

Fertilidad Integral

Location: MX
Employees 33 employees
Industry: Healthcare
Customer since: June 2022
Website: <https://fertilidad.com/>

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About Fertilidad Integral

Fertilidad Integral is one of the most complete fertility care platforms in Latin America. And in this field, complete is not just a nice word. Fertility care is sensitive. People do not arrive only with a medical question. They arrive with hope, stress, fear, plans, doubts, and sometimes a face that says they have already Googled too much at 2 in the morning. That is why the clinic works with a full care model. It brings together specialized fertility treatments, acupuncture, nutrition, psychology, massage, pharmacy services, and personalized information for patients along the way. The idea is not to make patients feel like they are being passed from one door to another with a folder in their hands. The idea is to make them feel guided, supported, and treated with real care.

What difficulties did they face in payroll management before working with Runa?

Before Runa, payroll at Fertilidad Integral was done manually. Excel was the main tool, and at the start, that worked. It usually does. A spreadsheet feels easy. It is familiar. It lets a team move quickly when there are fewer people and fewer details to manage. But then the team grows, the process grows, and suddenly that same file starts feeling less like a tool and more like a little monster with columns. Every calculation needed to be reviewed.



Every record had to be checked. Every payment had to be handled with care. One small mistake could create confusion, and payroll is not the place where people enjoy surprises. For HR, the hardest part was not only the workload. It was the way that work pulled time away from the team. Manual payroll takes attention. It eats small pockets of the day until the whole day is gone. Instead of focusing on employee wellbeing, culture, retention, and the experience of the people inside the clinic, HR had to spend too much energy checking numbers and chasing details. In a healthcare setting, that matters a lot. The team is supporting patients through deeply personal moments.

“**Manual payroll took away valuable time and moved us away from our main focus, which is providing the best possible experience for our patients.**

- Stephanie Urbiola, HR Manager

What changed after implementing Runa in their daily operation?

When Fertilidad Integral started using Runa, the change showed up in the normal, everyday parts of the work. Not as a huge dramatic moment with music in the background. More like the team realizing they no longer had to fight the same payroll battles over and over. Runa helped automate key tasks, reduce repeated steps, and keep information in one place. Calculations became more accurate. Payments became more punctual. Records were easier to find. The team had a clearer view of what was happening instead of digging through files and hoping the latest version was actually the latest version. Stephanie explains it this way: “The quality standards we have are among the best in the world, and Runa is what is giving us that same level of excellence at the payroll level.” That is important because Fertilidad Integral already works with very high standards in patient care. Runa helped bring more of that same standard into the internal operation. Payroll does not need to be exciting. Honestly, nobody needs exciting payroll. Exciting payroll usually means something went wrong. What payroll needs is to be clear, correct, and on time. Quietly reliable. Like a good elevator.

“**Runa allows us to manage payroll with the same standards of quality and technology that we demand in every aspect of our clinic.**

- Stephanie Urbiola, HR Manager

What led them to choose Runa as their payroll platform?

Fertilidad Integral chose Runa because they needed more than a payroll calculator. They needed a platform that could support a process that affects people directly. Payroll is numbers, yes, but it is also trust. It is someone checking that their payment arrived correctly. It is someone wanting clarity about their information. It is the company showing, through a very practical process, that it has things under control. So the tool had to be reliable. It had to be clear. And it had to fit a clinic where care is part of the culture, not just a word on the wall. Runa made sense because it brought automation, structure, legal support, and visibility together in one place.

Where will Fertilidad Integral be in 10 years?

Looking ahead, Fertilidad Integral sees itself growing with intention. The clinic wants to become one of the strongest names in reproductive medicine, not only in Latin America, but also in other parts of the world. That is a big goal, but it fits the model they are building. Their approach combines science, technology, and human care, which is exactly what this kind of medicine needs. The next step is to take that model to more cities and more countries, without losing the closeness that makes the clinic feel different. That growth will not only come from opening more locations. It will also come from medical innovation, clinical research, and a stronger network of specialized services. Fertility care cannot grow in a messy way. It is too personal for that. It is not a taco stand where one more chair and a louder speaker solve the crowd. The clinic needs structure, strong teams, clear systems, and enough internal order to keep quality steady as more people come in.



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4.9/5.0



CAPTERRA

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G2

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