following elements: the assessment, definition, and

characteristics that are related to healthcare needs

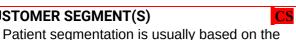
outcomes aimed at when addressing population or

expressing how subpopulations, or patient groups

operationalisation of population or patient

patient needs, and the segmentation logic

1.CUSTOMER SEGMENT(S)



2.JOBS- TO- BE- DONE/ PROBLEMS



Healthcare data analysts oversee hospital data management and analytics. They are responsible for compiling and organizing healthcare data, analyzing data to assist in delivering optimal healthcare management, and communicating their findings with management.

3.TRIGGERS TO ACT



Penn launched trigger system pallitative connect. The system uses a machine learning algorithm that extracts data from patients' EHRs, analyzing around 30 parameters to prepare predictions. Based on the historical and real-time data, ML algorithms can tell clinicians which patient is in the risk zone within several months by sending alerts. That way doctors can proactively respond to the patient's needs

4.EMOTIONS BEFORE / AFTER

are formed.



5.AVAILABLE SOLUTIONS



6.CUSTOMER LIMITATIONS



Recognizing the patient's emotions using deep learning techniques has attracted significant attention digital technologies to ensure accountability of care recently due to technological advancements. Automatically identifying the emotions can help build smart healthcare centers that can detect depression and stress among the patients in order to start the medication early. Using advanced technology identify emotions is one of the most exciting topics as it defines the relationships between humans and machines. Machines learned how to predict emotions the time. We offer a range of flexible that are easy by adopting various methods. In this survey, we present recent research in the field of using neural networks to recognize emotions. We focus on studying emotions' recognition from speech, facial expressions, and audio-visual input and show the different techniques of deploying these algorithms in the real world.

Healthcare providers depend more than ever on efficient and management of patient records. Availability of critical systems such as electronic health records ,hospital information systems picture archiving and communications systems, and other clinical and administrative applications is paramount. Stratus keeps clinical and administrative applications up and running al to deploy and manage, and backed by a support structure with a 30-year track record of success. Our solutions can be rapidly deployed in your chosen environment physical, virtualized or cloud without changes to your applications.

Hospitals need data readily available to provide personalised experiences as shown above. The CRM solution should be able to seamlessly talk to the hospital HIS and the Electronic health record of the patient. However, as highlighted in a recent piece in providing this kind of personalisation is challenging.In a traditional context, a CRM solution would involve solutions like giving loyalty or reward points to customers. While loyalty programs do have their role in healthcare, delivering a stellar patient experience is equally important for fostering loyalty.

7.BEHAVIOR

8.CHANNELS OF BEHAVIOR



9.PROBLEMS ROOT/CAUSE



Consumer behavior analysis and findings are an important input to the design of health care marketing different communication channels programs. This paper is an attempt to present a harnessing digital communications for this purpose. framework for understanding consumer health care Assisting health organizations to improve, adapt, behavior, and to present selected findings. The paper and introduce new patient–health care practitioner concentrates on primary demand aspects and focuses communication channels (such as patient portals, on three types of physician visits: preventive, mobile apps, and text messaging) enhances health diagnostic, and therapeutic. A model is presented to care services access. This retrospective data study predict behavior for preventive and diagnostic aims to assist health care administrators and policy situations, and behavior in therapeutic situations is makers to improve and personalize communication described and analyzed.For a variety of reasons between patients and health care professionals by ranging from the purely humanitarian to the purely expanding the capabilities of current communication economic, marketing has become an accepted activity channels and introducing new ones. Our main in many health care institutions and settings. The hypothesis is that patient follow-up and clinical functions that marketing is expected to serve in the outcomes are influenced by their preferred health care field are not dissimilar to the functions communication channels with the health care marketing is expected to fulfill in the commercial organization. sector of the economy. And it is not surprising that the marketing problems faced by many health care institutions are similar to those faced by firms in the commercial sector.

Health organizations and patients interact over and

helping healthcare organizations study events that resulted in patient harm or undesired clinical outcomes and identify strategies to reduce future error and improve patient care and safety. Most notably, root cause analysis can help identify medication errors such as illegible handwritten prescriptions, similar name packaging or misleading presentations of drug strength or dosage, ineffective control of prescription labels, and lapsed concentration due to interruptions. Clinician participation in root cause analysis is vital as these initiatives recognize and address important patient care aspects.

Root cause analysis has important implications in

10.YOUR SOLUTION



Providing comprehensive, quality training data. Eliminating bias in data and algorithms. Developing quality tools while preserving patient privacy. Ensuring providers trust and support analytics tools.