

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Data Science in healthcare has now made possible to detect the symptoms of a disease at a very early stage.

With the advent of innovative technologies, doctors are able to monitor patients' conditions from remote locations.

Data Science are capable of collecting data from the patients such as their heart rate, blood pressure, body temperature, etc

It helps to ease the workflow of the healthcare system

What do they
HEAR?

what friends say
what boss say
what influencers say

AI models offer an early look into who might develop kidney disease

People would benefit from early intervention of the disease

What do they
SEE?

environment
friends
what the market offers

Individual health conditions are considered, along with social determinants of health (SDoH)

Education around risk factors is one way to improve CKD progression

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Collecting data in healthcare is not enough, the data should be accurate and precise

unnecessary emergencies can be avoided due to the non-availability of doctors

Patients must provide precise data since data accuracy is crucial for patient care

predicts the future medical crises of a patient

PAIN

fears
frustrations
obstacles

One of the strongest negatives relating to big data is the lack of privacy, especially when it comes to confidential medical records.

GAIN

"wants" / needs
measures of success
obstacles

Improved diagnostic accuracy and efficiency

To avoid unnecessary emergencies due to the non-availability of doctors

To provide proper treatment on time

In healthcare, even the smallest data entry error can have devastating consequences

While some people see the ability to predict future medical issues as a positive, big data also poses the risk of replacing doctors.