

60 _ decibels

Diagnostikare

Impact Performance Report



Source: Diagnostikare

Contents

About This Report	03
60dB Perspective	04
 01: Profile	05
 02: Impact	08
 03: Experience	14
 04: Segmentation Analysis	18
Appendix	21
About 60 Decibels	25

About This Report

This report is designed to provide you with an in-depth understanding about your clients, their profile, the outcomes they experience, how satisfied they are, and how you can improve your impact and business performance.

The insights are based on phone interviews with 277 clients in Mexico. These interviews were conducted by 60 Decibels trained researchers. We really enjoyed hearing from your clients – they had a lot to say!

Some clients recognize Diagnostikare as the provider for the brand name Salud GS and were referenced accordingly during the interviews.

The report focuses on two key segments: 'user intent' and 'provider interaction'.

User intent is divided into two categories: 'feeling unwell', which includes services typically used when people feel unwell, such as general medicine, pediatrics, and psychology; and 'staying healthy' which includes services typically used to maintain health, such as lab study interpretation, nutrition, and preventive campaigns.

Provider interaction is categorized into clients who 'received consultation' (general medicine, pediatrics, psychology, nutrition, lab study interpretation), those who 'did not receive a consultation' but accessed preventive campaigns, and clients who accessed 'both' services.



We employed a random sampling method to select respondents. To learn more about our methodology, head to the [Appendix](#).

To contextualize your results, you can see how your performance compares to other health companies and LatAm companies in the [Appendix](#). The benchmarks throughout the report are compared to health companies worldwide.

We encourage you to use these results to set targets and identify ways you can further improve your impact performance over time.

“

I didn't have this service available to me. I can't be away from the office for long, and my commute is at least half an hour. Online, I can get a consultation quickly and at a time that suits me. They also helped me get through a very difficult emotional time following the loss of a family member. Now I feel better.

- Female

60dB Perspective

Top Insights

1 Diagnostikare is reaching an underserved population and supporting them to reduce health expenditure.

89% of clients report having no prior access to a service like the one Diagnostikare provides and 84% indicate that they could not easily find a good alternative. Among those who could find an alternative, 88% mention private doctors. Furthermore, clients are spending less on healthcare since using Diagnostikare, with 64% previously spending over 500 MXN on health services, compared to only 49% now. This suggests that Diagnostikare is filling a crucial gap in the market, offering affordable services and helping clients reduce their healthcare expenditures.

See pages: [06](#), [07](#), [10](#).

3 Clients are satisfied and willing to recommend Diagnostikare services.

Diagnostikare has a Net Promoter Score, a common gauge of loyalty and satisfaction, of 65, which is good and higher than the 60dB health Benchmark. Satisfaction levels are consistent across different segments like access to consultations and user intent, suggesting that clients are generally happy with the service despite the type of interaction. Among those likely to recommend Diagnostikare (69%), the top reasons are comprehensive information and professional, friendly care. However, Passive clients (26%), those who like the service but are less likely to recommend, mention intuitive user-friendly platform and long waiting times as improvement opportunities.

See pages: [15](#), [16](#).

5 Those feeling unwell report higher outcomes in most metrics.

Clients feeling unwell report greater improvements on their quality of life, their ability to access healthcare, self and family health, as well as a decrease in the time spent accessing healthcare compared to those focused on staying healthy or both (staying healthy and feeling unwell). Clients with both user intents are more likely to report a decrease in health expenditure. This highlights the importance of understanding client needs and interactions with Diagnostikare to design target actions that maximize impact.

See pages: [9](#), [10](#).

2 Diagnostikare is positively impacting clients' quality of life and health outcomes.

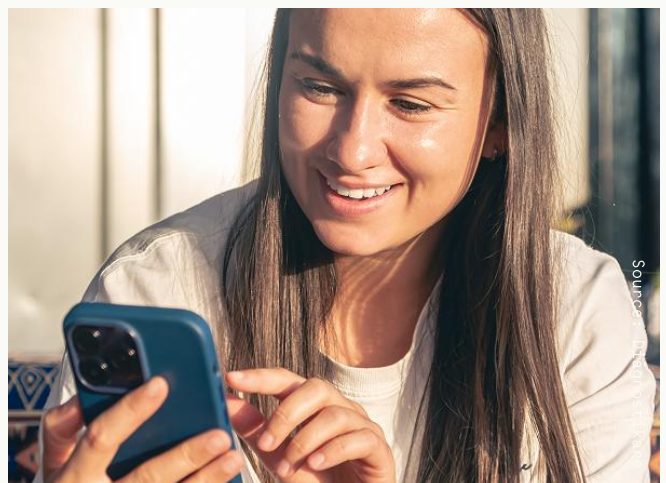
53% of clients report an improvement in their quality of life, with the most common outcomes being improved physiological wellbeing, better physical health, and healthier diet and nutrition. 48% of clients say the waiting time to access health services decreased and 46% say the time to access these services, including transportation time, decreased. In addition, 46% of clients have experienced improved access to healthcare, and 54% report improved health for themselves and their families, with top outcomes for those reporting an improvement being increased energy, weight loss, and enhanced emotional and mental wellbeing.

See pages: [09](#), [10](#), [13](#).

4 Clients accessing consultations report greater positive outcomes.

Clients who accessed consultations report a greater improvement in their quality of life (57%) compared to those who did not (51%). They also experienced a more significant improvement in their ability to access healthcare (54% vs. 46%) and a greater decrease in health expenditure (45% vs. 31%). Furthermore, there was a more noticeable positive change in family health for consultation clients (63% vs. 51%). This highlights the critical role consults play in improving both individual and family health outcomes.

See page: [09](#), [10](#), [11](#), [13](#).





01: Profile

This section helps you understand your client base, and if you are reaching a previously underserved population.

The key indicators in this section are:

- **Inclusivity Ratio:** Are you reaching less well-off clients? How representative is your client base of the Mexico population?
- **First Access:** What proportion of your clients are accessing a similar service for the first time?
- **Access to Alternatives:** Do your clients have access to alternatives? Is there competition in the market?

Profile

We weighted* results by user intent to reflect Diagnostikare’s true population breakdown.

