Diagnóstica: Connected Health in the Era of Marketing 6.0

Diagnóstica is an emblematic example of Marketing 6.0 because it goes beyond the digital channel: it creates an immersive, technological experience that adapts to the context, and is focused on "being where the patient is." Its proposal aims not just for omnichannel coherence, but for total integration of media, environments, and experiences to democratize healthcare and build a connected, personalized, and human-centered ecosystem.

From Utopia to Immediate Connection

Diagnóstica is much more than a company: it is a digital health ecosystem born from the convergence of two complementary companies based in Rosario, Argentina, committed to the purpose of democratizing healthcare access through immersive technologies. In 2014, talking about medical video consultations in Argentina seemed like a distant, almost utopian idea. Yet, a group of entrepreneurs was convinced that technology could transform how healthcare is accessed. Thus was born DOC24, the first national telemedicine platform, backed by a digital medical record and its own medical team. The project began gaining traction, earning the trust of leading firms and expanding to new countries. But the true turning point came in 2020: the pandemic turned what for years had been a promise of the future into an immediate necessity. That year, Inventu—known for developing the "Un Respiro" transition ventilator during the pandemic—contributed engineering, certifiable manufacturing, and regulatory management of medical devices to DOC24. In that context, it became clear that software alone was not enough: it was time to bring the physical closer to the digital world and create a new paradigm of care. The combination of DOC24's clinical software and service experience with Inventu's hardware engineering and validation gave rise to Diagnóstica, a phygital solution that moves clinical equipment toward the patient. It enables medical personnel, from another location, to access records and conduct evaluations in real time, blurring the boundaries between physical and digital.

Diagnóstica operates as a telemedicine system that connects patients and health professionals remotely through a set of smart devices for immediate medical checks, introducing new technologies via the Internet of Things (IoT) so that health professionals have real-time access to all the information required for medical diagnosis. Diagnóstica's motto ("Connected Health") summarizes its value proposition: integrate the immediacy of the digital realm with the depth of in-person care. In the words of CEO Roberto "Rigo" Bisso: "We research, develop, and produce technologies to democratize health."

A Phygital Ecosystem

Diagnóstica offers a hybrid solution ecosystem:

Stations: veritable "smart clinics" with peripherals for auscultation, imaging, and measuring. Diagnóstica's fixed stations operate in hospitals and clinics across Latin America and Africa, where they have optimized emergency care times due to the speed and precision of their diagnostics. They are also designed for decentralized spaces in traditional medical centers—such

as supermarkets, neighborhood clubs, and service stations—allowing healthcare services in regions distant from major cities and guaranteeing quality care in hard-to-access environments. A notable example is the installation at Base Esperanza in Antarctica, where telemedicine and Diagnóstica devices are critical for assisting teams living in extreme weather with limited specialist access.
Portable kits: bring diagnostic capabilities to schools, industries, and rural communities.

These mobile kits are crucial for home diagnosis, monitoring during emergencies, and operations in remote areas—such as mining activities, oil fields, or road infrastructure projects. Mobilizing equipment means people receive care without long journeys to urban centers, reducing risks and saving time. The model is adaptable elsewhere: agribusinesses in rural zones, wind or solar farms with teams on site for weeks, and even logistics bases needing health services in situ.

Multi Diagnóstica Equipment: configurable by specialty and complexity. Designed as self-contained diagnostic and prevention units that can be installed in primary care centers, companies, schools, or remote communities. Unlike other Diagnóstica devices, these modules require a medical professional for correct use and immediate interpretation of results—making them especially valuable where only basic healthcare is available and there are neither advanced devices nor specialists.

Marketing 6.0 in Healthcare

In Diagnóstica, technology amplifies rather than replaces. Thanks to IoT, doctors receive real-time data; artificial intelligence in development helps prioritize cases, detect anomalies, and personalize recommendations; and augmented reality is opening new paths for training professionals and guiding patients in simple procedures.
This case shows technology as an enabler—and also service marketing focused on experience and people: the company offers a wellness and digital health app that connects users not only in emergencies, but for creating digital mental health spaces, nutrition counseling, clinical and pediatric care, plus educational content. The patient follows a unique path—admission, measurement, consultation, indication, follow-up—without perceiving a break between physical and digital. This is the essence of phygital—the core of Marketing 6.0: hybrid experiences, seamless and human-centered. The commitment is clear: health begins with prevention and well-being, not symptoms.
As an immersive environment and experiential marketing strategy, the Diagnóstica Station recreates a physical-virtual environment: an ergonomic module with sensors, app control, disinfection, and privacy. It's a physical infrastructure powered by an immersive digital environment, generating a seamless experience: the patient enters, uses devices guided by the app, receives remote care, saves records to the cloud—without friction. Thus, the combination of multiple instruments (dermatoscope, oximeter, BP monitor, scale, etc.) and the controlling app delivers a personalized, inclusive, human experience.
Diagnóstica's business model yields positive social results, reducing care times and costs, cutting transfers, and thus avoiding CO_2 emissions. In carbon terms, each video consultation is equivalent to planting a young tree, reinforcing the idea of connected health also contributing to planetary sustainability.

