eHealthcare Solutions

Mexican health insurance organization, Seguro Popular, relies on Gemalto secure cards and services for its revolutionary healthcare program.
The Mexican Seguro Popular project is a government healthcare initiative with broad political support, which aims to provide social security benefits to underprivileged members of the population. In place since 2004, it is considered the basis for the wider implementation of social support throughout Mexico. Mexico has a large population of 107 million inhabitants. The “Seguro Popular” program addresses inhabitants who receive no healthcare benefits by providing them with subsidies for medicine and medical care.

The scale of the project was one of the first challenges to address. To set up a system able to support millions, there was a pressing need to establish a means of identification that was portable, secure, auditible and usable, especially addressing individuals with no bank account. It was also essential to eradicate fraud from the start.

In addition, the project was under strong scrutiny. For the Mexican government, the Seguro Popular project was the first step of a larger new countrywide eHealthcare program aimed at securely storing patient information, ensuring citizens get the correct healthcare benefits and reducing paper-based administration.

The secured cards, based on Gemalto technology, were first deployed in March 2006 and contain an e-purse, patient information and prescriptions. The information can only be read by authorized healthcare professionals once the card is inserted into a reader, also part of the wider Gemalto solution for eHealthcare. This ensures privacy of confidential data and better control over healthcare payment and subsidies. The secured card includes high security features - such as UV printing, laser engraving, guilloche, rainbow effects and green fluorescent ink. These enhanced security features make the card virtually impossible to alter, forge or duplicate.

Mexican patients, healthcare professionals and the Seguro Popular organization will shortly see the benefits through cost reduction, secured personal data and the correct distribution of healthcare rights to Mexicans.

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