**Salesforce Project Implementation Phases**

**Problem Statement:** Telemedicine Access for Rural Healthcare in Nabha

**Description:** Nabha and its surrounding rural areas face significant healthcare challenges. The local Civil Hospital operates at less than 50% staff capacity, with only 11 doctors for 23 sanctioned posts. Patients from 173 villages travel long distances, often missing work, only to find that specialists are unavailable or medicines are out of stock. Poor road conditions and sanitation further hinder access. Many residents lack timely medical care, leading to worsened health outcomes and increased financial strain.

**Impact / Why this problem needs to be solved**:

This problem directly affects the health and livelihood of thousands of rural residents, especially daily-wage earners and farmers. Lack of accessible healthcare leads to preventable complications, financial losses, and overall decline in community well-being. Addressing this issue would improve healthcare delivery, reduce unnecessary travel, and enhance quality of life for a large, underserved population.

# **Phase 1: Problem Understanding & Industry Analysis**

* **Requirement Gathering**

Conducted requirement gathering based on the problem statement and rural healthcare needs.

Functional Requirements:

- Video consultations between patients and doctors.

- Digital health records accessible both online and offline.

- Real-time medicine availability updates from local pharmacies.

- AI-powered symptom checker optimized for low bandwidth.

- Appointment booking and notifications via SMS/WhatsApp.

Non-Functional Requirements:

- Multilingual support (Punjabi, Hindi, English).

- Offline-first mobile app for areas with poor connectivity.

- Secure data storage with role-based access.

- Scalable design for other rural regions.

* **Stakeholder Analysis**

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| **Stakeholder** | **Role in Project** | **Benefits** |
| Patients (Rural Villagers) | Access healthcare without traveling long distances. | Saves time, money, ensures timely treatment. |
| Doctors | Provide consultations remotely. | Reach more patients, efficient scheduling. |
| Pharmacy Staff | Manage medicine availability and inventory. | Real-time updates for patients and doctors. |
| Civil Hospital Staff | Support patient registration and manage referrals. | Reduce hospital crowding, track patient flow. |
| Punjab Health Dept. | Oversee rural healthcare delivery. | Data-driven insights, performance monitoring. |
| Daily Wage Workers | Patients who lose income due to travel for healthcare. | Can continue earning without frequent hospital visits. |

* **Business Process Mapping**

High-level flow of the telemedicine process:

1. Patient logs into the community portal/mobile app.

2. Patient books appointment with available doctor.

3. System sends confirmation + reminders (SMS/Email).

4. Doctor conducts video consultation.

5. Prescription generated and stored in patient’s digital record.

6. Pharmacy updates stock & dispenses medicine.

7. Notifications sent to patient for medicine pickup.

8. Health Dept. accesses dashboards for analytics & monitoring.

**FlowChart--**

**[ Patient Login / Registration --> Book Appointment --> System Sends Confirmation + Reminder --> Doctor Conducts Video Consultation --> Prescription Generated & Saved --> Pharmacy Updates Inventory --> Medicine Dispensed to Patient --> Notifications Sent to Patient --> Health Dept. Reviews Analytics Dashboard ]**

* **Industry-specific Use Case Analysis**

Healthcare Gaps in Rural Areas:

- Lack of specialists and infrastructure.

- High travel cost for patients.

- Poor medicine availability tracking.

How Salesforce Solves This:

- **Health Cloud**: Manage patient data, history, and care plans.

- **Community Cloud**: Patients access portal in their language.

- **Service Cloud**: Appointment booking, reminders, case management.

- **Einstein Bots & AI**: Symptom checker for quick triage.

- **Integration**: Pharmacy systems, government health databases.

* **AppExchange Exploration**

To avoid reinventing the wheel, I explored Salesforce **AppExchange** solutions relevant to healthcare:

**Health Cloud Packages** → Prebuilt modules for patient management.

**Telemedicine Connectors** → Zoom/Teams integration for video calls.

**Pharmacy Management Apps** → Medicine inventory tracking.

**SMS/WhatsApp Notification Apps** → Twilio, ValueText.