

CASE STUDY

# **COBIT GUIDANCE, TECH-SAVVY BOARD LEAD TO STRONGER BUSINESS OUTCOMES AND CUSTOMER FOCUS AT MR HEALTHTECH**

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## **WANT MORE INFORMATION?**

For results of ISACA's Better Tech Governance Is Better for Business Study:  
[www.isaca.org/tech-governance-impact](http://www.isaca.org/tech-governance-impact)

For COBIT governance resources:  
[www.isaca.org/cobit](http://www.isaca.org/cobit)

Contact: [communications@isaca.org](mailto:communications@isaca.org)

## Case study: COBIT Guidance, Tech-Savvy Board Lead to Stronger Business Outcomes and Customer Focus at MR HealthTech

**About MR HealthTech:** *MR HealthTech, an information technology company specializing in health insurance, exclusively develops and implements innovative IT software solutions worldwide. Based in Athens, Greece, MR HealthTech completes its software solutions with a range of professional services that enable customers to maximize the return on their IT investments. Founded in 1995, MR HealthTech has around 150 employees.*

MR HealthTech's board of directors possesses a high level of technology savvy and its executive team consists exclusively of people coming from the software industry. Gerry Raftopoulos, CEO of MR HealthTech, said this enables the organization to make strategic decisions, including investments in technology, more quickly and with a greater degree of consensus.

MR HealthTech operates within the insurance industry, which is highly sensitive to issues such as risk management, cyber security, and disaster recovery/business continuity. For this reason, MR HealthTech has incorporated risk management and information security throughout its operation. Company KPIs and KRIs are closely monitored and reported to senior management monthly. Key thresholds are defined, and a business continuity plan ensures critical service and business process continuity.

"Risk management and business continuity planning have allowed us to improve our service levels, which are now monitored, and to introduce improvements as a part of day-to-day activities," Raftopoulos said.

Monitoring and measuring results toward goals was identified by respondents to ISACA's [Better Tech Governance is Better for Business](#) research as one of the top conditions that must be present for organizations to demonstrate effective governance, with alignment between IT and stakeholder needs and strong chairman, CEO or executive guidance also ranking atop the list.

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As part of its operating model, MR HealthTech has a clearly defined strategy formulation process and a strategy board that drives toward enterprise goals. The strategy formulation process recently was integrated with financial planning and management processes, which positions MR HealthTech to monitor and measure the effectiveness of its strategic technology decisions from a financial perspective.

MR HealthTech also has deployed service-oriented architecture and business process management technologies to transform a single product offering to a portfolio of software products that work independently and together. This enabled the organization to increase its sales potential while reducing the complexity and maintenance costs of a large, highly integrated product.

Additionally, MR HealthTech has embraced portal and mobile technologies as a basis of a number of new products that have been introduced, achieving greater agility in addressing customer needs.