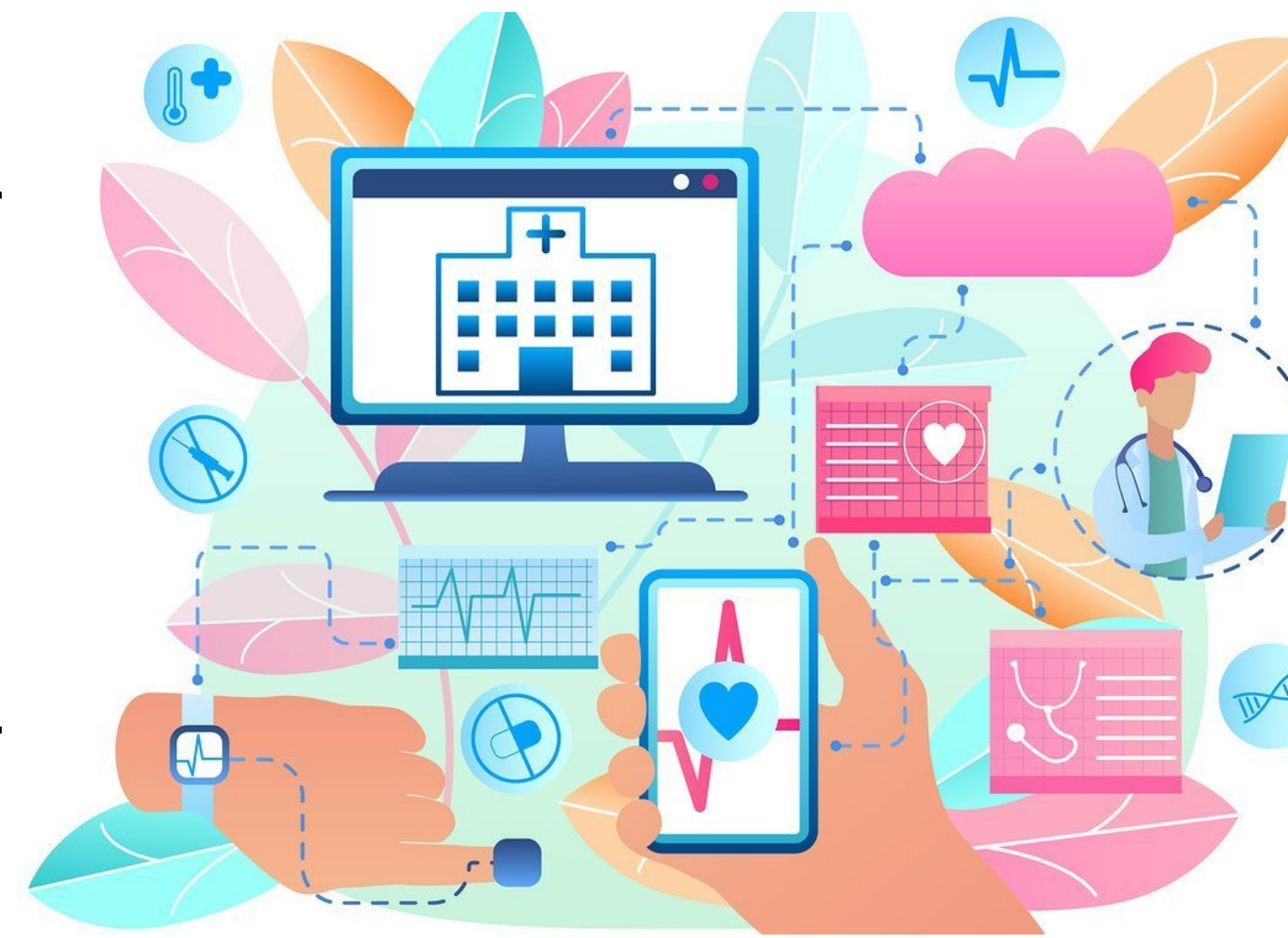


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What data
should be
stored?

How much
resource
does it
takes?

How
efficiently can
the data can
be managed?

The huge
records of
hospital and
healthcare data

Treatment,
diseases
diagnosis
data of
patients

Databases
and data-
warehousing

What do they SEE?

environment
friends
what the market offers

Useful for
future
healthcare

Analyzing the data
helps should help
pharmaceuticals
and people aware
of the diseases

The data should be
secure and
algorithms used
should be efficient
to prevent data
corruption

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Quick
access to a
persons
data

Analyzing the
higher frequency
disorder or
disease for better
healthcae

To keep the
data more
secure

PAIN

fears
frustrations
obstacles

Keeping the
huge data
secure from
malicious
ousiders

Establishing good
data storage
facilities and
designing efficient
algorithms

Designing
appropriate
analytical
tools

GAIN

"wants" / needs
measures of success
obstacles

Much efficient for
pharmaceuticals
to concentrate
their medicine
production

Makes people
aware of the
public health and
keep them
healthy

making proper
and repeated
analysis to get
more appropriate
information