

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

**"Analytics for
Hospital
Health -Care"**

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

Streamlining
Operations.

Limiting
Intensive
Care Stays.

Enhancing
Cross-
Functional
Cooperation.

Understand
past

Current
healthcare
decisions

Converting
data

Improved
patient
care,

Effective
courses of
treatment.

Veffective
courses of
treatment.

Outbreak
prediction

Prevention
of avoidable
diseases

Improve
healthcare
services as a
whole.

PAIN

fears
frustrations
obstacles

patients of
incorrect
dosages

Wrong
prescriptions

Look over
patient data

GAIN

"wants" / needs
measures of success
obstacles

The cost to
your
hospital.

Lessens
human
error

Decision-
making

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