

Assignment: CRM & Digital Solutions for Medical Tourism

Introduction:

The Circle Care aims to enhance its digital presence and streamline patient experiences through effective CRM and programming solutions. This assignment is designed to assess your ability to analyze requirements, propose solutions, and demonstrate relevant technical skills.

Part 1: Patient Flow Portal Feature Selection (Zoho Focus)

Objective:

To identify and propose the most suitable Zoho features for creating a seamless patient flow portal, enhancing the patient journey from initial inquiry to post-treatment follow-up.

Tasks:

- 1. Review Attached Zoho Feature List:**
 - Carefully examine the attached document detailing Zoho CRM, Zoho Portal, Zoho Flow, and related Zoho application features.
- 2. Patient Journey Mapping:**
 - Outline the typical patient journey for a medical tourism client, from initial inquiry, consultation, travel planning, treatment, to post-treatment follow up.
- 3. Feature Selection and Justification:**
 - Select the most relevant Zoho features that would contribute to a smooth and efficient patient flow within a dedicated portal.
 - Provide a detailed justification for each selected feature, explaining how it addresses specific patient needs and streamlines processes.
 - Create a visual flow chart demonstrating how these features will integrate.
- 4. Implementation Considerations:**
 - Discuss any potential challenges or considerations related to the implementation of the chosen features.
 - Suggest best practices for data security and user experience.

Deliverables:

- A written report outlining the selected Zoho features and their justifications.
- A visual flowchart of the proposed patient flow portal.

Part 2: Previous Medical App Experience

Objective:

To understand the intern's prior experience with mobile or web-based medical applications and their technical capabilities in this domain.

Tasks:

- 1. Portfolio Sharing:**
 - Share any previous mobile or web-based medical applications you have worked on (either personal projects, academic projects, or professional work).
- 2. Technical Details:**
 - Provide a brief overview of each application, including its purpose, features, and target audience.
 - Describe your role in the development process and the technologies you used.
 - Highlight any challenges you encountered and how you overcame them.

Deliverables:

- A document or presentation showcasing previous medical app experience, including technical details.

Part 3: Nigerian Medical Needs Analysis

Objective:

To identify the highest medical need sought by Nigerians outside their country, based on available datasets, and explain the methodology used to gather the data.

Tasks:

- 1. Dataset Identification and Acquisition:**
 - Identify and acquire relevant datasets related to medical tourism, healthcare trends, or patient travel from Nigeria. This could include government statistics, research reports, travel data, or survey results.
 - Clearly explain the sources of your data and the methodology used to access them.

2. Data Analysis:

- Analyze the datasets to identify trends and patterns related to medical needs sought by Nigerians abroad.
- Determine the highest medical need based on the available data.

3. Explanation and Justification:

- Provide a detailed explanation of your findings, including supporting data and visualizations.
- Justify your conclusions and explain how you arrived at your analysis.