

Ideation Phase

Empathize & Discover

Date	29 April 2023
Team ID	NM2023TMID17066
Project Name	Estimation and Prediction of Hospitalization and Medical Care Costs

Empathy Map

Says

What have we heard them say?
What can we imagine them saying?

I need to be able to communicate my findings to management and patients

I wish there was an easier way to access patient medical history and billing information.

I am constantly worried about underestimating costs and causing financial problems

I need accurate data to make reliable predictions

I want to estimate the cost of successful medical interventions.

I would forecast the costs of medical care and estimate the main causes of diseases.

I want to evaluate the top health insurance options.



Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Create efficient medications and anticipate the most efficient therapies

Manage medical bills in an effective and efficient manner.

Enhance the hospital's most critical medical equipment

I hope I can accurately predict future medical costs to help the hospital budget effectively

What if there are unexpected complications that drive up costs

Utilise the appropriate medical care and effort

I wonder if there are patterns in patient data that can help me make better predictions



PATIENT



Analyzes data to make predictions about future costs.

Communicates findings to management and other stakeholders

The doctor needs to be sincere and give more thought to the treatment

Hospitals can ensure that a doctor is using an effective treatment plan.

The patient can compare the most effective hospitalisation strategy.

Searches for data and information on patient history, medical treatments, and costs

Collaborates with other healthcare professionals to improve accuracy and efficiency of cost predictions



Frustrated with the complexity of the healthcare system and the difficulty of accessing and analyzing data

Hospitals can determine the same rate of hospitalisation for individuals

The amount of information they need to comprehend has overwhelmed them.

Anxious about making mistakes that could impact the hospital's financial stability

Driven to provide management and stakeholders with accurate and useful information

We can evaluate our physical condition and identify the root of the issue

We can examine the daily activities of the affected time period and then consult a doctor

Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?