MediCareCloud Project

Phase 1: Problem Understanding & Industry Analysis
MediCareCloud – Salesforce-Based Patient Care & Healthcare Management System

Problem Statement
Patients in India face challenges such as:
- Lack of direct access to doctors and hospitals.
- Limited awareness of government healthcare schemes (e.g., Ayushman Bharat).
- Manual, paper-based insurance/subsidy claim processes.
- Inefficient communication with healthcare providers.

This fragmented system makes it difficult for patients to get timely care, for doctors to track patient records, and for government/insurance officers to monitor healthcare scheme utilization.

Proposed Solution: A Salesforce CRM system (MediCareCloud) to centralize patient data, enable direct patient-doctor connections, automate scheme/insurance applications, and provide real-time support services.

Requirements Gathering
- Patients need access to hospitals, doctors, and schemes.
- Heavy dependence on intermediaries (agents, clerks) delays care.
- Lack of awareness about insurance/health schemes.
- Manual processes cause inefficiency.
- Doctors need better visibility into patient history.
- Government/insurance officers need centralized scheme monitoring.

Objectives
- Centralize patient, doctor, hospital, and scheme data.
- Provide a portal for direct patient-doctor appointments.
- Automate insurance/scheme applications with approval workflows.
- Provide patients with a self-service portal for appointments, medical history, and support requests.
- Integrate SMS/WhatsApp/email reminders for medicines, appointments, and lab reports.
- Provide dashboards and reports for healthcare administrators and government officers.

Stakeholders
- Patients – register, book appointments, view records, apply for schemes.
- Doctors – manage patient cases, consultations, and prescriptions.
- Hospitals – manage appointments, resources, and billing.
- Insurance/Govt Officers – review scheme claims and monitor data.
- Admins – configure Salesforce setup, manage users/security.

Business Process Mapping
Current Process: Manual registrations, paper-based insurance claims, fragmented communication.
Proposed Process in Salesforce:
- Patients register via Experience Cloud portal.
- Doctors/hospitals update medical records online.
- Insurance/scheme claims are routed digitally for approval.
- Support cases auto-assigned using Service Cloud.

Industry Use Case Analysis
- Healthcare sector needs digital transformation for efficiency & transparency.
- Patients can directly book appointments and track treatments.
- Insurance schemes can be applied for and tracked digitally.
- Dashboards give government/insurance officers real-time scheme usage insights.

AppExchange Exploration
- Health Cloud provides care management but lacks full patient-scheme integration.
- Decision: Build custom MediCareCloud solution tailored for patients, doctors, hospitals, and officers.

Conclusion
MediCareCloud enables a Salesforce-powered CRM for patients, doctors, hospitals, and government officers. It centralizes healthcare data, improves patient access, automates scheme/insurance workflows, and strengthens monitoring.