

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?

Patients requiring the healthcare services provided by hospitals.

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions?

Spending power, budget, no cash, available devices.

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?

Pros:
-Higher efficiency
-Quick data transfer
-Error reduction
Cons:
-Privacy concerns
-Technical glitches

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

-Healthcare analysis provides healthcare providers with insight to identify population at risk of illness.
-improving treatment outcomes
-Increased patient satisfaction

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this job?

Healthcare analysis is gaining a lot of attention as it provides many benefits like improved operational efficiency, staff productivity, etc.

7. BEHAVIOUR

What does your customer do to address the problem and get the job done?

Patients have to cooperate with the medical staffs and provide the required info in order to perform analysis of healthcare data.

Focus on J&P, tap into BE, understand RC

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| <div>3. TRIGGERS<div>TR</div></div> <div>What triggers customers to act?</div> <div>Diseases or symptoms of diseases.</div> | <div>10. YOUR SOLUTION<div>SL</div></div> <div>We will collect and evaluate patient data to improve medical care and patient experience.</div> <div>Hospitals can collect patient feedback data using various means such as customer service calls, online forms, star ratings, etc.</div> <div>This data can then be processed to extract the most high-value insights such as patient sentiments.</div> <div>Healthcare data analysis can study past and present patient experiences to give medical organizations insights that can be used to improve the quality of care.</div> <div>Data mining enables healthcare providers to maintain better doctor-patient relationship and in turn offer improved patient care.</div> | <div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE</div> <div>What kind of actions do customers take online?</div> <div>Hospitals can collect patient feedback data using various means such as customer service calls, online forms, star ratings, ect.</div> <div>8.2 OFFLINE</div> <div>What kind of actions do customers take offline?</div> <div>The customer, if comfortable, should undergo tests required in order to analyse healthcare data.</div> |
| <div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>How do customers feel when they face a problem or a job and afterwards?</div> <div>Lost, insecure > confident, in control – use it in your communication strategy & design.</div> | | |