Demographics

Gender Breakdown		
	pre-weighting	post-weighting
Male	57%	59%
Female	43%	41%

Location		
	pre-weighting	post-weighting
City	90%	96%
Town	9%	3%
Countryside	1%	1%

Access to Consultations		
	pre-weighting	post-weighting
Yes	49%	25%
No	51%	75%

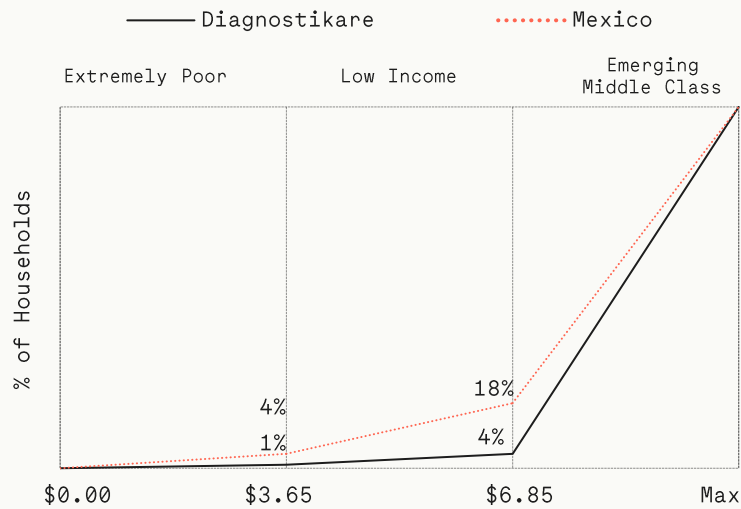
User Intent		
	pre-weighting	post-weighting
Staying Healthy	56%	84%
Feeling Unwell	22%	8%
Both	22%	8%

* We oversampled both user intent and access to consultation to provide statistically significant results across segmentation groups. We have weighted the overall data to ensure that both of these segments are aligned with the actual client distribution within a 5% margin of error.

4% of clients live under \$6.85 per day, compared to 18% nationally in Mexico.

Clients’ Income Distribution Relative to Country Average

% living below \$x.xx per person per day (2017 PPP) (n = 268)



* The PPI tool, developed by IPA, used to calculate income distribution, only includes these two international poverty lines (\$3.65 and \$6.85) in Mexico.

Inclusivity Ratio

Degree to which Diagnostikare is reaching low-income clients in Mexico (n = 268)

0.16

1 = parity with population;
> 1 = over-serving;
< 1 = under-serving.
See Appendix for calculation.

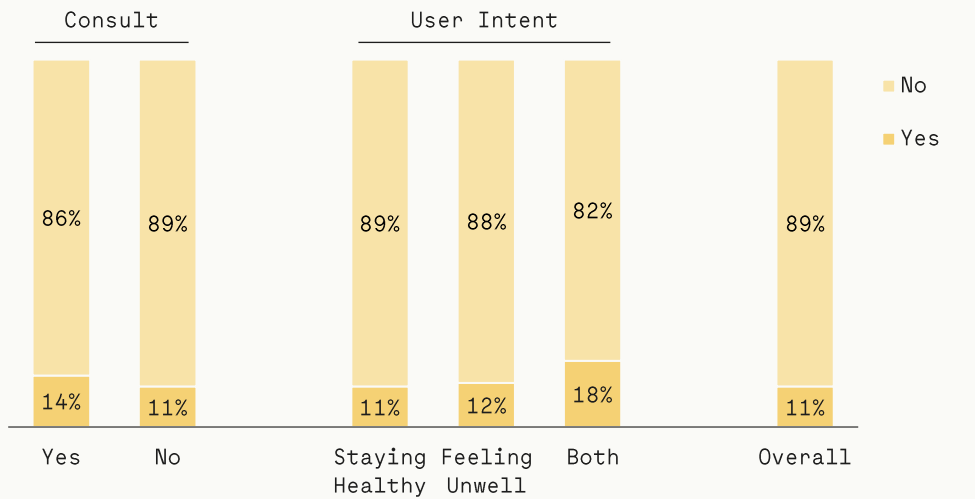
●○○○○
BOTTOM 20% - 60dB Benchmark

Profile

89% of clients say they had no prior access to a service like the one Diagnostikare provides.

First Access

Q: Before [Diagnostikare / Salud GS], did you have access to a service like [Diagnostikare / Salud GS] provides?
(n = 277 | Yes = 136, No = 141 ; Staying Healthy = 157, Feeling Unwell = 60, Both = 60)



Additional Analysis

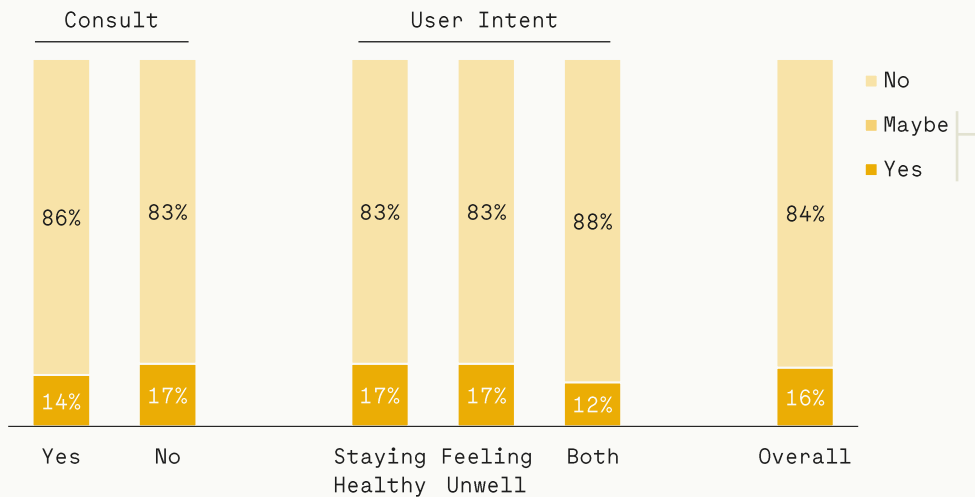
91% of female clients are accessing a service like the one Diagnostikare provides for the first time, compared to 85% of male clients.

TOP 20% - 60dB Benchmark

84% of clients say that they cannot easily find a good alternative to the Diagnostikare service. Private doctors are the top alternative.

Access to Alternatives

Q: Could you easily find a good alternative to [Diagnostikare / Salud GS] service?
(n = 277 | Yes = 136, No = 141 ; Staying Healthy = 157, Feeling Unwell = 60, Both = 60)

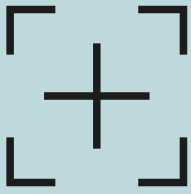


Alternatives*

- Private doctor: 88%
- Pharmacy consultation: 5%
- Self-care or informal practitioner: 2%
- Public services: 2%
- Other (Medical and Doctoralia): 2%

TOP 40% - 60dB Benchmark

* Percentage of clients who say 'Yes' or 'Maybe'.



