

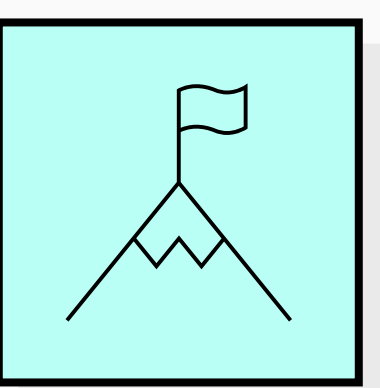
**WHO are we empathizing with?**

Understanding hospital requirements and analyzing patients healthcare.

**GOAL**

**What do they need to DO?**

Increasing opportunities to benefit from large collections of healthcare data and Robust analytics that could help resolve complex health challenges.



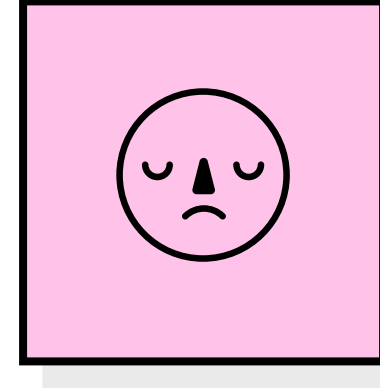
**What do they HEAR?**

Reduced costs.  
improve coordination with care teams.  
Focus on improving patient care.

**What do they THINK and FEEL?**

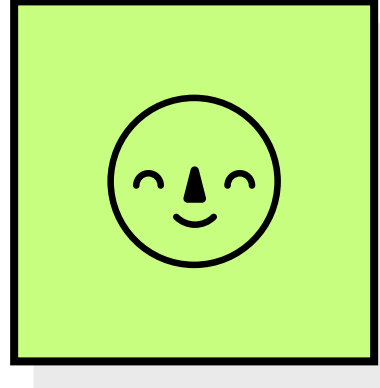
**PAINS**

Primary care physician and nursing shortages.



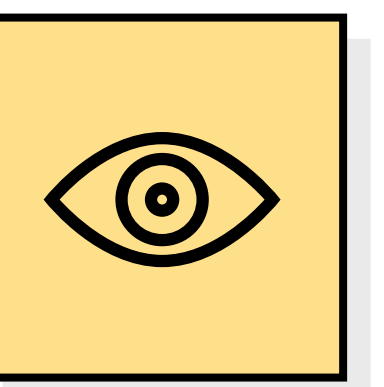
**GAINS**

it provides insight into clinical data and thus facilitate informed decision-making about the diagnosis and treatment of patients, prevention of diseases or others.



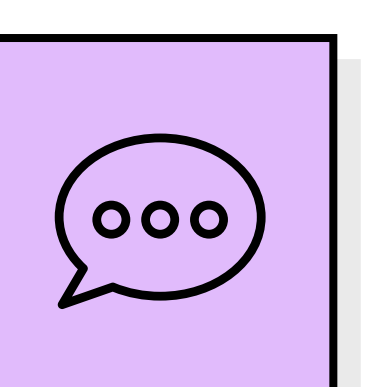
**What do they SEE?**

How we are moving away from acute and episodic care models to value-based care.



**What do they SAY?**

Simplifying collection and organization of healthcare organisations.



**What do they DO?**

Suggesting health care organizations to evaluate and develop practitioners, detect anomalies in scans and predict outbreaks in illnesses

