



an objective company



TUA SAÚDE

Case Study: Tua Saúde

From content to capability: how Portugal's leading health portal scaled digital operations, accelerated product delivery, and unlocked platform performance

About the Client



Tua Saúde is the most visited Portuguese-language health platform in the world. As part of the Rede D'Or group, it plays a strategic role in public health education by delivering medically reviewed content on wellness, nutrition, and clinical conditions written by licensed healthcare professionals and designed for mass accessibility. With over 1 billion monthly page views, the portal is not only a content powerhouse but also a digital touchpoint with vast potential for services, monetization, and user engagement.



Industry: Digital Health Content



Headquarters: Portugal



Website: www.tuasaude.com



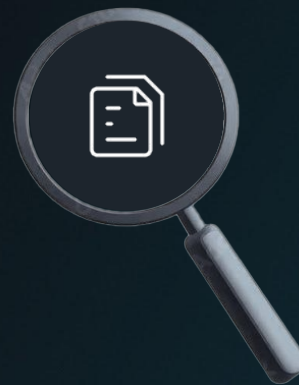
Employees involved in the initiative: 10+ professionals across Product, UX, and Engineering

The Challenge

As Tua Saúde entered a new phase of strategic growth under the Rede D'Or group, the organization set out to strengthen its digital capabilities and deliver new user-centric services at scale. This vision brought to light a series of priorities:

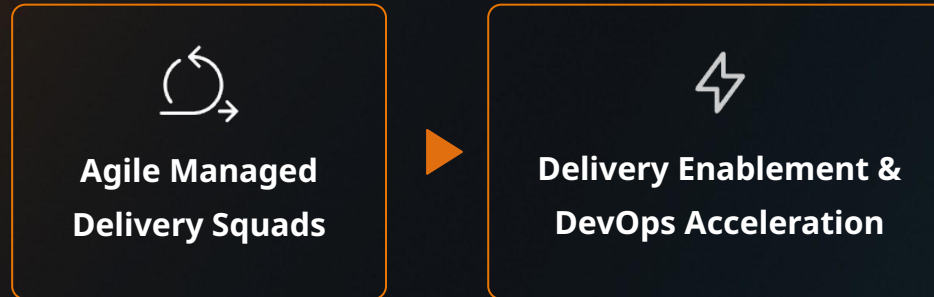
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- ✓ Expand the platform's role beyond content delivery, evolving into a digital product ecosystem
 - ✓ Accelerate feature development to meet audience expectations and business milestones
 - ✓ Improve delivery velocity while maintaining content integrity and user trust
 - ✓ Implement stronger technology governance and DevOps practices
 - ✓ Introduce a medical appointment scheduling tool within a 90-day timeframe
 - ✓ Partner with a technology firm capable of acting with speed, precision, and business fluency
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The leadership team recognized that to unlock platform performance, they needed more than engineering power. They needed a strategic tech partner capable of reshaping their digital muscle, without slowing down their editorial machine.



The Solution

OGI engaged as a strategic transformation partner.
The initial 8-month contract evolved into a multi-year collaboration, structured around two core workstreams:



The Solution

The OGI team operated with full autonomy and deep integration into Tua Saúde business areas. The delivery scope included:



Setting up a multidisciplinary squad (Developers, QA, APM) aligned to the product vision



Applying Agile methodology, TDD practices, and DevOps automation



Prioritizing the delivery of the new scheduling module within 3 months



Refactoring and scaling the PHP-based legacy codebase



Supporting UX experimentation with frequent A/B testing and layout harmonization



Accelerating time-to-market for new features with biweekly delivery cycles

→ **Over 70% of all feature requests were delivered in less than 16 days.**

Governance gaps were addressed through continuous consultation, the removal of critical bottlenecks, and an increase in overall throughput.

Strategic Impact



70%+ of feature backlog delivered in **<16-day cycles**



10% increase in appointment conversion



Successful launch of scheduling module in **under 90 days**



Modernized legacy platform with Agile and DevOps foundations



UX evolution driven by experimentation and feedback loops



Preserved platform stability and improved observability, ensuring zero disruption to services in a high-traffic environment



Supported **SEO resilience** during Google algorithm shifts through technical adjustments



Eliminated single-point-of-failure in technical ownership

Strategic Impact

Beyond performance metrics, the engagement catalyzed a cultural shift. For the first time, technology became a strategic enabler at Tua Saúde, aligned with business outcomes and capable of evolving the product vision in tandem with editorial priorities.



*Tua Saúde remains the **most visited Portuguese-language health site worldwide, with over 33 million unique users and 1.06 billion monthly page views, a scale that demanded uninterrupted availability and was safeguarded through resilient delivery practices.***

Client Testimonials



"OGI quickly became more than a vendor; they felt like an extension of our team. Their ability to adapt to our pace, speak our language, and bring tangible results made all the difference."

— **Manuel Reis** — Executive Manager, Tua Saúde



"From day one, the collaboration was focused on translating our challenges into practical, scalable solutions. UX became a continuous process, not a phase. And that drove measurable impact."

— **Caio Alves** — UX/UI Designer, Tua Saúde

Why OGI?

People and Results:

Objective Group by the Numbers

600+

Objective Group employees

120+

clients that trust our work

30+

years enabling digital transformation

50+

certifications in development, management and security

11+

certifications in data, business intelligence, cloud & AI

About OGI

OGI is a U.S.-based AI-first tech company powered by Objective Group.

By combining business strategy with technical execution, we unlock scalable performance. From legacy modernization to AI-powered operations, our solutions transform complexity into measurable results, always tailored to business outcomes.

Ready to unlock the next level of your digital evolution?

We help organizations rethink what's possible through performance, governance, and intelligent innovation.

[Talk to one of our specialists](#) and discover how we can support your next chapter.



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