02: Impact

We believe that the best way to understand the social impact that you are having, is to simply ask clients whether their quality of life has changed because of Diagnostikare, and if so, how.

This section shows you the degree to which you are impacting quality of life, and what outcomes, if any, are clients experiencing, in their own words.

The key indicators in this section are:

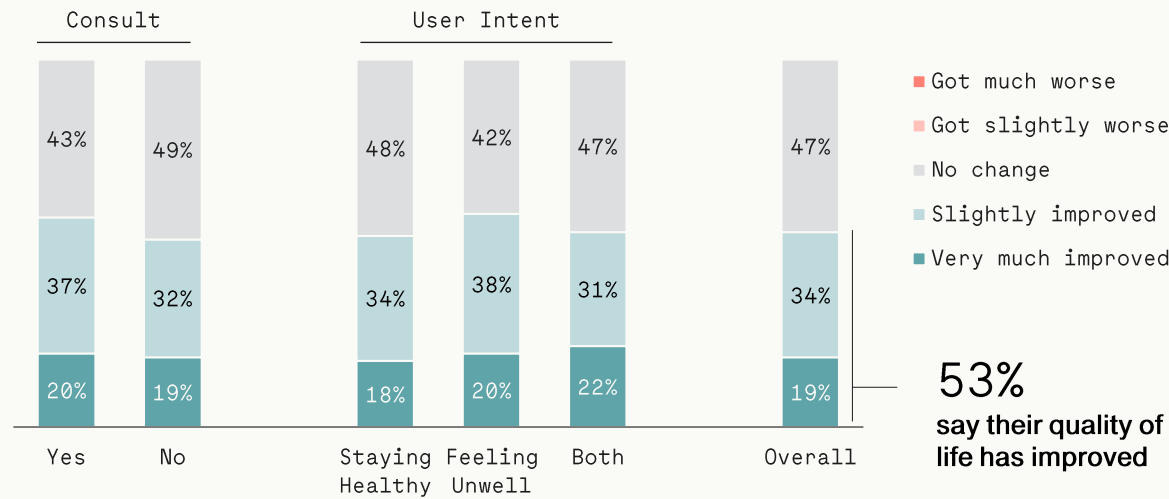
- **Quality of Life:** To what extent has the quality of life of your clients changed?
- **Ability to Access Healthcare:** Has your clients' ability to go to a healthcare provider for check-ups or when they fall ill changed?
- **Health Expenditure:** Has the amount your clients spend on healthcare changed?
- **Family Health:** To what extent has the health of your clients and their family changed?

[+] Impact

53% of clients report improvements in their quality of life. Those accessing a consultation and feeling unwell report greater impact.

Quality of Life Change

Q: Has your quality of life changed because of a [Diagnostikare / Salud GS]?
(n = 277 | Yes = 136, No = 141 ; Staying Healthy = 157, Feeling Unwell = 60, Both = 60)



● ○ ○ ○ ○
BOTTOM 20% - 60dB Benchmark

Top outcomes for 53% of clients whose quality of life improved include psychological wellbeing and physical health improvements.

Quality of Life Improvements

Q: How has it improved?
(n = 149) Open-ended question, responses coded by 60dB.

52%

talk about **psychological wellbeing**
(28% of all respondents)

45%

mention **their physical health improved**
(24% of all respondents)

Quality of Life No Change

Q: Why has it not changed?
(n = 128) Open-ended question, responses coded by 60dB.

51%

report **limited service usage**
(23% of all respondents)

25%

mention **no significant impact perceived**
(12% of all respondents)

30%

report **diet and nutrition improvements**
(16% of all respondents)

19%

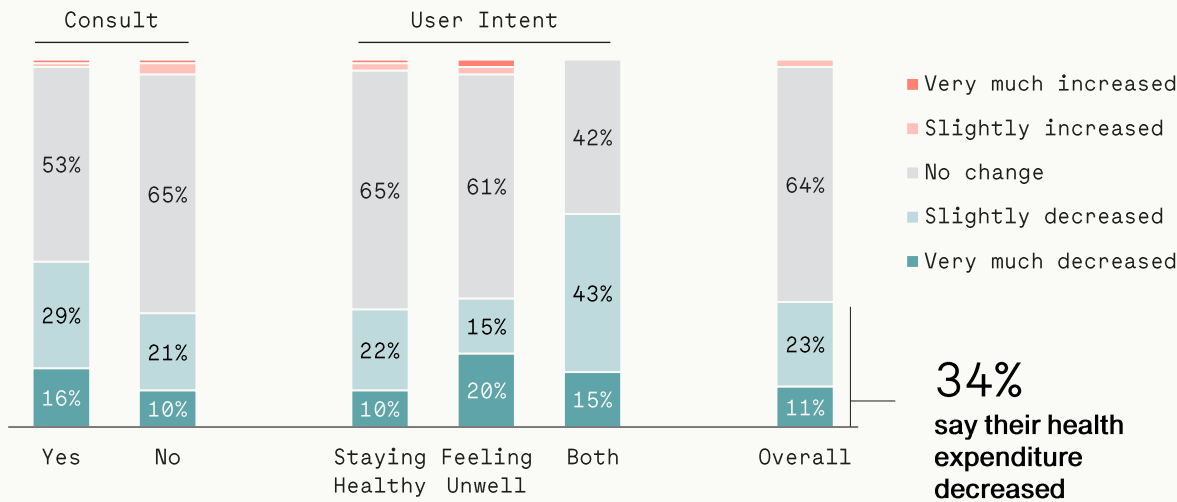
talk about **accessing limited information without consult**
(9% of all respondents)

[+] Impact

34% of clients say the amount spent on healthcare decreased. This proportion is higher among users with mixed intent.

