

Transforming Healthcare in Latin America

AUNA
LISTED
NYSE

auna

A photograph of two surgeons in an operating room. The surgeon on the left is a woman wearing a pink hairnet and a white surgical mask. The surgeon on the right is wearing a blue hairnet, a blue surgical mask, and a head-mounted display. They are both focused on a surgical procedure. A large, circular surgical light is visible in the background.

Digital Strategy:
Scaling the
AunaWay through
Digital, Data and AI

Rayet Harb
EVP of Operations

**Auna
2026
Investor
Day**

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Digital extends the AunaWay across the network, improving access, care and operating performance

Core pillar



Embedded in how the
AunaWay operates and
scales

Regional platform



Built once and deployed
across markets

Business impact



Drives growth, efficiency
and better care

Digital creates value through growth, efficiency, and patient outcomes

1. Growth

Sustainable growth & access

-  Owned channels & regional CRM
-  More patients, lower acquisition cost

Leads originated by digital channels

2. Efficiency

Integrated operational strategy

-  Digital revenue cycle & automation
-  Lower cost to serve, same clinical standards

Revenue cycle days

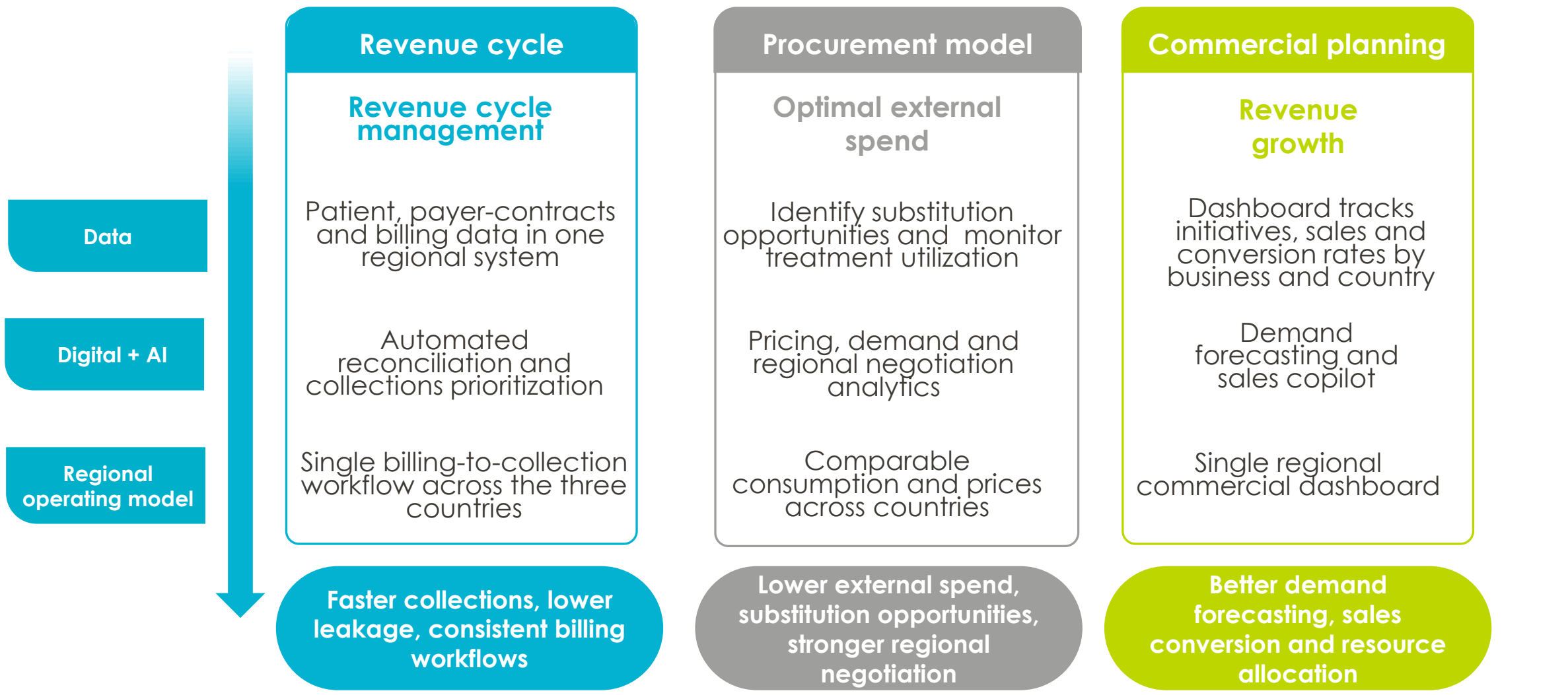
3. Patient outcomes

Clinical excellence

-  Omnichannel self-service
-  Ongoing engagement supports treatment continuity

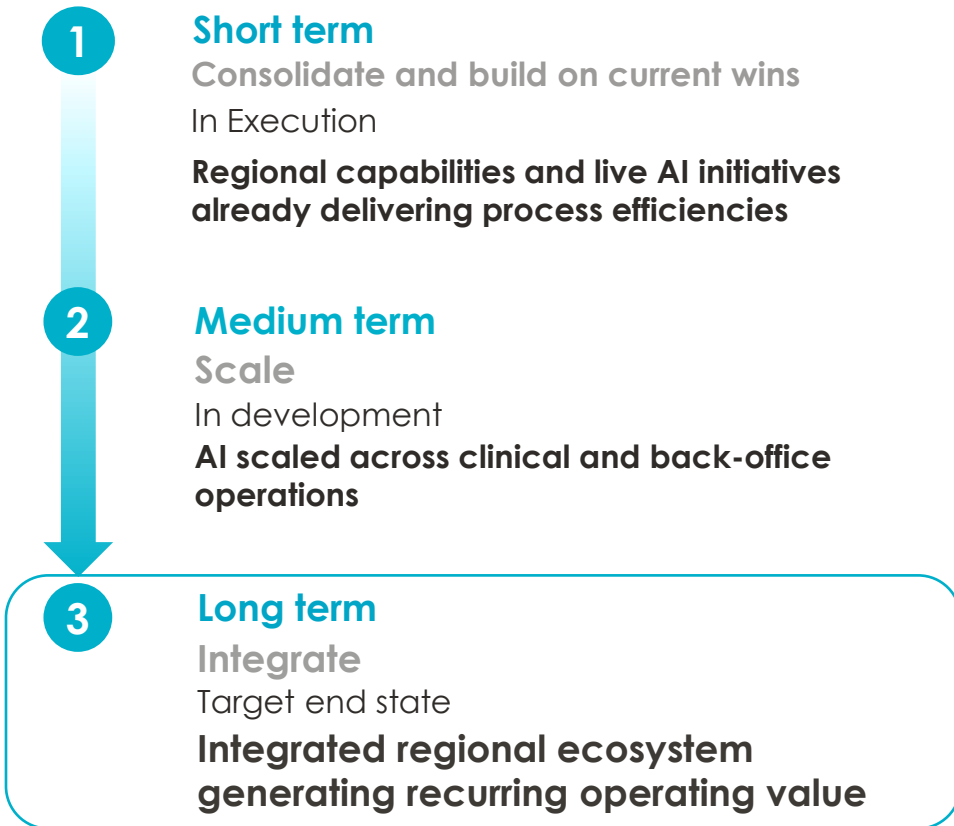
NPS¹: 88 - Healthcare services
80 - Healthcare plans

Regional data and AI capabilities turn network scale into operating value



Auna is building a regional digital platform in three stages

Path to an integrated regional ecosystem:



