SALESFORCE PROJECT IMPLEMENTATION PHASES

Phase 1: Problem Understanding & Industry Analysis

Problem Statement Description

In remote and rural areas, emergencies like accidents, burns, animal bites, and sudden health conditions often go untreated due to lack of immediate medical facilities. Delays in receiving first-aid or connecting with healthcare professionals frequently result in severe complications or preventable deaths.

Key Challenges Identified:

- Delayed Medical Support: Lack of hospitals or trained doctors in remote areas.
- Connectivity Issues: Limited internet and mobile network availability.
- Absence of First-aid Awareness: People don't know how to act in critical situations.
- High Risk of Mortality: Life-threatening outcomes due to delayed action.
- No Centralized Data: Emergency cases are not recorded for future analysis and policy-making.

Why JeevanRakshak?

- Provides instant digital first-aid guidance when professional help isn't immediately available.
- Uses Salesforce Org to log cases, send alerts, and connect patients with healthcare workers.
- Ensures that even in remote regions, every emergency is documented, tracked, and acted upon quickly.

Requirement Gathering

Requirement	Description	Priority
First-aid Guidance	Step-by-step emergency instructions for accidents, burns, and animal bites.	High
Emergency Case Logging	Record emergency details inside Salesforce Org.	High
Real-time Alerts	Send SMS/Email alerts to healthcare workers.	High
Nearest Healthcare Support	Provide hospital/doctor contact details.	Medium
Offline Accessibility	Access instructions without internet.	Medium

Stakeholder Analysis

Stakeholder	Role	Expectations
Patient/User	Emergency victim	Quick, easy guidance and fast alerts.
Healthcare Worker	Responder	Receive case details instantly.
Admin (Salesforce)	System manager	Maintain data and monitor incidents.
Govt/NGO Partner	Policy maker	Access reports for rural healthcare planning.

Business Process Mapping

The following flow illustrates the process of handling an emergency case through JeevanRakshak:

1. User faces an emergency.
2. User selects the emergency type in JeevanRakshak.
3. System provides relevant first-aid steps.
4. Emergency case is logged into Salesforce.
5. Alerts are sent to healthcare workers.
6. Nearest hospital/doctor details are provided.

Industry-specific Use Case Analysis

- Healthcare (Rural): Minimal medical access, people depend on local remedies until help arrives.
- Digital Health: First-aid guidance apps are emerging but lack Salesforce-level case tracking.
- Salesforce Fit: Health Cloud and Case Management can directly map to patient incidents.

AppExchange Exploration

App/Tool	Purpose
Health Cloud	Manage patient records and healthcare workflows.
Emergency Response Apps	Handle urgent alerts and responses.
Twilio SMS Integration	Enable instant emergency notifications.