Health Expenditure

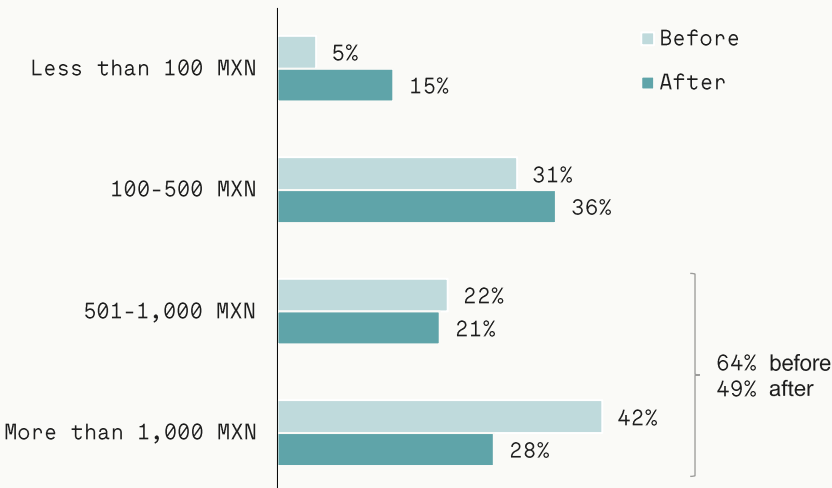
Q: Has the total amount you spend on healthcare changed because of [Diagnostikare / Salud GS]?
(n = 277 | Yes = 136, No = 141 ; Staying Healthy = 157, Feeling Unwell = 60, Both = 60)



64% of clients spent over 500 MXN monthly for healthcare before Diagnostikare compared to 49% after accessing Diagnostikare.

Health Expenditure Before and After

Q: On average, how much [were you spending / are you spending] every month on healthcare-related expenses [before / after] accessing [Diagnostikare / Salud GS] services? (n = 277)

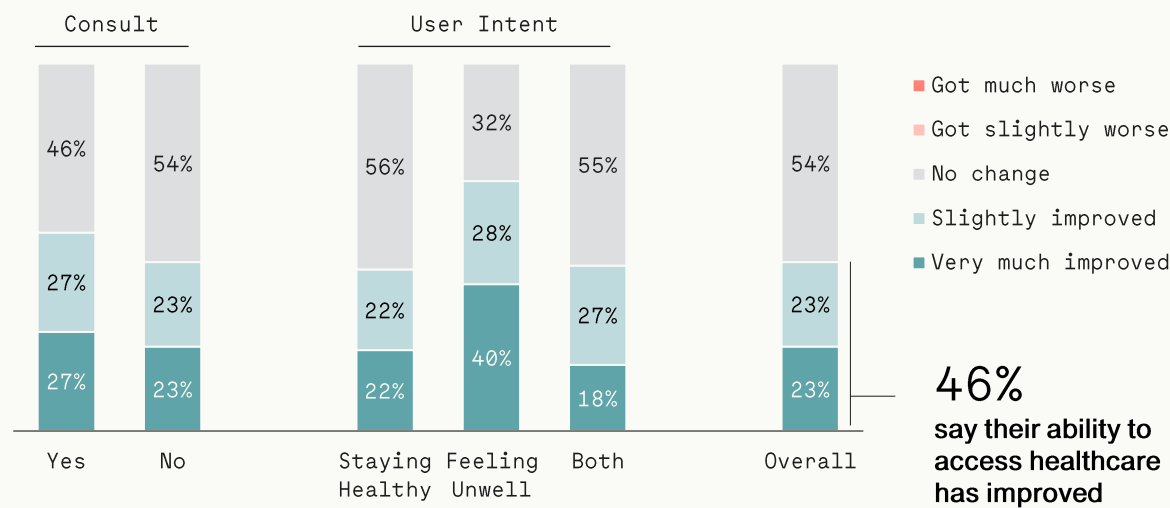


[+] Impact

46% of clients report improved access to healthcare, with those feeling unwell significantly more likely to report improvements.

Ability to Access Healthcare

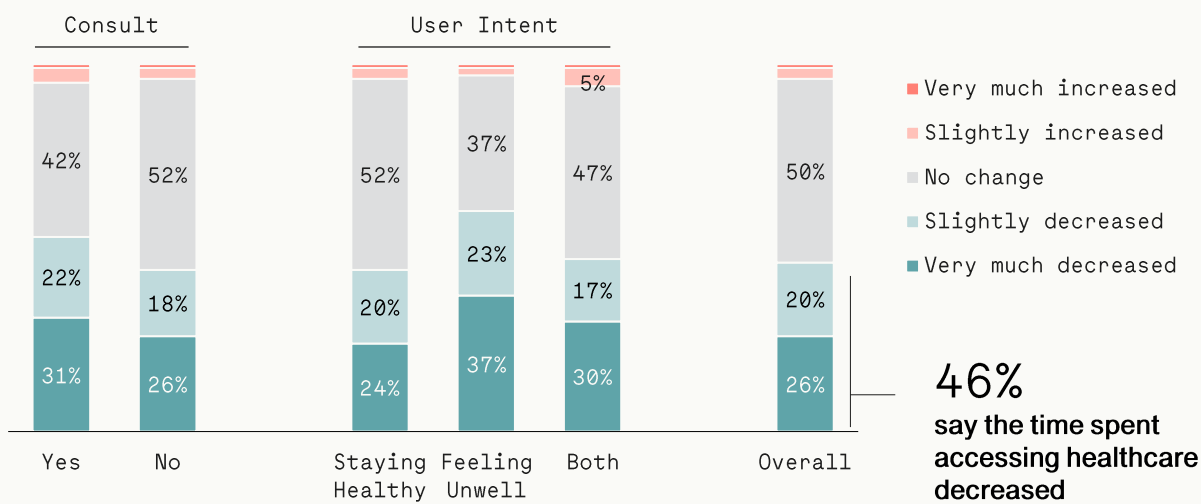
Q: Has your ability to go to a healthcare provider for check-ups or if you fall ill changed because of [Diagnostikare/Salud GS]? (n = 277 | Yes = 136, No = 141 ; Staying Healthy = 157, Feeling Unwell = 60, Both = 60)



46% of clients say their time spent accessing healthcare has decreased.

