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| Define CS, fit into CC                   | <div>1. CUSTOMER SEGMENT(S)</div> <div>Segmentation of patients is usually a way to categorize patients based on age, gender, interests, disease, beliefs, lifestyle, etc. This way, the healthcare practitioner can more according to the patient segments.</div>        | <div>6. CUSTOMER CONSTRAINTS</div> <div><ul style="list-style-type: none"><li>Needs (based on patient perception)</li><li>Patient preferences.</li><li>Price or cost of use.</li><li>Income.</li><li>transportation cost.</li><li>waiting time.</li></ul></div>   | <div>5. AVAILABLE SOLUTIONS</div> <div>Data analytics in clinical settings attempts to reduce patient wait times via improved scheduling and staffing, give patients more options when scheduling appointments and receiving treatment, and reduce readmission rates by using population health data to predict which patients are at greatest risk.</div>  | Explore AS, differentiate                |
| Focus on J&P, tap into BE, understand RC | <div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>The healthcare industry also lacks the right kind of resources to understand the level of customer satisfaction and the changes needed for improving patient experience.</div>  | <div>9. PROBLEM ROOT CAUSE</div> <div>Patient data lies within paper charts, electronic records, and other sources. These sources are often incompatible, which makes it nearly impossible for clinicians to access a patient's entire medical profile. This leads to <b>wasted time, duplicative care, inefficient patient visits, and misdiagnosis.</b></div>       | <div>7. BEHAVIOUR</div> <div>Practices to improve access to care included addressing illiteracy and low health literacy, identifying cost-effective resources, expanding care offerings, enhancing the patient-provider relationship, and cultivating a culture of teamwork and customer service.</div>   | Focus on J&P, tap into BE, understand RC |
| Identify strong TR & EM                  | <div>3. TRIGGERS</div> <div>Patient Response Protocol”<br/>Target: <b>Patients that require urgent evaluation/treatment (ideally within 5 min) but currently do not require Critical Care interventions</b></div>   | <div>10. YOUR SOLUTION</div> <div>The deep penetration of the mobile apps is transforming the way patients are given medicinal treatment in the hospital and addressing all the challenges the healthcare industry is facing. Many healthcare giants have leapfrogged in the healthcare industry embracing advanced mobility solutions for better patient care.</div> | <div>8 CHANNEL BEHAVIOUR</div> <div>8.1 ONLINE<br/>From using telemedicine to provide convenient remote doctor visits and offering patient portals, so patients can access their health record from home to using digital signage in waiting rooms to help reduce perceived wait time, modern healthcare is being driven by digital media solutions that not only improve the</div> <div>8.2 OFFLINE<br/>The 3 P's model encompasses an evidence-based approach to <b>preparation, protection and prevention</b>, for safety of patients and healthcare staff..</div> | Identify strong TR & EM                  |
|  | <div>4. EMOTIONS: BEFORE / AFTER</div> <div><ul style="list-style-type: none"><li>Burden of preventable medical errors. ...</li><li>Medical information explosion. ...</li><li>The slow diffusion of medical knowledge. ...</li><li>Good care costs less.</li></ul></div> |   |   |  |

