© Vision

Transform healthcare accessibility by eliminating appointment booking friction and creating a seamless digital bridge between patients and healthcare providers.

1. CUSTOMER SEGMENT(S)

Primary Customers:

Working professionals with limited time (ages 25-65)

Elderly patients comfortable with basic technology

Chronic condition patients requiring regular check-

New residents needing healthcare relationships

Secondary Customers:

ups

Healthcare providers (doctors, specialists, clinics)

Healthcare administrators managing multiple practitioners

2. PROBLEMS/PAINS + **FREQUENCY**

Patient Problems:

Phone tag frustration with busy signals and hold times High Frequency

Limited scheduling visibility - no real-time

availability High Frequency

Appointment coordination complexity for multiple

Inconvenient booking hours - clinic lines only open

specialists Medium Frequency Last-minute cancellation and rescheduling issues

Provider Problems:

Medium Frequency

Low-Medium Frequency

Administrative overhead - staff time on phone

scheduling High Frequency No-show appointments causing revenue loss

Schedule optimization and resource allocation

3. TRIGGERS TO ACT

Patient Triggers:

Health symptoms requiring immediate attention

Routine check-up reminders and preventive care

Specialist referrals from primary care physicians

Insurance benefit deadlines and coverage changes

Medication refill requirements

Family health concerns and emergencies

Provider Triggers:

High administrative costs impacting profitability

Patient complaints about booking difficulty

Competitive pressure from other practices

Staff burnout from repetitive scheduling tasks

challenges High Frequency

AFTER)

wait times

Before Problem Resolution:

Frustration - dealing with busy phone lines and

EMOTIONS (BEFORE &

Anxiety - about securing timely appointments for health needs

Stress - from scheduling conflicts and coordination issues

Helplessness - when preferred appointment times

are unavailable

Annoyance - with inefficient and outdated processes

After Problem Resolution:

Relief - from easy and streamlined scheduling process

Control - over personal healthcare management

Confidence - in accessing care when needed

Satisfaction - with modern, efficient experience

Trust - in the healthcare system and providers

5. AVAILABLE SOLUTIONS

Current Alternatives:

limited local coverage

Phone-based booking: Direct interaction but limited hours and wait times

Walk-in appointments: Immediate but no guarantee and long waits

Hospital/clinic websites: 24/7 access but basic functionality

Third-party platforms: Multiple providers but

Patient portals: Direct connection but separate logins for each provider

6. CUSTOMER LIMITATIONS

Patient Limitations:

Technology comfort level varies by age demographic

Internet connectivity and device preferences

Insurance network restrictions and coverage constraints

Time constraints from work schedules and family

Geographic limitations and distance to providers

obligations Language barriers requiring multilingual support

Privacy concerns about sharing health information online

Provider Limitations:

Budget constraints for new technology adoption

Staff training requirements for new systems

Integration needs with existing practice

management software

Regulatory compliance requirements (HIPAA, data security)

Change resistance from established workflows

7. BEHAVIOR + INTENSITY

High-Intensity Behaviors:

Google searching for doctors and health information High

Reading online reviews before selecting providers High

Checking insurance coverage and network providers High

Mobile phone usage for quick healthcare tasks

(High)

Medium-Intensity Behaviors:

Comparing multiple providers when seeking specialists Medium

media Medium Using healthcare apps for symptoms and

medication reminders Medium

Asking for referrals from friends, family, social

8. CHANNELS OF BEHAVIOR

Online Channels:

Search engines (Google, Bing) - primary discovery

Social media (Facebook groups, health communities)

Healthcare review sites (Healthgrades, Vitals)

Mobile apps - increasing preference for app-based

Email - appointment confirmations and reminders

Offline Channels:

programs

Word-of-mouth referrals from family, friends, colleagues

Pharmacy consultations and recommendations

Community health events and local health screenings

9. ROOT/CAUSE OF PROBLEMS

Primary Root Causes:

Information asymmetry: Patients lack real-time availability data

Communication inefficiency: Over-reliance on phone-based systems

Resource allocation mismatch: Provider capacity vs. patient demand timing

System fragmentation: Multiple disconnected booking systems

Process inefficiency: Manual scheduling

workflows **Technology gap:** Outdated practice management

Secondary Causes:

Staff workload and administrative burden on healthcare workers

Patient behavior patterns favoring last-minute booking

Provider resistance to adopting new technologies

10. YOUR SOLUTION

discovery issues

Real-time availability calendar - addresses visibility problems

Mobile-first responsive design - matches user behavior patterns

communication friction preparation process

Solution-Behavior Fit:

appointment management

Taps into mobile usage patterns with responsive,

Integrates with calendar systems matching existing scheduling behavior

Offers choice and control appealing to self-service

Differentiation Strategy:

insurance verification

phone booking

Comprehensive provider network with local focus and quality curation

Proactive communication through automated reminders and updates

Booking Completion

Rate

Measure of solution

effectiveness and user

satisfaction

method

Insurance provider websites for network

Healthcare provider offices - reception and waiting areas

Workplace health fairs and corporate wellness

Core Solution Components:

Multi-provider search and filter - solves provider

Document upload capability - streamlines

Integrated scheduling dashboard - centralized

Automated confirmation system - reduces

app-like experience

familiar to users

Leverages existing Google search behavior with SEO optimization

Provides social proof through reviews and ratings

preferences

Superior user experience compared to traditional

Real-time data versus static website information

Seamless integration with patient records and

Key Success Metrics

Improvement over current booking methods

Time to Appointment

Substitution Rate

Solution stickiness and long-

term value

Platform growth and network effects

Provider Adoption

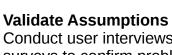
Rate

Problem resolution validation

Customer

Satisfaction

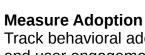
Next Steps



Conduct user interviews and surveys to confirm problem-solution



Deploy minimum viable product with limited provider network



Track behavioral adoption patterns and user engagement

Iterate & Improve Refine solution based on feedback and usage data

5

Scale Success Expand successful patterns across broader market