

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Resource  
allocation  
for patients.

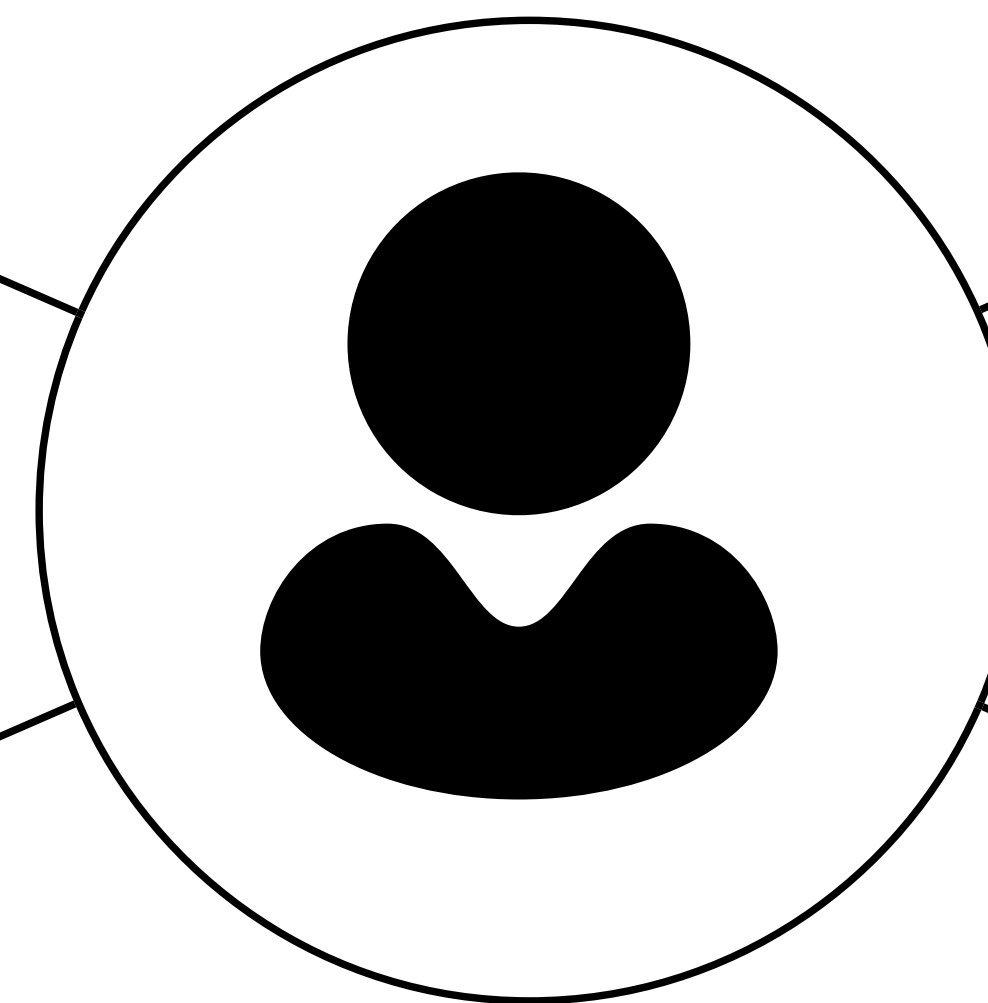
Providing  
the needs  
for faster  
recovery

Have to  
increase the  
trust on  
administration.

proper  
medication for  
prolonged  
affected patients

Make sure  
that disease  
wouldn't  
spread to  
staffs

Providing  
protective  
ventilization.



# What do they HEAR?

what friends say  
what boss say  
what influencers say

technological  
challenges

proper  
facilities are  
not given at a  
time

financial  
issues

government  
mandates

doctor  
related  
issues

personal  
details of a  
patient

medical  
insurance  
of a patient

administrative  
information

pervious  
prescription  
drugs,laboratory  
tests,physiologic  
monitoring data  
and hospitalization

risk and  
health  
status

# What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

efficient  
healthcare  
management  
in a hospital

treatment  
plans are  
optimized to  
minimize LOS

lower the  
chance of  
staff/visitor  
infection

Good care  
for all the  
patients

Better  
treatment  
to all the  
patients

better room  
and bed  
allocation  
planning

## PAIN

fears  
frustrations  
obstacles

Delay in  
patients  
recovery.

patients with  
high LOS risk  
will stay  
longer

higher the  
chance of  
staff/visitor  
infection

poor  
resource  
allocation for  
patients

Inability to  
provide better  
treatment.

## GAIN

"wants" / needs  
measures of success  
obstacles

appoint  
more staff  
as per need

extra care can  
be given to a  
patient as per  
disease

good  
relationship  
between  
doctor and  
patient

improve  
services and  
make best  
practices

take required  
actions based  
on patient's  
concern