

<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ul style="list-style-type: none"> <li>Patients with similar needs</li> <li>Patients with chronic illness</li> <li>Patients who require long time care</li> <li>Patients who needs recovery and rehabilitation.</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ul style="list-style-type: none"> <li>Lagging the technology</li> <li>No prior knowledge about the stay.</li> <li>Communication barrier.</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <ul style="list-style-type: none"> <li>Bed manager who manages the patients admission and flow of people.</li> <li>Simulation of bed allocation</li> </ul>
<b>2. PROBLEMS</b> <span>J&amp;P</span> <ul style="list-style-type: none"> <li>Overflowing waiting room.</li> <li>No beds for patients with critical condition.</li> <li>Unnecessary brawls between patients and management.</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>Admitting patients without considering the bed availability.</li> <li>No proper communication about the admission and discharges to the bed manager.</li> <li>Patient satisfaction</li> <li>Government regulations</li> </ul>	<b>7. BEHAVIOUR</b> <span>BE</span> <ul style="list-style-type: none"> <li>Fights between the patients and management.</li> <li>Allocating beds for patients in schools and colleges.</li> <li>Improper Bed allocation to the patients in different block.</li> </ul>
<b>3. TRIGGERS</b> <span>TR</span> <ul style="list-style-type: none"> <li>Inefficient diagnosis of life limiting conditions.</li> <li>Death due to inefficient care of the patients.</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>Vaccination camp</li> <li>Free Consultation services</li> <li>Bed management software which allocates bed to patients.</li> </ul>	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> <ul style="list-style-type: none"> <li>Staff behavior</li> <li>Advertising</li> <li>Strategic decision making</li> <li>Social networks adversary</li> <li>Good effect of change</li> </ul>

4. EMOTIONS:

BEFORE

EM

- Self suffering feelings
- Lost
- Frustrated feelings
- Condemned feelings

AFTER

- Secured feelings
- Safe
- Emotionally intact