

## BestHealth4U, Lda

### CASE STUDY

**Country**  
Portugal

**City / Region**  
Braga

**No. of Employees**  
4

### Description of the organisation

BestHealth4U (BH4U) is an innovative company, specialized in developing new and advanced material solutions for skin-interacting medical devices. The role of BestHealth4U is to investigate, analyse and identify the needs of patients and the healthcare market, developing and optimizing, whether through reengineering, design or creation of materials and innovative technologies that can be applied to different medical devices or lead to new products.



### Workplace Innovation practices implemented

Due to the COVID-19 pandemic situation, BestHealth4U faced some difficulties in managing its business processes and maintaining a creative, innovative and effective “mobile culture”. Specifically, it lacked the digital tools and technologies that could effectively maintain the team’s connection throughout all the organizational processes, but more importantly maintain the team’s fluidity, without affecting its creative spirit, and fostering innovation as if the team was in its original “open space” office environment.

Through this project, BestHealth4U had the opportunity to evaluate and implement several digital tools that enabled remote and dynamic work, namely Slack, Zoom, Google Meets, Miro, Google Drive, Notion, Asana, Calendly and Hubspot.

### Main achievements and results

The digital tools implemented in this initiative allowed BestHealth4U to better manage its team and its projects, without affecting teamwork spirit and creativity, enabling the continuous innovation, development and production of new products

and processes to answer the needs of its customers and the market.

The adoption of these digital tools enabled the company to significantly improve its organizational structure, team management and communication, with better coordination and management of the tasks and with greater involvement of employees in the company’s activities. It allowed the remote work to be more organized, and boosted the relationship between team members, motivating them and giving them support and organizing their telework tasks. Through this project, the company was able to meet deadlines more effectively, reducing response time to customers, investors and other stakeholders, and improving its performance in the execution of tasks. Indeed, this project resulted in a significant increase in the number of approved projects, customer and investment leads, quicker product delivery response and gain, and participation in events that recognize the company and its products.

Through this project, the company maintained its dynamic and proactive work environment, even in home office, and was able to manage and motivate its employees, and providing them with platforms to continue innovating and boosting their creative spirit, which consequently led to an increase in projects, in raised funds, in the number of customers and partners, and volume capacity and fast response, even during a pandemic situation.