Shared enablers



Unified master data
Consistent information across the region



Scalable platform
Scalable regional model

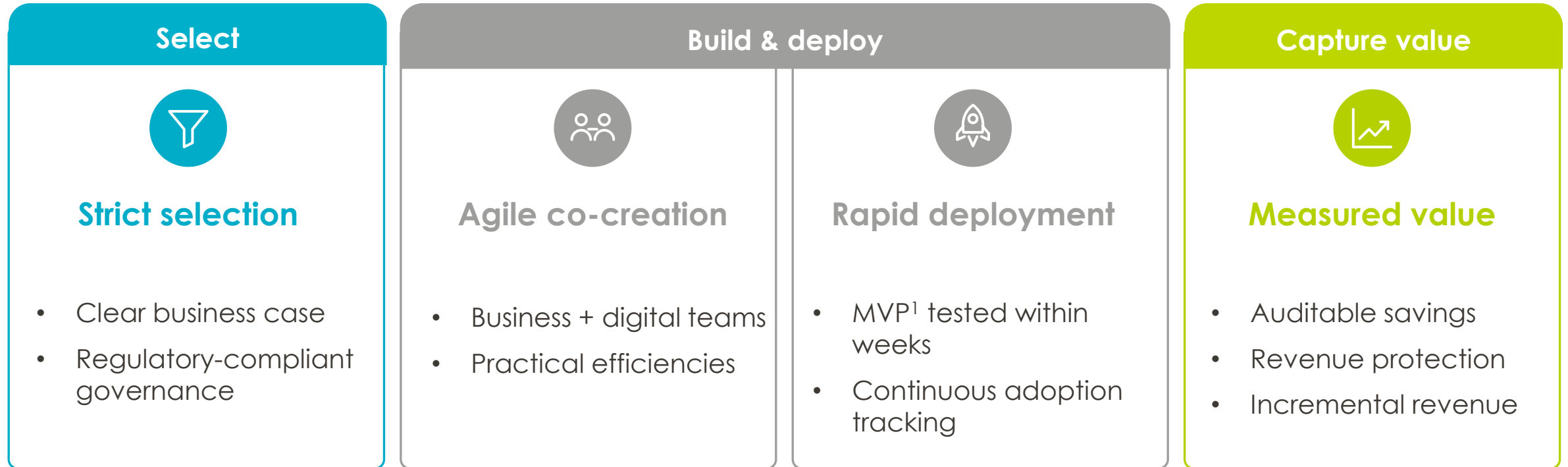


Artificial intelligence
AI embedded in clinical and operational workflows



Talent & governance
Culture and accountability

A disciplined AI operating model links use cases to measurable value



The business units own the adoption and value capture

AI use cases are already being deployed across Auna's three markets



Regional deployment

AI initiatives deployed across three countries under local regulatory requirements



In-house capabilities

Built with the business; vendors used selectively to accelerate



Measurable return

Focus on verifiable savings and revenue protection

Foundational use cases driving cross-border synergies



Clinical efficiency

In execution

Voice to structured post-surgical note



Billing accuracy

In pilot

Images and text into structured data



Patient retention

In MVP

Smart scheduling and personalized reminders



Revenue cycle

In development

Validates record completeness within 24 hours



Revenue protection

In development

Risk scoring for sales and admissions

AI reduces clinical documentation time and improves billing readiness in Mexico

How it works

-  1 The surgeon dictates the note immediately after surgery
-  2 AI structures the note in a standardized clinical format
-  3 Coding is generated automatically, with no manual input required
-  4 Billing-ready output, with the structured note and coding completed



80-85%

Less time writing notes



48h → 5min

time-to-document standard



60%

fewer delays in the clinical record

Faster documentation supports physician productivity, coding and billing efficiency

Digital investment is disciplined and accountable to measurable P&L impact

-  **Focused investment on measurable value**, prioritizing initiatives that deliver tangible savings or incremental revenues
-  **Business cases and KPIs underpin every initiative**, defining expected value upfront and tracking execution through adoption and efficiency metrics
-  **Continuously reprioritize the portfolio**, scale what works and redirect what does not



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