Change in Time Spent to Access Healthcare

Q: How has the amount of time you spend accessing healthcare, including transportation time, changed because of [Diagnostikare / Salud GS]? (n = 277 | Yes = 136, No = 141 ; Staying Healthy = 157, Feeling Unwell = 60, Both = 60)

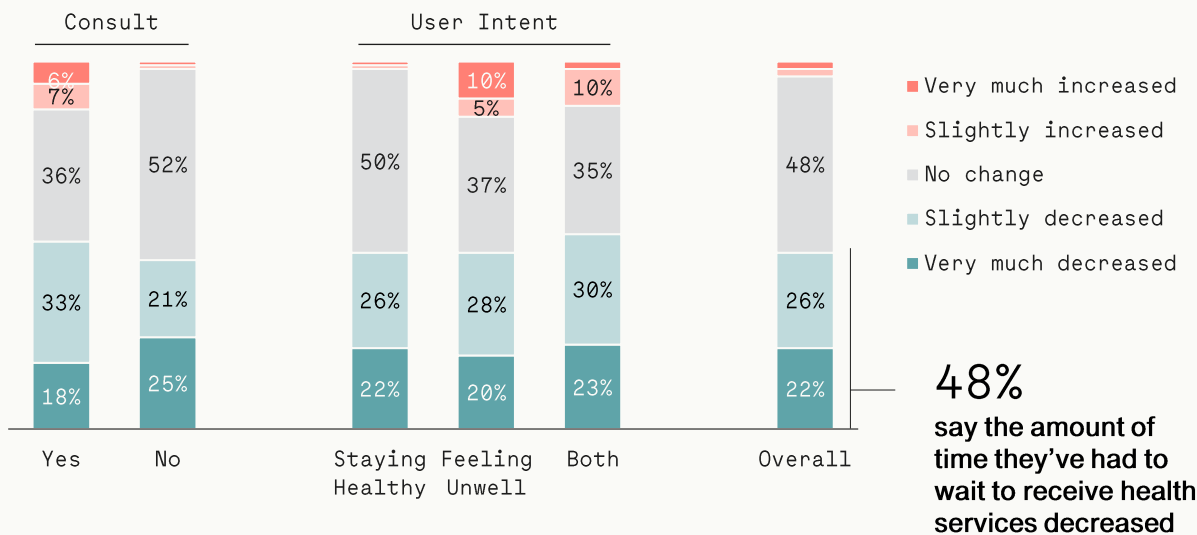


[+] Impact

48% of clients report reduced wait times to receive a health service since using Diagnostikare.

Change in Services' Waiting Time

Q: Since using [Diagnostikare / Salud GS], has there been any changes in the amount of time you've had to wait to receive health services? (n = 277 | Yes = 136, No = 141 ; Staying Healthy = 157, Feeling Unwell = 60, Both = 60)



Top significant changes in health reported by clients are better nutrition, increased exercise, and improved health awareness.

Most Significant Change in Health

Q: Could you describe the most significant change in your health practices or your habits since engaging with [Diagnostikare / Salud GS]? (n = 277) Open-ended question, responses coded by 60dB

48% talk about nutrition and diet changes

“With the tips I was given, I have tried to balance my diet better and now eat more vegetables. They have also motivated me to exercise, and I have gone back to the gym.” – Male

16% mention exercise activity increased

“I used to exercise, but not consistently. Now I have a schedule to do it every day. My diet is more balanced and of better quality than before.” – Male

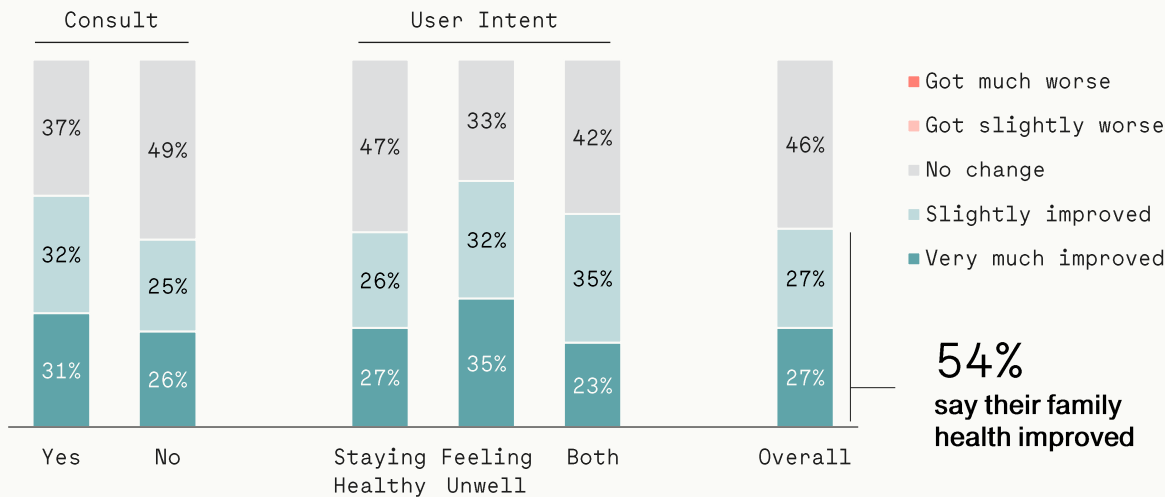
12% report improved health knowledge and awareness

[+] Impact

54% of clients say their or their family’s health has improved, especially those accessing a consultation and feeling unwell.

Change in Family Health

Q: Has the health of you or your family changed because of [Diagnostikare / Salud GS]?
(n = 277 | Yes = 136, No = 141 ; Staying Healthy = 157, Feeling Unwell = 60, Both = 60)



Top outcomes for 54% of clients who report improvements in their or their family’s health.

Most Significant Improvement in Health

Q: In your words, could you describe the most significant change in you/your family’s health because of [Diagnostikare / Salud GS]?
(n = 158) Open-ended question, responses coded by 60dB

29%
talk about increased energy
(17% of all respondents)

28%
mention weight loss
(16% of all respondents)

26%
report improved emotional and mental wellbeing
(15% of all respondents)

15%
talk about digestive health improvement
(9% of all respondents)

“
Thanks to Diagnostikare, we were able to identify a condition that a family member was experiencing. We were able to get them to a specialized center in time to receive treatment.

- Female



03: Experience

If your clients are unhappy, it's unlikely they will continue to choose your service or recommend to others.

This section uses the popular Net Promoter Score® to understand the level and drivers of client satisfaction and loyalty. Additional insights on challenges and usefulness of Diagnostikare information to clients' health.

The key indicators in this section are:

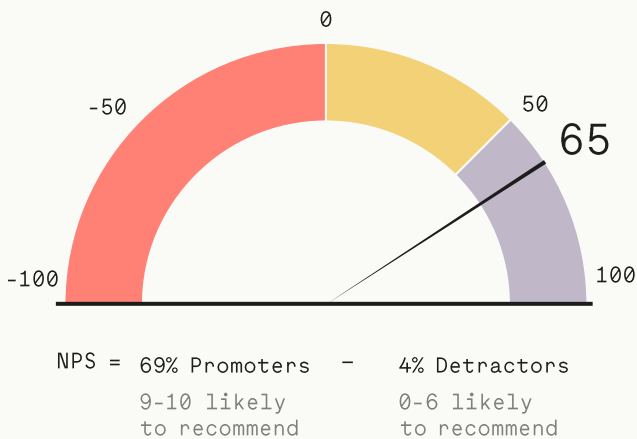
- **Net Promoter Score:** How likely are your clients to recommend your company to a friend or family member?
- **% Experiencing Challenges:** What proportion of clients experience challenges with your service?
- **Value of Information:** How useful is Diagnostikare's information to your clients' health?

