**Define CS, fit into CC**

**1.     CUSTOMER SEGMENT(S)**     CS

Segmentation **divides a patient population into distinct groups—each with specific needs, characteristics, or behaviors—to allow care delivery and policies to be tailored for these groups**

**6. CUSTOMER CONSTRAINTS**     C

Within healthcare systems these constraints may show up as bottlenecks within the process

**5. AVAILABLE SOLUTIONS**     AS

Data analytics can also lower costs for health care organizations and boost business intelligence.

**Explore AS, differentiate**

**Focus on J&P, tap into BE,**

**2. JOBS-TO-BE-DONE / PROBLEMS;.**

Due to lack of effective data governance procedures, capturing data is one of the biggest obstacles for healthcare organizations.

**9. PROBLEM ROOT CAUSE**     RC

RCA is **a systematic approach aimed at discovering the causes of close calls and adverse events for the purpose of identifying preventative measures**
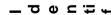
**7. BEHAVIOUR**     BE

i.e. directly related: find the right solar panel installer, calculate usage and

Analyzing the patient's *behavior* helps in determining the root cause of the disease. In traditional *healthcare*, patient *behavioral analysis*

**Focus on J&P, tap into BE,**

Identif

## 3. TRIGGERS `TR`

The proportion of admissions with a main diagnosis of atherosclerotic heart disease was used as a hospital-level variable.

## 4. EMOTIONS: BEFORE / AFTER

Recognizing or detecting *feelings* in online *health* care *data* gives important and helpful information regarding the *emotional* state of patients. `EM`

## 10. YOUR SOLUTION `SL`

In *the healthcare* industry, various sources for big *data* include *hospital* records, medical records of patients, results of medical

## 8. CHANNELS of BEHAVIOUR `CH`

8.1 Analyzing the patient's *behavior* helps in determining the root cause of the disease

8.2 OFFLINE

We collected *data* from both online and *offline channels* to study physicians' online-*offline behavior* dynamics.