

## New Capabilities



### Universal Access

Equal care for all, regardless of location and economic status.

24/7 digital portals and telemedicine.



### Personalized Medicine

Genetic data-based tailored treatments. Precise diagnostics and individualized care plans.



### Sustainable Health

Efficient resource allocation. Reduced operational costs and optimized healthcare delivery.



### Improved Results

Better clinical outcomes through data analysis. Predictive modelling and preventative treatments.



### Innovation and Knowledge

Accelerated research and development. Cross-border data sharing and collaborative expertise.



**Pega GenAI Blueprint in Action on Pega Cloud**  
More Pega Use Cases





# Valencia Flooding: 5 years' worth of rainfall in one day



## Human impact:

230 fatalities and over 1 million people affected

## Urban devastation:

20 cities destroyed and 78 severely impacted

## Infrastructure damage:

83,000+ vehicles destroyed

Major transport networks destroyed or critically damaged:  
highways, bridges, railways, airport

## Essential services disruption:

200,000 people without electricity one week after the event

90,000 people without telecommunications coverage after ten days

## Community-level destruction:

Extensive damage to all ground-level infrastructure, including **health centres, schools**, and essential retail services



# Pega GenAI Blueprint in Action

## Volunteer Management Application ready in 5 days



Sunday

03<sup>rd</sup> Nov 2024

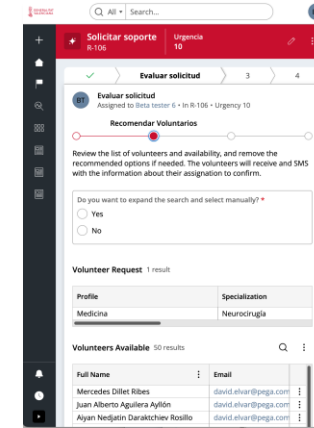
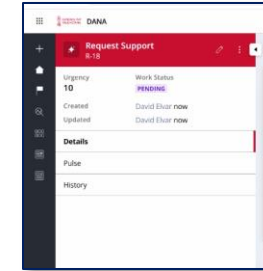
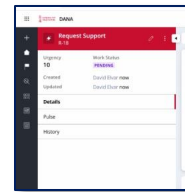
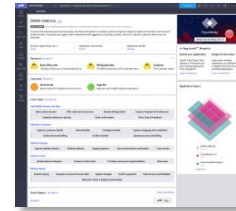
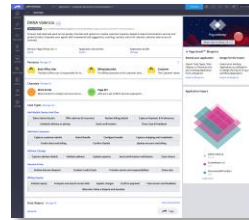
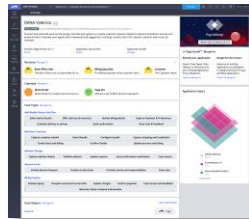
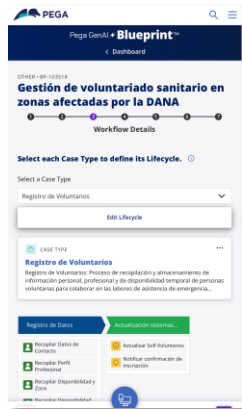
Monday

Tuesday

Wednesday

Thursday

Friday



- 10:30 a.m., the Regional Ministry of Health requests help from Pega
- **Pega GenAI Blueprint** ready by 6:00 pm

- Development environment and developers assigned
- Development start
- First functional meeting

- **Pega Cloud** environment, provisioned
- Functional meetings
- Data model definition meetings

- AWS activate their APIs (SMS and WhatsApp)
- Functional requirements, finalized

- Internal testing starts
- Functional refinement
- Database refinement
- New requirements addition

- User Acceptance Testing starts
- Data load
- **MLP1 ready for production for 150 users**