Experience

Diagnostikare has an NPS of 65, which is good and higher than the 60dB Health Benchmark of 58.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely is it that you would recommend [Diagnostikare / Salud GS] to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 277)



TOP 40% - 60dB Benchmark

The Net Promoter Score® (NPS) is a gauge of respondent satisfaction and loyalty. The NPS is the percent of clients rating 9 or 10 ('Promoters') minus the percent of clients rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'. The score can range from -100 to 100. Diagnostikare in Mexico has a NPS of 65, which is good.

Consult	NPS
Yes	67
No	63
User Intent	
Staying Healthy	64
Feeling Unwell	65
Both	68

Promoters value Diagnostikare’s comprehensive information and professional care. Passives want to see less platform issues.

Follow up from NPS question: We ask respondents to explain their rating to provide an insight into what they value and what creates dissatisfaction.

69% 😊

are Promoters

They love:

1. Comprehensive information
(42% of Promoters / 29% of all respondents)

2. Professional and friendly care
(34% of Promoters / 24% of all respondents)

3. User-friendly platform
(31% of Promoters / 22% of all respondents)

26% 😐

are Passives

They like:

1. Comprehensive information
(26% of Passives / 7% of all respondents)

They want to see:

2. Intuitive user-friendly platform*
(19% of Passives / 5% of all respondents)

3. Lower waiting times
(12% of Passives / 3% of all respondents)

4% ☹️

are Detractors

They want to see:

1. Personalized attention
(5 respondents)

2. Higher diagnostic accuracy
(2 respondents)

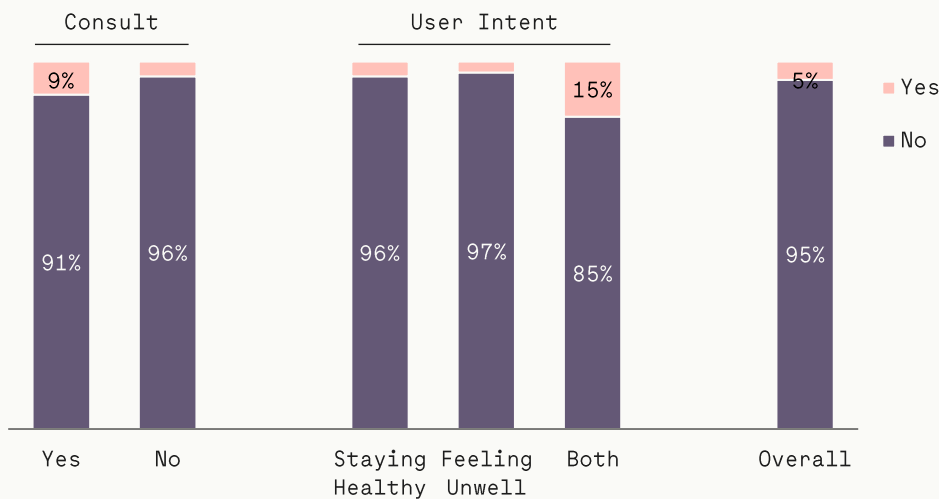
* Comments on intuitive user-friendly platform include easier booking and inability to find things when needed.

Experience

95% of clients report not facing challenges with Diagnostikare. Clients who access a consultation tend to have more challenges.

Clients Reporting Challenges

Q: Have you experienced any challenges with an [Diagnostikare / Salud GS]?
(n = 277 | Yes = 136, No = 141 ; Staying Healthy = 157, Feeling Unwell = 60, Both = 60)



●●●●●
TOP 20% - 60dB Benchmark

Top issues for 5% of clients who report challenges are platform issues, poor company staff, service delays, and connectivity issues.

Most Common Challenges

Q: Please explain these challenges. (n = 18).
Open-ended, coded by 60 Decibels.

25%
talk about issues with the platform*
(5 respondents)

25%
mention poor company staff
(5 respondents)

15%
report service delays
(3 respondents)

15%
mention connectivity issues
(3 respondents)

* Comments on platform issues include platform slowing down or crashing and challenges scheduling appointments or uploading documents.

“The platform is very slow and gets overloaded very quickly when I want to make an appointment.” - Female

“The PDF files I wanted to upload for test analysis didn't load, so I couldn't access the consultation. The platform froze; I tried several times and had the same problem.” - Female

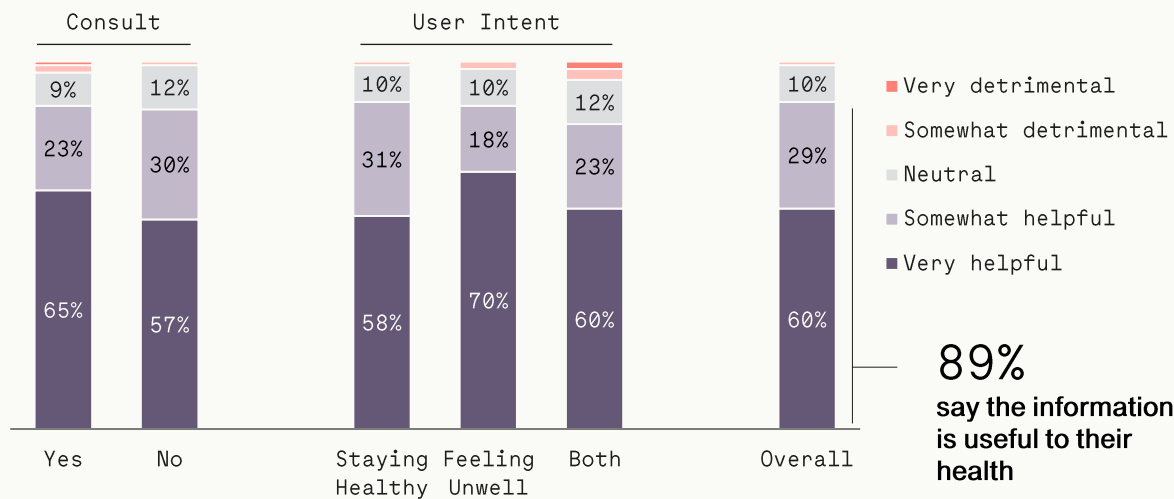
“Only once did an appointment not take place. I made a normal appointment, but when the time came, I couldn't make it. I sent a message via WhatsApp to technical support, and they rescheduled me for the same day so I could keep my appointment.” - Female

Experience

89% say Diagnostikare information was useful to their health. Those feeling unwell find the information more helpful.