Beyond Technology: Metamarketing in Action

The model is rooted in B2B and B2G logic: local governments, social security, hospitals, and corporations access a comprehensive service combining equipment, software, training, maintenance, and dashboards. Modularity makes for limited pilots, minimizing risks and encouraging adoption.

This approach aligns with Marketing 6.0: collaborative alliances, shared value creation, loyalty strategies building networks instead of isolated competition. The case exemplifies how technology transforms strategy, value generation, and communication. Their tech platform enables alliances and drives legislation for interoperability, valid digital prescriptions, and data security.

Impact also extends to professional training. Diagnóstica doesn't just enable digital studies for doctors—it creates new competencies, new professions, and adaptations for existing ones. Telemedicine requires health teams and auxiliaries to be trained in technology use, real-time data interpretation, and patient support in hybrid settings. Diagnóstica thus not only develops devices, but actively shapes health talent—a critical aspect for sustainable innovation.

By integrating personalization, datafication, and immersive experiences, Diagnóstica is at the forefront of what's understood as Marketing 6.0:

● Human-centricity: technology to reduce anxiety and empower patients.
● Phygital experience: seamless continuity between physical and digital.
● Purposeful technology: data improve clinical decisions and access.
● Shared value: alliances among providers, governments, companies to reach further.
● Sustainability: every remote consultation avoids a trip—and thus, metaphorically, plants a tree.

Diagnóstica is scaling up nationally and internationally, convinced that technology transforms realities only when put at the service of those who need it.

Lessons for Marketing 6.0 Management
● Organizational purpose is the engine of innovation: the vision of "connected health" underpins strategic decisions.
● Technology amplifies, it does not replace: its true value lies in complementing and enhancing clinical practice.
● Seamless phygital: integrating physical and digital into a single flow builds trust and closeness.
● Metamarketing in action: products are no longer sold; solutions are designed to transform entire systems.
● Network economy: strategy demands partnerships with providers, governments, companies—not solitary competition.
● Legislation and data governance: innovating in health means advancing new frameworks and safeguarding information security.

● Talent development: digital technologies require new professional skills and changes in medical education.
● Sustainability as added value: each video consultation avoids a trip, reduces carbon footprint, and equates to planting a young tree.
● Personalization and datafication: data do not just record, but allow needs to be anticipated and care to be automated.
● Modular scalability: limited pilots, clear metrics, and dashboards ease gradual adoption and reduce risk.

Innovation at Diagnóstica is not only technological, but in orchestrating everything: coherent experience design, relevant data at the right moment, trust and ethics as legitimacy conditions, and a collaborative model turning innovation into service policy.

Summary Table for Marketing 6.0 Maturity Analysis – Diagnóstica

— Dimension 1 – Technological Enablers —

Process	Application in Diagnóstica
IoT for Data Capture	Intensive use of clinical sensors and connected devices in stations/booths; real-time telemetry for triage and follow-up.
Artificial Intelligence (AI)	AI in development for triage, personalization, predictive analytics (pilots/POCs ongoing).
Spatial Computing	Pilots with digital station twins for design, maintenance, and flow simulation.
Augmented (AR) and Virtual Reality (VR)	AR for guiding patients and training professionals in procedures; specific actions.
Blockchain	Under evaluation for clinical records, data integrity, device security (not in production deployment).

— Dimension 2 – Immersive Environments —

Process	Application in Diagnóstica
Extended Realities (XR)	Stations and booths with smooth check-in, clinical data integration, and coherent digital experience at service points.
Metaverse	Exploration in prevention and health education in virtual environments.

— Dimension 3 – Customer Interaction Experience —

Process	Application in Diagnóstica
Multisensory Marketing	Videoconsultations and audiovisual content (sight/hearing) for patient guidance and education.
Spatial Marketing	Phygital design of stations for frictionless care flows; operational/automated integration of the journey.

Process	Application in Diagnóstica
Metaversal Marketing	Pilots/specific actions in prevention and education in virtual environments; no programmatic continuity.