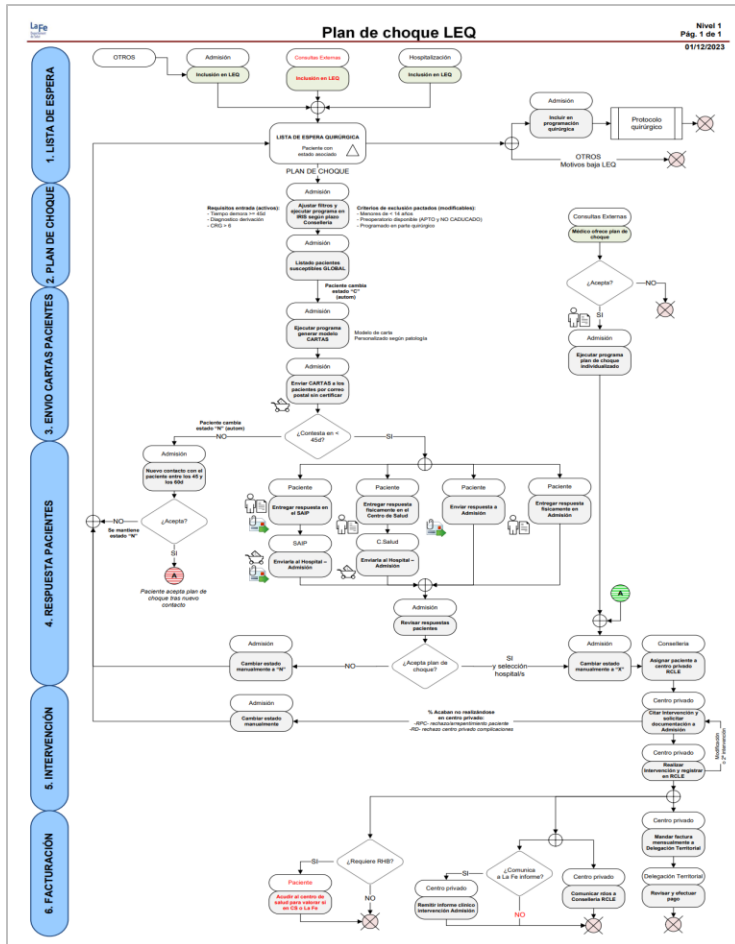
# Pega GenAI Blueprint in Action

## Surgical Waiting List Backlog Reduction Plan



Former Process

Optimized Process



Dashboard

Pega **Blueprint™**

OTHER • BP-562227

### Plan de Choque Lista de Espera Quirúrgica

1 Application Context | 2 Workflows | 3 Workflow Details | 4 Data & Integrations | 5 Personas | 6 Summary

Define workflow details for: [Autorización Quirúrgica](#)

Case Lifecycle | Case Data Model | Business Rules

Gestiona el proceso de solicitud y aprobación de autorizaciones para procedimientos quirúrgicos realizados en clínicas concertadas. Incluye la revisión de la solicitud, la verificación de la necesidad médica, la aprobación por parte de la Conselleria de Sanidad y la notificación a la clínica y al paciente. Permite el seguimiento del estado de la autorización y la gestión de posibles denegaciones.

Primary Stages

Recopilación de Info...	Evaluación Médica	Aprobación Consell...	Notificación y Coord...	Resolución y Reporte
<ul style="list-style-type: none"> <li>Recopilar detalles del paciente</li> <li>Verificar identidad del paciente</li> <li>Es la solicitud completa</li> </ul>	<ul style="list-style-type: none"> <li>Revisar necesidad médica</li> <li>Es médicamente necesario</li> <li>Consultar con expertos médicos</li> </ul>	<ul style="list-style-type: none"> <li>Enviar solicitud a Conselleria</li> <li>Esperar aprobación</li> <li>Aprueba Conselleria la...</li> </ul>	<ul style="list-style-type: none"> <li>Notificar a la clínica</li> <li>Notificar al paciente</li> <li>Coordinar programación</li> </ul>	<ul style="list-style-type: none"> <li>Gestionar denegaciones</li> <li>Informar opciones de apelación</li> <li>Generar informes regulatorios</li> </ul>