Value of Information

Q: Was the [Diagnostikare / Salud GS] information useful to your health?
(n = 277 | Yes = 136, No = 141 ; Staying Healthy = 157, Feeling Unwell = 60, Both = 60)



“

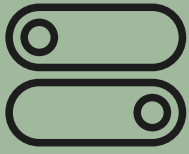
Diagnostikare provides availability of medical services, you don't have to wait long for appointments. In an emergency, they act quickly and are very professional. The nutritionists take good care of you and give you good advice that really helps you change your eating habits.

- Male

“

The care is completely personalized. They don't rush you and give you plenty of time to resolve any questions you may have about your condition. The doctors are friendly and professional.

- Female



04:

Segmentation Analysis

Not every client is the same. Understanding your impact across different groupings of clients can reveal additional insights into how you can improve performance.

This section disaggregates results by consult access, user intent, and gender across five key indicators introduced in previous sections.

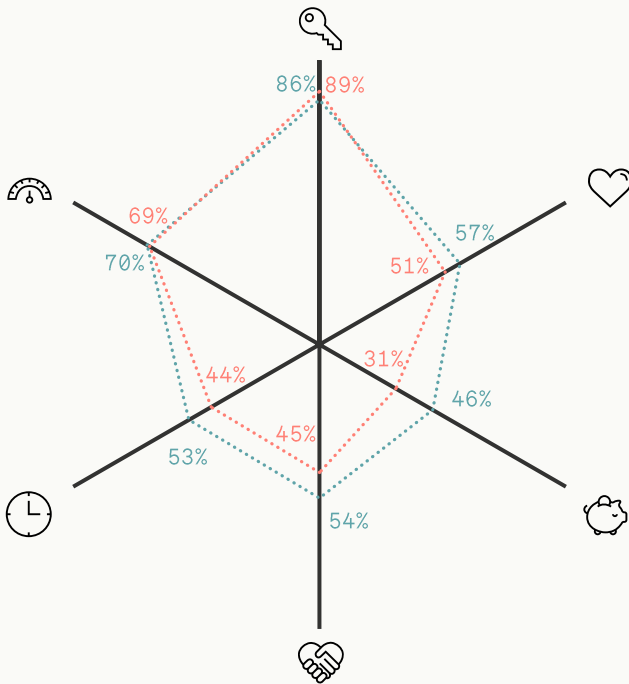
The key indicators in this section are:

- **Quality of life**
- **First access**
- **Access to Alternatives**
- **Healthcare Spending**
- **Net Promoter Score**

Segmentation

Clients accessing a consultation report overall greater impact than those without consultation. Access and experience are similar across groups.

Consult Segmentation Analysis



Key

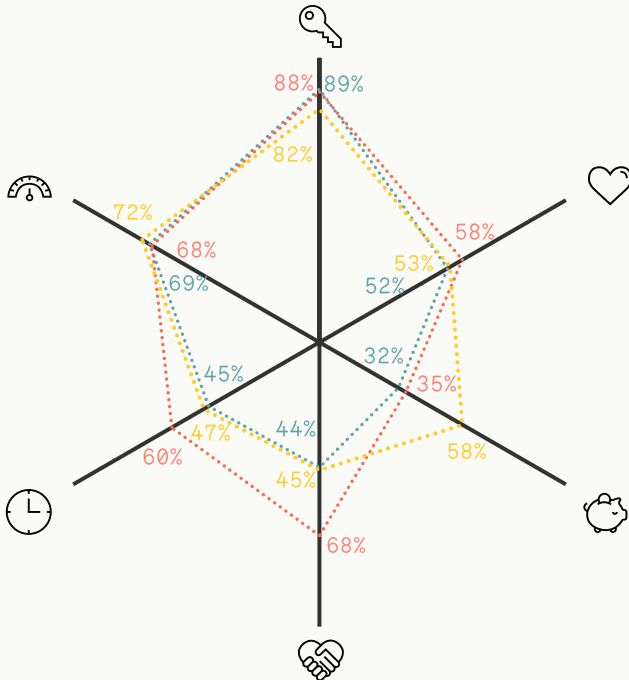
- First Access**
% of clients accessing service for the first time
- Quality of Life**
% of clients whose lives have improved
- Healthcare Expenditure**
% of clients whose health expenditure decreased
- Ability to Access Healthcare**
% of clients whose ability to access healthcare improved
- Time Spent to Access Healthcare**
% of clients whose time spent decreased
- Net Promoter Score (NPS)**
% of Promoters

Results

- Yes avg. n = 118
- No avg. n = 159

Clients feeling unwell report higher outcomes in most impact metrics. Clients with both user intents report significant greater decrease on healthcare expenditure

User Intent Segmentation Analysis



Key

- First Access**
% of clients accessing service for the first time
- Quality of Life**
% of clients whose lives have improved
- Healthcare Expenditure**
% of clients whose health expenditure decreased
- Ability to Access Healthcare**
% of clients whose ability to access healthcare improved
- Time Spent to Access Healthcare**
% of clients whose time spent decreased
- Net Promoter Score (NPS)**
% of Promoters

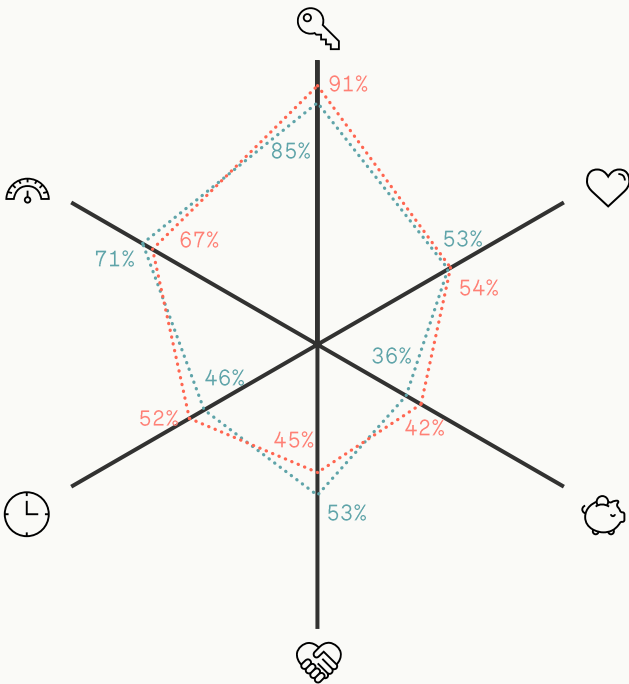
Results

- Staying Healthy avg. n = 157
- Feeling unwell avg. n = 60
- Both avg. n = 60

Segmentation

Female clients are more likely to report significant improvements in quality of life, although they are less likely to perceive a reduction in healthcare spending than male clients.

