

sofía

Location: MX
Employees 40 employees
Industry: Healthcare
Customer since: November 2018
Website: <https://www.sofiasalud.com>

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About Sofía Salud

Sofía Salud is a healthcare technology and insurance company focused on transforming the way people in Mexico and Latin America manage and understand medical expenses. In an industry often associated with complexity, paperwork, and confusing processes, the company set out to build a different experience based on simplicity, transparency, and technology. Through data driven solutions and a strong focus on user experience, Sofía Salud has created products designed to make healthcare more accessible and easier to navigate.

What challenges were they looking to avoid in payroll administration?

Before adopting Runa, the Sofía Salud team had already experienced the limitations of traditional operational processes in Mexico. Something as simple as opening a business bank account involved lengthy procedures, multiple validations, and timelines that did not match the speed required by a startup environment. That experience highlighted a critical lesson: payroll could not be allowed to become another operational bottleneck. The objective was not only to pay employees correctly but to ensure punctuality, accuracy, and consistency from the very beginning. For a growing company, any payroll delay or payment error can negatively affect employee trust and create unnecessary distractions.



The team wanted to avoid complex workflows, repetitive manual tasks, and dependence on external processes that could slow down operations. They needed a technology driven solution capable of automating calculations, simplifying payroll administration, and providing a solid foundation for future growth. Payroll had to support expansion, not create additional challenges.

“Since we started using Runa, payroll stopped being an operational concern and became an automated and reliable process that simply works; that allows us to focus on innovating and growing.

— Manuel Andere, Co-Founder & CTO

How has Runa strengthened their internal operation and talent management?

By implementing Runa, Sofía Salud established a structured and reliable payroll process from its earliest stages of growth. Payroll calculations became automated, significantly reducing the possibility of errors and ensuring timely payments for every employee. This reliability generated confidence throughout the organization and removed a major source of operational concern. Centralizing payroll and employee information also improved visibility and control.

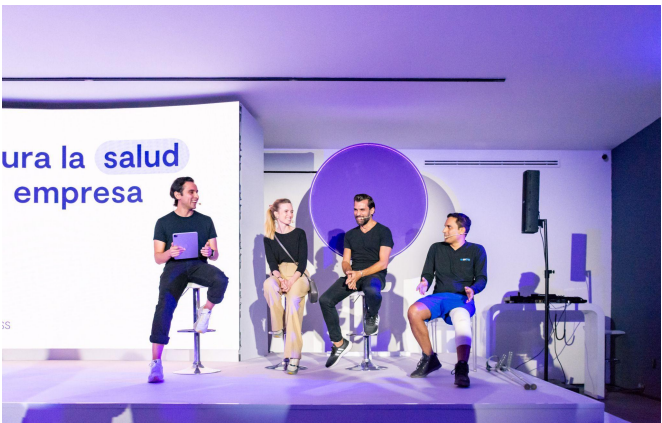
The company could document employee movements, maintain updated records, and manage information without relying on multiple spreadsheets or disconnected systems. This became especially valuable in a regulatory environment where compliance with labor and tax obligations requires constant accuracy.

“We did not want to depend again on complex banking processes or traditional structures that slow down operations; we needed a technology solution that matched our vision from day one.

— Manuel Andere, Co-Founder & CTO

What criteria were decisive in choosing Runa as a strategic ally?

The decision to work with Runa was based on long term operational needs rather than short term convenience. Sofía Salud needed a platform that was easy to implement, intuitive for employees and administrators, and capable of scaling alongside the business. They wanted to avoid dependence on traditional banking structures and manual processes that often slow down growing companies. Technology, autonomy, and efficiency were essential factors. Equally important was having access to responsive support from a team that understood the realities of startup growth. For a company operating at the intersection of healthcare and technology, partnering with a provider that could deliver both automation and reliability was critical.



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4.9/5.0



CAPTERRA

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SOFTWARE ADVICE

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G2

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