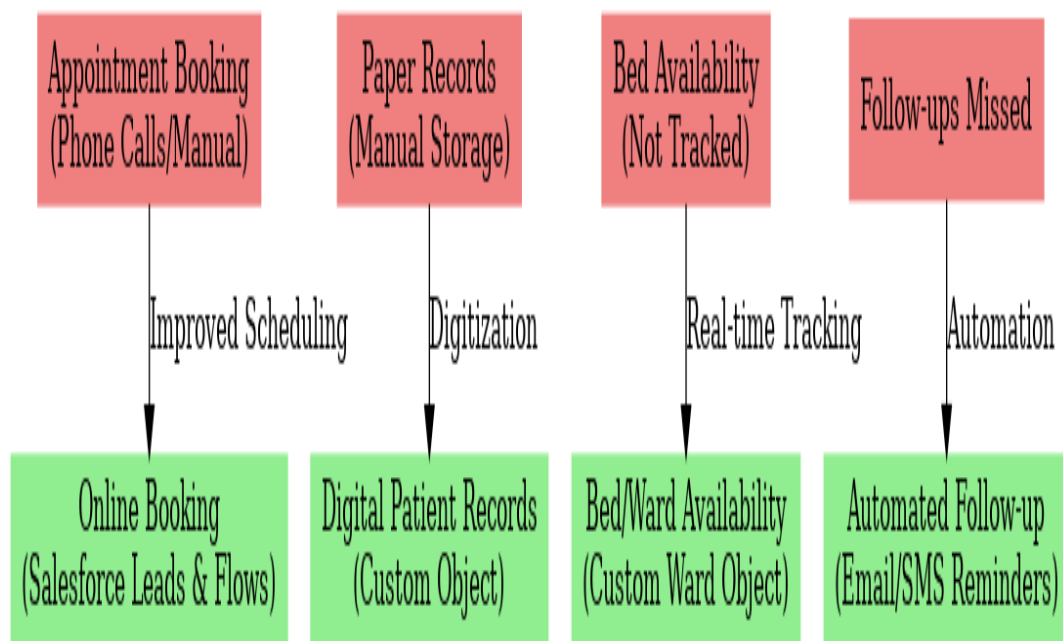


# MediEase CRM – Project Execution Plan

## Phase 1: Problem Understanding & Industry Analysis

### ***Business Process Mapping***

The diagram below illustrates the shift from the current manual process to the Salesforce-enabled process in the MediEase CRM system.



### ***Current Process (Manual/Traditional):***

- Appointments booked manually via phone → prone to delays & double-bookings.
- Patient history stored in paper files → hard for doctors to access.
- No real-time bed/ward availability tracking.
- Patients miss follow-ups due to lack of reminders.

### ***Proposed Process (Salesforce Enabled):***

- Online booking auto-scheduled in Salesforce.
- Digital patient records accessible anytime by doctors.
- Custom Ward Object manages real-time bed/ward status.
- Automated reminders (SMS/Email) for appointments & follow-ups.