Gender Segmentation Analysis



Key

- First Access**
% of clients accessing service for the first time
- Quality of Life**
% of clients whose lives have improved
- Healthcare Expenditure**
% of clients whose health expenditure decreased
- Ability to Access Healthcare**
% of clients whose ability to access healthcare improved
- Time Spent to Access Healthcare**
% of clients whose time spent decreased
- Net Promoter Score (NPS)**
% of Promoters

Results

- Male avg. n = 159
- Female avg. n = 118





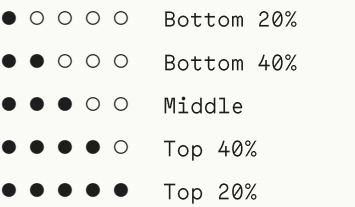
Appendix

Detailed Diagnostikare Impact Performance

Performance Relative to Benchmark indicates where Diagnostikare falls in the ranking relative to other companies in the health sector as well as LatAm companies from different sectors.

Benchmark Overview	# Companies	# Respondents
60dB Global Health Benchmark	27	19,492
60dB LatAm Benchmark	122	44,918

Performance vs 60dB Benchmark



Indicator	Description	Diagnostikare	60dB Health Benchmark	Performance Relative to Health Benchmark	60dB LatAm Benchmark	Performance Relative to LatAm Benchmark
👤 Profile & Access						
First Access	% accessing for the first time	89	61	● ● ● ● ●	56	● ● ● ● ●
Alternatives	% without access to good alternative	84	80	● ● ● ● ○	52	● ● ● ● ●
Equitable Access	inclusivity ratio	0.16	0.62	● ○ ○ ○ ○	0.65	● ○ ○ ○ ○
📈 Impact						
Quality of Life	% 'very much improved' quality of life	19	58	● ○ ○ ○ ○	26	● ● ○ ○ ○
Access to Healthcare	% 'very much improved' ability to access healthcare	23	-	-	3	● ● ● ● ●
🗳️ Satisfaction						
Net Promoter Score	NPS, on a scale -100 to 100	65	58	● ● ● ● ○	64	● ● ● ○ ○
No Challenges	% not experiencing challenges	95	87	● ● ● ● ●	86	● ● ● ● ●

Methodology

About the 60 Decibels Methodology

Between July and August 2025, 60 Decibels’ trained researchers conducted 277 phone interviews with Diagnostikare clients.

Clients were randomly selected from those enrolled with Diagnostikare for at least 3 months and who had engaged with at least one service in the past 6 months. The collected data was oversampled to ensure statistically significant results at the ‘user intent’ level and weighted to align with Diagnostikare’s actual client distribution, with a margin of error of 5%.

Country	Mexico
Client Population	8,700
Interviews Completed	277
Response Rate	19%
Languages	Spanish
Confidence Level	90%
Margin of Error	5%

Here is the breakdown of how we collected this data:

Calculations and Definitions

For those who like to geek out, here’s a summary of some of the calculations we used in this report.

Metric	Calculation
Inclusivity Ratio	The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an organization is reaching less well-off clients. It is calculated by taking the average of Company % / Country %, at the \$2.15, \$3.65, and \$6.85 lines for low income and low-middle income countries, or at the \$3.65, \$6.85 and \$8.00 lines for middle income countries. The formula is: $\sum_{x=1}^3 \frac{(\text{Company Poverty Line } \$x)}{(\text{Country Poverty Line } \$x)} / 3$
Net Promoter Score®	The Net Promoter Score (NPS) is a common gauge of client satisfaction and loyalty. It is measured by asking clients to rate their likelihood to recommend a product/service to a friend or family member on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of clients rating 9 or 10 out of 10 (‘Promoters’) minus the % of clients rating 0 to 6 out of 10 (‘Detractors’). Those rating 7 or 8 are considered ‘Passives’.

Ideas for How to Use these Results

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

Review Your Results

- ☐ Review your results and qualitative client responses. There's a lot of interesting feedback in there!

Engage Your Team

- ☐ Send the report to your team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
- ☐ Set up a team meeting & discuss what's most important, celebrate the positives, and identify next steps.

Spread The Word

- ☐ Reach a wider audience on social media & show you're invested in your clients.

Close The Loop

- ☐ We recommend posting on social media/website/blasting an SMS saying a 'thank you to everyone who took part in the recent survey with our research partner 60 Decibels, your feedback is valued, and as a result, we'll be working on XYZ' (edited)
- ☐ After reading this report, don't forget to let us know what you thought: [Click Here!](#)

Take Action!

- ☐ Collate ideas from team into an action plan including responsibilities.
- ☐ Keep us updated, we'd love to know what changes you make based on these insights.
- ☐ Set up the next Lean Data project – we recommend checking in again in 6 to 12 months.

About 60 Decibels

60 Decibels is the world's leading client insights company for social impact. We bring speed and repeatability to social measurement, making it easy to listen directly to the people who matter most. Our network of 1,400+ researchers in 80+ countries gives you global reach. Couple this with standardized questions across thousands of projects and you get the largest data set of social performance benchmarks worldwide — with a focus on Financial Inclusion, Off-Grid Energy, and Agriculture value chains. These data help investors, funders, Fortune 500 companies, and NGOs understand their impact performance relative to their peers. Get in touch to find out more about our award-winning approach to impact measurement.

Project Team

Ananya Singh

Daniel Field

Adriana Baqueiro

Mariana Martínez

For queries, please email:

ananya@60decibels.com;

daniel@60decibels.com

Thank You For Working With Us!

Let's do it again sometime.

We'd love to hear your feedback on working with 60dB; take 5 minutes to fill out our feedback survey [here](#)!

Stay In Touch

Please sign up for [The Volume](#), our monthly collection of things worth reading.

Acknowledgments

Thank you to Axel Mohamed Eyrignieux and the entire Diagnostikare team for their support throughout the project. This work was generously sponsored by Global Partnerships.