



# ANALYTICS FOR HOSPITAL'S AND HEALTH - CARE DATA

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PREPARE SOLUTION FIT



## 1.CUSTOMER SEGMENT

- Person With Identical Needs
- Person With Chronic Condition
- Person With Multiple Illness
- Tertiary Care Patient

## 2.CUSTOMER DRIVEN

- Convincing Consumers There's Choice
- Inaccessibility
- Lagging Behind in Consumer Technology

## 5.AVAILABLE SOLUTION

- Effective Communication to Patients
- Grievance Redressal Mechanism.
- Nurses To focus on Clinical Care

## 2.PROBLEM/PAIN+(Frequency)

- People for testing and treatment of coronavirus
- Overflowing waiting room
- Beds crowded in intensive care units
- Lack of oxygen cylinders during covid
- Restricted travel for staffs

## 9.ROOT/CAUSE of problem

- Government mandates.
- Patient safety and quality care.
- Staffing concerns.
- Patient satisfaction.
- Doctor-related issues.
- Population health management.

## 7.BEHAVIOR +its intensity

- Arrangements in schools and colleges for the patient who had covid to avoid spreading
- Giving Essential resources for the patients (food cloths etc.,)
- Organizing Vaccination camp

## 3.TRIGGERS TO ACT

- care of the dying is urgent care
- Diagnosis of life-limiting conditions

## 10.YOUR SOLUTION

- Orientation Training
- Camp for vaccination and providing free consultation for awareness
- Developing application for information
- Creating blood bank app for immediate blood requirements

## 8.CHANNELS OF BEHAVIOR

- Strategic Decision
- Physical Advocacy
- Paid Advertising
- Customer Services
- Public Relations
- Achievement on Social Networks
- Staff Behavior

## 4.EMOTIONS before and after

- Condemning emotions
- Self-conscious emotions
- Suffering emotions