

**ANALYTICS FOR HOSPITAL'S  
HEALTH-CARE DATA  
PROJECT DESIGN PHASE II**

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## CUSTOMER JOURNEY MAP

Project Name	Analytics for Hospital Health-Care Data
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## CUSTOMER JOURNEY MAP

Journey Steps	Emergency Case	Hospitalization	Length Of Stay	Resource Allocation	Periodical Reports	Follow up consultation
Actions	Patients affected with dangerous disease will have the necessity to be admitted in hospital	Patients Should be Hospitalized after the result being positive by respective team or Management & Staffs	The length of Stay of patient should be decided by medical specialist based on the severity	The resource necessary for the treatment should be provided by the hospital Management	After complete analyze of patient's condition , periodical reports are created with particular time interval	Once recovered, Follow up consultation is necessary for being aware of the prevailing situation.
Needs and Pains	People want to Test and get the results about their physical condition	The health environment for patients and proper caring & maintenance by the respective doctors & staffs	Patient wanted to be monitored properly by the corresponding staffs and doctor	Proper resource allocation for the ongoing treatment	Patient need the report to be in a positive way	Patient need to remain healthy
Touchpoint	Test & Results	Physical mode of Admission	Analyzing the severity of the disease	Analyzing the patient's condition	Reports on Pharma Portal	Android Application or Video Conference
Customer Feeling	Nervous and Tensed	Tensed & Worried about health & recovery	Depression and Anxiety	Tensed	Positivity	Happy & Relieved
Difficulties	Difficulties in reaching the hospitals with better environment and hospitals with vacant beds	Admission process and hospitalization may take longer then expected	Depends on the case ,The extreme LoS may affect the patients confidence and increase depression and anxiety	In some case, Difficulties may rise in timely allocation of resources	In some case , Report will not favor the patient and need to stay hospitalized longer	In some case, The is a chance of affecting by the same disease again
Expectations	People wanted everything to be smooth & they expect the test result should be negative	Patients want to get recover or cure as soon as possible with instant treatment	Patients want to return home within less period of time	Patient expects to be treated properly with the required resource	Patient expects the report to be positive	Patient expect to remain healthy with doctor's consultation