## TEAM ID: PNT2022TMID07428

## **CUSTOMER JOURNEY**

## Project name: Analytics for Hospital's Health-care data

Journey Steps	Emergency Case	Hospitalization	Length Of Stay	Resource Allocation	Periodical Reports	Follow up consultation
Actions	Patients under critical health condition are admitted in hospital	Patients Should be Hospitalized after the result being positive by respective team or Management & Staffs	The length of Stay of patient should be decided by medical specialist based on the severity	Resources require for the treatment should be allocated by the hospital management	After complete analyze of patient's condition , periodical reports are created with particular time interval	Once recovered, Follow up consultation is necessary for being aware of the prevailing situation.
Needs and Pains	People need to check their health condition taking physical test	The health environment for patients and proper caring & maintenance by the respective doctors & staffs	Patient wanted to be monitored properly by the corresponding staffs and doctor	Proper resource allocation for the ongoing treatment	Patient need the report to be in a positive way	Patient need to remain healthy
Touchpoint	Test and Results	Physical mode of Admission	Analyzing the severity of the disease	Analyzing the patient's condition	Reports on Pharma Portal	Android Application or Video Conference
Customer Feeling	Panic and nervous	Worried about health & recovery	Confused and depressed	Concerned	Optimistic	Relief and satisfaction
Difficulties	Difficulties in reaching the hospitals with better facilities	Admission process and hospitalization may take longer than expected	Affects the mentality of the patients	Delay on allocation of resources or unavailability	Sometimes, the report indicates slow improvement in patient's health which may leads to extension of stay	There is a chance of side effects on a long term
Expectations	People wanted everything to be smooth & they expect the test reult should be negative	Patients want to get recover or cure as soon as possible with instant treatment	Patients expect to get discharge quickly	Patients expects the proper resources for the tra to be allocated on time	Patients expects the report to be positive	Patients expect to remain healthy with doctor's consultation