

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Medical practitioners and patients	6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none">Limited appointment availabilityTransportation barriersHigh health care costs	5. AVAILABLE SOLUTIONS <ul style="list-style-type: none">By expanding the number of medical practitionersIncreasing efficiencyPromoting telehealth and remote patient monitoring	Explore AS, differentiate

	2. JOBS-TO-BE-DONE / PROBLEMS <ul style="list-style-type: none">Collecting , storing and cleaning the dataSecuring and maintaining patients dataReal time updates	9. PROBLEM ROOT CAUSE <ul style="list-style-type: none">Inadequate information flowTechnical failures – device, implant or graft failuresLack of security in maintaining records	7. BEHAVIOUR <ul style="list-style-type: none">Address the physician shortagesTo enquire about the relatable costs of treatmentTo take care of health records in their own possession	Focus on J&P , tap into BE, understand

SSS	3. TRIGGERS <ul style="list-style-type: none">Improved diagnostics and better patient carePreventive careBetter decision making in procedures	10. YOUR SOLUTION <ul style="list-style-type: none">Using clinical data self -assessment (CDSA) tool to improve data qualityProvide a ‘dashboard’ or traffic light report on data quality statusProvide guidance on addressing identified gap and improving overall clinical data quality	8. CHANNELS of BEHAVIOUR 8.1 ONLINE Medical records of the patients can be maintained in server 8.2 OFFLINE Patients can consult the doctors in offline mode and can maintain case sheets	
	4. EMOTIONS: BEFORE / AFTER BEFORE: Patients feel secured as their data are computerized and confidential AFTER: If the data gets hacked or lost, patients will not have the trust over the system			