# Analytics of hospital healthcare data













Collecting data, performing analysis, arriving at a decision.



#### **Entice**

How does someone initially become aware of this process?



#### **Enter**

What do people experience as they begin the process?



## **Engage**

In the core moments in the process, what happens?



#### What do people typically experience as the process finishes?



# Extend

What happens after the experience is over?



## Steps

What does the person (or group) typically experience?

Open the patient portal, in the

Figure out only the significant data

Select create isualization, in the software

Create csv file from the data

created from the loaded data, in the

Understand and get a clarity from the data, in the software

and get a

Save the analysis and exit the

The app keeps sending notifications health

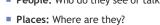
Personalized tour suggestions after new travel



#### Interactions

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Things: What digital touchpoints or physical objects would they use?





At each step, what is a person's

data is not provided sufficiently, user has

arrive at a conclusion from the

Medical drugs that has to be imported



#### Goals & motivations

primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me make the

Help me leave the software with full satisfaction with

Help me spread the word about the accuracy of

Help me see what

Help me see what I

Help me see ways to enhance my data



#### Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

People like looking back on the expenditure saved after using our analysis



### **Negative moments**

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

A normal low key health care centers would not opt for



## Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?