Problem-Solution fit canvas 2.0

★ AMALTAMA

1. CUSTOMER SEGMENT(S) `CS`

- ❖ The best performing businesses know their customers better than do their competitors. This is true in healthcare too. Whether you run a hospital or sell pharmaceutical products, the better you know your customers, the better you can bring value to them.
- ❖ The more nuanced your understanding of who your customers are, what pain points they have, how they prefer to have the pain point solved, the better you can create and deliver products and services that address their needs, meeting them where they are.
- ❖ Based on these characteristics, business would develop different marketing plans, sales channels and service delivery modalities.

Define CS, fit into CC

6. CUSTOMER CONSTRAINTS `C`
What constraints prevent your customers from taking action Or limit their choices of solutions? I.e. spending power, budget, no cash, network connection, available devices.

- ❖ The cost of care delivery is at the center of the problems facing the healthcare Industry. Healthcare spending accounts for ~18% of US GDP. Although industry actors are working to increase the efficiency of care delivery, there is significant pressure on revenue with newer payment/reimbursement models making it difficult to even maintain historical financial parity.
- ❖ In the quest to increase efficiencies, industry consolidation has been rampant. Although consolidation promises long term operational efficiencies, it typically has a long payoff from an information visibility and insight perspective.

5. AVAILABLE `AS`
Which solutions are available to the customers when they face the problem Or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? I.e. pen and paper is an alternative to digital note taking

- ❖ The main contribution of this paper is to present an analytical overview of using structured and unstructured data (Big Data) analytics in medical facilities in Poland. Medical facilities use both structured and unstructured data in their practice. Structured data has a predetermined schema, it is extensive, freeform, and comes in variety of forms. In contrast, unstructured data, referred to as Big Data (BD), does not fit into the typical data processing format.
- ❖ Big Data is a massive amount of data sets that cannot be stored, processed, or analyzed using traditional tools. It remains stored but not analyzed. Due to the lack of a well-defined schema, it is difficult to search and analyze such data and, therefore, it requires a specific technology and method to transform it into value. Integrating data stored in both structured and unstructured formats can add significant value to an organization.

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`
Which jobs-to-be-done (or problems) do you address for your customers?

- ❖ One factor that is holding back progress toward value-based payment is risk adjustment varying the payment on the basis of how challenging one provider's patients are in comparison to other providers. Much of the energy in improving risk adjustment has focused on contracts between purchasers and insurers for example, between the Medicare program and Medicare Advantage plans.
- ❖ Compared to other industries, the slow pace of innovation reflects challenges that are unique to health care in implementing and applying "big data" tools. These barriers include the nature of health care decisions, problematic data conventions, institutionalized practices in care delivery, and the misaligned incentives of various actors in the industry. To address these barriers, federal policy should emphasize interoperability of health data and prioritize payment reforms that will encourage providers to develop data analytics capabilities

Focus on J&P, tap into BE, understand RC

9. PROBLEM ROOT CAUSE `R`
What is the real reason that this problem exists? What is the back story behind the need to do this job? I.e. customers have to do it because of the change in regulations.

- ❖ Medical error is an unfortunate reality that continues to occur at alarming rates within the United States healthcare system. These mistakes can result in major unwanted consequences for patients, families, and clinicians. A root cause analysis can provide a beneficial resolution for healthcare professionals and patients to further understand and combat medical error and prevent future occurrences.
- ❖ For accreditation purposes, the Joint Commission requires that healthcare institutions have a comprehensive process for the systematic analysis of sentinel events. The RCA process is one of the most commonly utilized tools for this purpose. Through the RCA process, healthcare institutions can optimize patient care and enact measures to mitigate adverse events that compromise patient safety. In addition to improving patient safety and quality metrics, an RCA's purpose includes optimizing process flow and outcomes.

7. BEHAVIOUR `B`
What does your customer do to address the problem and get the job done? I.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: Customers spend free time on volunteering work (i.e. Greenpeace)

- ❖ Behavioral healthcare existed somewhere off to the side as an option for those who specifically sought it out. Access was relatively limited to the lucky few fortunate enough to have the right health insurance or independent means to pay for it, and primary care providers did not generally focus on how a patient's mental health may be contributing to their physical ailments.
- ❖ The delineation between physical and mental healthcare was clear and, due to the nature of fee-for-service reimbursement, perhaps unavoidable. But with the advent of technical interoperability, the seismic shift in payment mechanisms that now reward care coordination, and a growing body of research that reinforces the notion that a patient's mental health does not exist in a vacuum, the landscape is quickly changing.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS `TR`
What triggers customers to act? I.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

- ❖ Big data essentially takes vast quantities of information, digitizes it and then consolidates and analyzes it with specific technologies. The saying "an ounce of prevention is worth a pound of cure" is incredibly relevant to healthcare analytics as it can help doctors learn more about patients earlier in their lives, providing early warning signs of diseases and treating illnesses at their initial stages.
- ❖ With data analytics in healthcare, it can become easier to gather medical data and convert it into relevant and helpful insights, which can then be used to provide better care.

Define CS, fit into CL

4. EMOTIONS: BEFORE / AFTER `EM`
How do customers feel when they face a problem or a job and afterwards? I.e. lost, insecure > confident, in control - use it in your communication strategy & design.

- ❖ Before: They feel lost due to losses which occur due to improper management of Analytics for Hospitals Health-Care Data.
- ❖ After: They feel like success after making increased profits, reducing the mistakes that happen in manual Process.

10. YOUR SOLUTION `SL`
What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behavior, use Triggers, Channels & Emotions for marketing and communication.

- ❖ **To design an Analytics for Hospitals Health-Care Data using Cognos Analytics.**
- ❖ **Enable Email based alerts for arrival and departure of flight and it also sends messages related to the changes in configuration of flight path parameters.**
- ❖ **Provide an option for graphical view of** Analytics for Hospitals Health-Care Data

8.1 ONLINE CHANNELS `CH`
What kind of actions do customers take online? Extract online channels from box #7 Behavior

- ❖ **Online Analytics for Hospitals Health-Care Data which come for free may steal personal information of users and it may also contains a lot of ads. Security is not authenticated.**

8.2 OFFLINE CHANNELS `CH`
What kind of actions do customers take offline? Extract offline channels from box #7 Behavior and use them for customer development.

- ❖ **Manual logs can be maintained. Employees can be hired to maintain the airline analytics for aviation industry system logs when the business grows.**

Explore AS, differentiate