

## **Specify Business Problem – CURA HEALTHCARE SERVICES**

Timely access to primary healthcare is associated with improved health outcomes and contributes to cost control .People use ambulatory primary healthcare services for multiple reasons, including but not limited to routine care, mental health, minor but urgent health problems, child and maternity care, liaison with home care, health promotion and disease prevention, and end of life care. Having timely access to primary care has been shown to increase patient satisfaction as well as the quality of care delivered.

As such, wait times in healthcare are a growing concern for the Canadian population .

**Waiting for a primary healthcare appointment can often impose a physical and emotional burden on an individual** who is in pain or worried about a serious health condition. Studies have shown that adverse consequences may arise from prolonged waiting for primary care appointments ,For example, prolonged wait times for cancer and heart disease have been associated with an increased risk of morbidity and mortality due to a delay in care ,

Similarly, patients suffering from mental health conditions, who do not receive timely access to care, often experience a rapid decline in their condition and a lost opportunity for effective treatment . Subsequently, worse health outcomes are often associated with higher costs to individuals, as waiting for care may be burdened by a loss of income due the inability to work.