# Phase 1: Problem Understanding & Industry Analysis

👉 Goal: Understand the healthcare problem we’re solving and the Salesforce CRM solution needed.

## Requirement Gathering

Talk to stakeholders (NGOs, healthcare workers, government officials, patients).

* Maintain patient health records (demographics, history, allergies, ongoing treatments).
* Automate reminders for vaccinations, check-ups, or follow-ups.
* Track doctor/NGO worker assignments to patients.
* Generate public health reports (disease trends, vaccination coverage, region-wise stats).
* Ensure data privacy and role-based access (only authorized staff can see sensitive info).

## Stakeholder Analysis

* Admin (Salesforce Admin): Manages system setup, user permissions, org configuration.
* Healthcare Worker / NGO Staff: Create/update patient records, track visits, log treatments.
* Doctors: Review patient data, prescribe treatments, add medical notes.
* Manager (NGO / Health Program Lead): Reviews reports, tracks outreach impact, ensures compliance.
* Patient (End Beneficiary): Receives SMS/email reminders, basic info confirmation.

## Business Process Mapping

Flow Example:

Patient visits NGO camp → Healthcare worker registers patient → Doctor records consultation → System sets reminder for next visit → Automatic SMS/email sent → Data flows into Health Dashboard for NGO manager.

## Industry-specific Use Case Analysis

* In healthcare, data privacy, patient safety, and compliance (HIPAA-like in global contexts, NDHM in India) are critical.
* Migrant and underserved populations face fragmented health records → our system ensures centralized & accessible records.
* Automation is key to prevent missed treatments or follow-ups.
* NGOs and governments need insights to optimize resources and track diseases.

## AppExchange Exploration

Apps like Health Cloud exist on AppExchange.  
- But Health Cloud is expensive and overloaded for NGO use cases.  
- Our WellCare CRM focuses on a lightweight, affordable, custom-built solution tailored for NGOs, rural clinics, and mobile health workers.