

How could the operational changes in the context of Covid-19 be affecting people enrolled in Public Health Program IMSS Modality 40?

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8 out of 10 enrolled in IMSS Modality 40 perceive a risk of infection when they go to make their monthly payment, but the **only option** is to go to the HSBC bank.

INTRODUCTION

IMSS Modality 40 is a public health program for people enrolled in social security before July 1, 1997, which allows them to make voluntary contributions to increase their contribution weeks and salary and improve the amount of their pension at retirement. Due to the covid-19 contingency, IMSS Modality 40 had to take actions to continue operating in a state of health emergency, and had to adapt to the new needs of the context. This study explored the possible effects that could have been suffered by those enrolled in the modality, with the aim of detecting areas of opportunity in the service that could be modified to provide a better service to users. It is important to note that currently the only method of payment accepted to make contributions to the modality is going to an HSBC bank from the 12th to the 17th of each month, causing congregations and points of contact in vulnerable population.

METHODOLOGY

Quantitative study based on the results of a survey. The questionnaire consisted of 17 items applied to a non-representative sample of an unknown universe due to the characteristics of the electoral roll and the impossibility of accessing it during the electoral period, the application of this survey provided sufficient results for the identification of the user persona and a service blueprint.

CONCLUSION

In spite of the modifications in the IMSS modality 40 process and the perception of the risk of infection by those enrolled who are part of the vulnerable population, there is a favorable acceptance of the modality because it represents an opportunity to improve the pension, and ensure a dignified life.

This research identified relevant opportunities for improvement not only in the context of the health contingency. It is important to take into account that we are facing a population that is increasingly integrating the use of technology into their daily lives.

I propose a constant analysis of the service, since user turnover is constant due to the fact that the maximum duration of the program is 5 years.

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SERVICE BLUEPRINT BASED IN THE USER PERSONA

