

Business Case: SmartMed Health Digital Patient Appointment & Feedback System

1. Executive Summary

SmartMed Health is a rapidly growing private hospital chain. Manual appointment booking has led to inefficiencies and poor patient experience. This business case proposes a Digital Patient Appointment & Feedback System to automate bookings and feedback collection. Expected benefits include improved efficiency, patient satisfaction, and informed decision-making.

2. Problem Statement

- Long queues and wait times
- Inefficient manual processes
- Revenue loss due to no-shows
- Lack of structured patient feedback
- Low patient satisfaction

3. Current State Analysis

- Manual logbook used for bookings
- No centralized scheduling
- No automated reminders
- Verbal feedback collection
- Lack of integration with EMR

4. Future State Vision

- Web/mobile self-service system
- Automatic reminders
- Structured digital feedback
- Dashboards for utilization & satisfaction
- EMR integration

5. Options Considered

Option	Description	Pros	Cons
Do Nothing	Continue manual process	No cost	Persisting inefficiencies
Build Custom	In-house development	Tailored solution	High cost, time
Buy Software	Purchase off-the-shelf	Proven, quick setup	License cost, limited fit
Hybrid	Buy & Customize	Balance of speed & fit	Medium cost

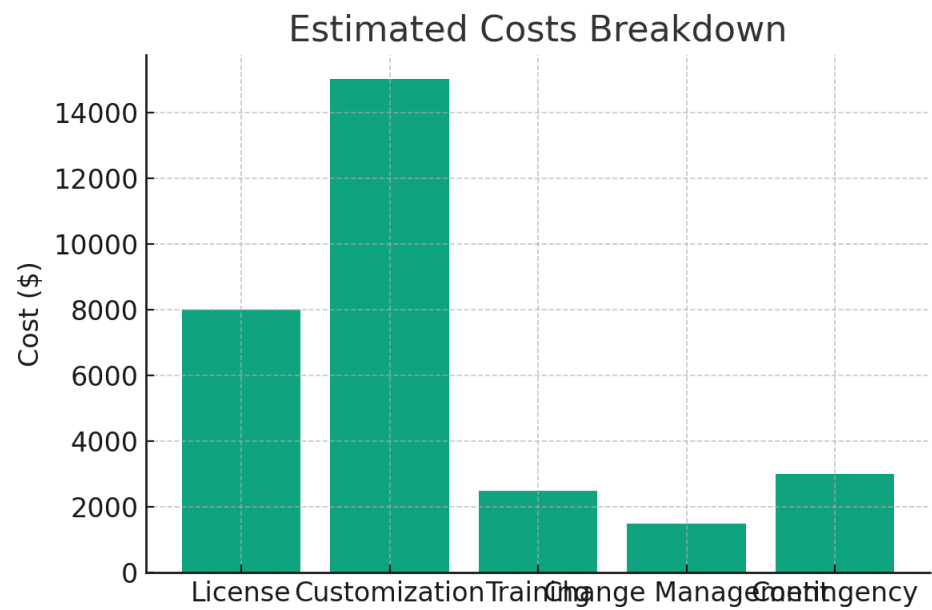
6. Expected Benefits

- Improved patient experience
- Increased staff efficiency
- Revenue from reduced no-shows
- Data-driven decisions
- Competitive edge

7. Risks and Mitigation

Risk	Impact	Mitigation
Low adoption	High	User education, UI testing
Staff resistance	Medium	Training, inclusion
Integration issues	Medium	Early feasibility study
Data privacy	High	Strong security, compliance
Vendor issues	Medium	SLA and due diligence

8. Estimated Costs



Total Estimated Cost: \$30,000

9. Financial Analysis

- Annual Savings: \$12,000
- Additional Revenue: \$18,000/year
- Payback Period: < 2 years
- ROI (3-year): ~120%

10. Implementation Timeline

Phase	Duration
Requirements & Planning	2 weeks
Vendor Selection	2 weeks
Customization & Integration	4 weeks
Testing & Training	2 weeks
Rollout	2 weeks

11. Recommendation

Proceed with the Hybrid (Buy and Customize) approach to ensure fast deployment and alignment with hospital processes. A Business Analyst will oversee implementation, manage vendors, ensure stakeholder engagement, and monitor benefit realization.