

What is
health care
data?

From where
we are going
to get the
data?

How to
analysis the
data?

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

How to
display the
data?

How many
days the
patient have
to be stay?

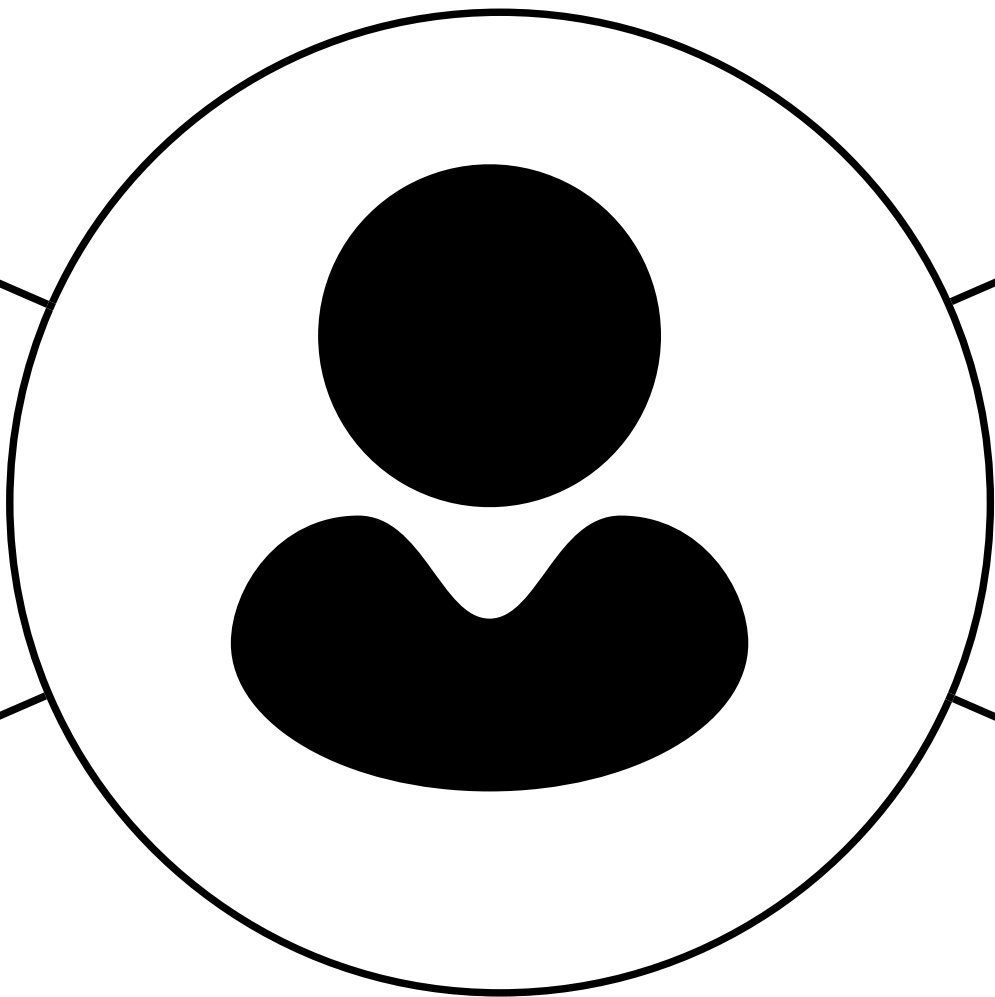
which
graph going
to display?

Reduce
patient time

Schedule
appointments

Reduce
readmission
rates

Receiving
treatments



Data
management

Data
interpretation

Data
analysis

Data
visualization

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Testing
patient

Test result
within a day

Treatment

Monitoring

PAIN

fears
frustrations
obstacles

High cost

Delay of
medical
report

Sortage of
staff

GAIN

"wants" / needs
measures of success
obstacles

Early
detection of
disease

Automation of
hospital
administrative
processes

More
effective
sharing of
patient data