Back | Preview my app | Save & Close | Next

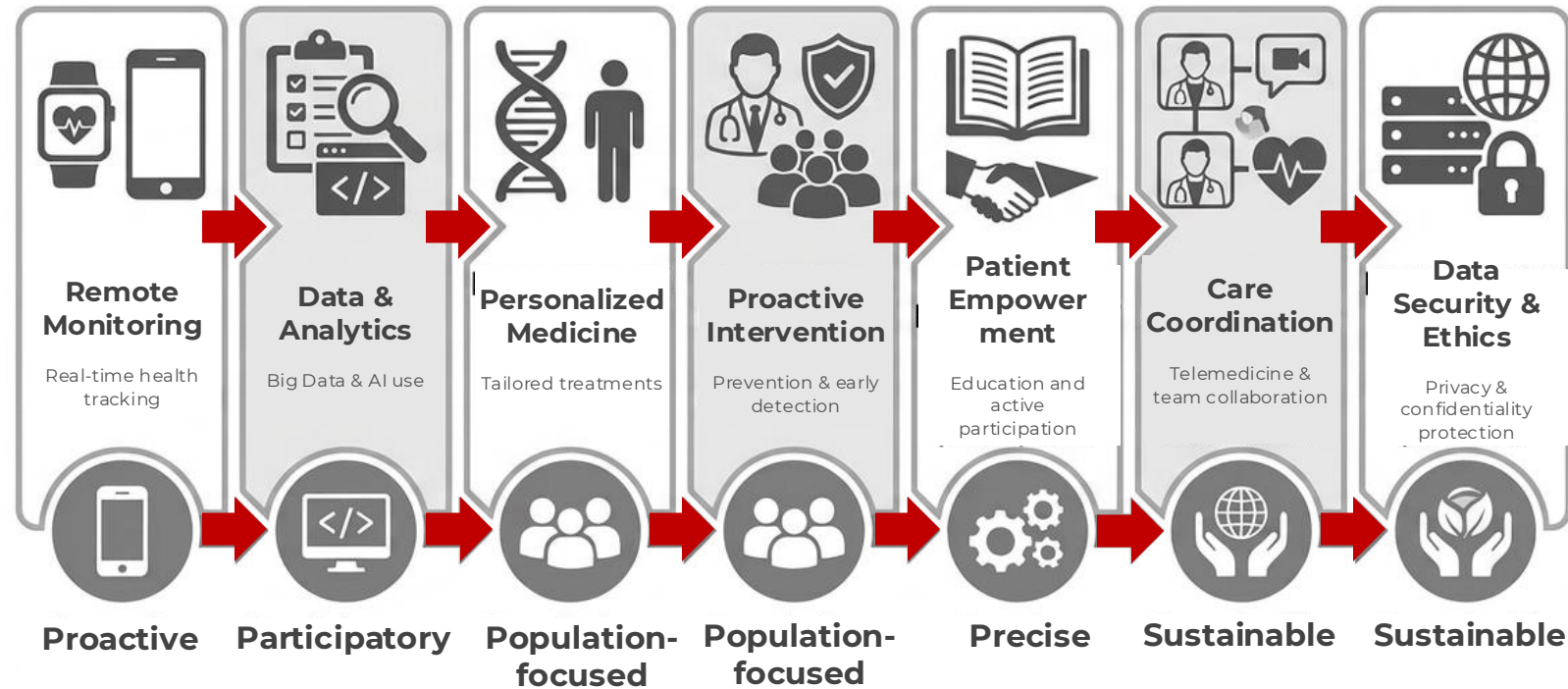


# The Patient Relationship Model Shift To Precision Medicine

Personalized Value driven by Pega GenAI Blueprint + Pega as-a-Service + Data



HYPERTENSION PARKINSON'S  
OBESITY CANCER HEART FAILURE  
IRRHOIDS DIABETES LUNG CANCER  
HEART ATTACK  
ALZHEIMER'S OSTEOARTHRITIS CRONIC PAIN  
ANXIETY STROKE KIDNEY DISEASE  
DEPRESSION OR CVA ACV PARKINSON'S  
SMOKING ADDICTION TOBACCO CONSUMPTION DEPRESSION



**Thank You**





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