

**Bio:**

Kamal has been a doctor for more than 20 years, keeping contact with his patients is a top priority for him, he tries to be as much informative as possible when it comes to interacting with his patients. He is also an active online medicine community member.

**Bio:**

Amal is a certified nurse, she has been providing her patients with the medical care they need, she loves to build trust with her patients, and to give them not only information, but also directions and guidance in their health choices

**Bio:**

Jaloul is a friendly grand father, he enjoys playing with his grand children and drawing smiles on their faces. He is a Retiree, he enjoys listening to classical music, he suffers from a chronic health condition, which requires close attention and care.

**Bio:**

Nawal is a very busy student, She has a BS in Mathematics, She loves sports and takes care of herself and her family. She also helps her mother stay healthy, organizes her medical documents and book her appointments.

**Phases****First Contact****Diagnosis****Medical Tests****Follow-Up****Actions**

Answer phone calls	Search for available medical records	Make new record for new patients	Schedule diagnosis dates	Help patients get to local office	Talk to patients and understand their medical problems	View the patient's medical record	Prescribe medicine / drugs to the patients	Request a Lab test from the patients	Provide easy to follow-up steps in paper	Request medical tests (either directly from the lab or from the patients)	Specify what tests should be done, under what conditions, as well as specify the related dates	Book the patients for lab test (usually done through phone calls)	Specify another appointment to brief and review the lab test results	Update the patient's medical records according to the new updates	The staff book a follow up appointment	Prepare the available medical record	The doctor reads the patient record before the appointment	The staff prepares the required documents that the doctor might need	The doctor ask the patient about his current condition
Process the billing information	Provide medical information, directions and answer questions	Check up-coming appointments	Prepare for diagnosis	Update the medical record	Give directions and advise patients about their conditions or the medical processes they have to follow	Perform the medical diagnosis	Write the diagnosis report and add it to the patients medical record	Read previous medical reports	Contact the patients previous doctors if needed	Request a follow-up lab test report with specific criteria	Send the patients about any medical updates resulting from the new lab tests	Request the medical tests from the lab or the patients depending on the initial request	Update the medical status general scope	The lab staff notify the patients when the lab results are ready to be picked	The doctor evaluate the advancement of the healing process	The doctor briefs the medical process as "done" if the patient condition is stable	The doctor explains the current medical condition to the patient	The doctor can be given more directions and tasks removes any additional drugs according to the new evaluation	The doctor specifies a new process if needed
Verify insurance credentials and update them if needed					Schedule next medical appointment	Give medical procedures options for the patients to choose from				Take any samples needed (blood, saliva, ... ) or perform any medical process needed					additional Lab tests might be required at this stage	The doctor briefs the medical process as "done" if the patient condition is stable	The doctor briefs the medical process as "done" if the patient condition is stable	The staff finalizes any payments, and provide the patients with their bill	
Fill medical forms and paper work	Request an in-house appointment / with special needs or conditions	Help a family member with their medical processes / medical records	Fill the billing information and provide the required legal document	Look online for navigation to the doctors' office / hospital	Provide the medical test results when available	Ask medical questions about their concerns	Answer the doctor / medical staff questions	Explain symptoms / when did it start / describe them to the doctor	Request information about medical procedures and available alternatives	Request an appointment with the lab to perform the needed medical tests	Go to the lab in the chosen date to hand-in the test request	Collect the lab test results when it is ready	Deliver the results report to the doctor's office	Meet the doctor to get any updates about the test report findings	The patient books a follow up appointment if it was not set by the doctor or in case of any new updates about their medical condition	The patient goes to the doctor's office or to the hospital to meet the doctor	The patient waits in the waiting room while the staff is preparing any required documents or medical supplies	The patient meet the doctor and answer his questions	The patient may ask multiple questions about his condition at this stage
Look for the closest medical staff in their area	Ask questions, directions and updates from the medical staff	Help a family members with their medical processes / medical records	Request a new appointment by going to the reception or through a phone call	Provide previous medical record	Provide previous medical condition, allergies and chronic disease	Understand the current medical problem they are going through, and what comes next in term of procedures	Receive medication and drugs prescriptions	Note any diet directions or medical information	Ask questions about their conditions updates due to the test finding	Receive new medical prescriptions based on the lab test report	Update their medical report by adding the new lab test results or any notes provided by the doctor	Fill the lab test forms required by the lab, the hospital or the doctor			The patient takes any new prescriptions, lab test, notes or directions that the health care provider issued to them	The patient update their medical record according to the new updates from the medical staff	The patient pays any fees required by the doctor's office	The patient's condition may require to go back to previous phases depending of their medical condition	

**Needs**

Easy access to patients information	Remake medical forms to fill	Appointment calendar / notes	Stationary and clinical / medical supplies	Medical staff information (radiologists, medical specialists or physiologists)	Connect with patients and understand their needs	Access to the patients medical records	A list of all available drug, their description, ingredients, prices, updates	Contact information of the lab staff, their location, what medical test they can perform	Help the patients with their medical processes and easily explain steps to them	Pre-made lab test forms, for each specific test or process	List of all the medical labs in the area with a list of the tests they can provide	The possibility to easily issue lab test requests	The lab staff can easily access the medical requirements in order to update them and push in the new results	Contact between the lab staff and the medical staff to communicate and exchange	The ability to add multiple types of appointments to each patients medical record	Access to the patient's previous medical record with all the documents	Prepare to start the appointment	Prepare any required tools or medical supplies	Understand how is the patient feeling, how the patient is performing and how the patient is advancing in term of health condition
Questions / answers guide to provide the patients with clear directions	Patients records / history of patients conditions (including special needs)	Easy integration of the already existing data	Support while starting to switch from paper documents to digital documents		Have a structured steps guide to help them with explaining the medical procedures to their patients	An easy way to share the patients' information with colleagues	Keep note of all the medical procedures and any alternative options	Write notes for future diagnosis or appointments		Pre-made lab test forms, for each specific test or process	List of all the medical labs in the area with a list of the tests they can provide	The possibility to easily issue lab test requests	The lab staff can easily access the medical requirements in order to update them and push in the new results	Contact between the lab staff and the medical staff to communicate and exchange	The ability to add multiple types of appointments to each patients medical record	Access to the patient's previous medical record with all the documents	Prepare to start the appointment	Prepare any required tools or medical supplies	Understand how is the patient feeling, how the patient is performing and how the patient is advancing in term of health condition
Easy access to personal and family members medical records	Hospital / doctor contact information and geolocations	Help with filling the medical forms in order to get an appointment	Fast and easy access to medical staff and doctors	Information about the billing amount and details	Available medical test results (documents or pictures)	Answers about their medical question	A good understanding of their conditions	Information about any alternative procedures, medical choices	A way to keep the medical notes provided by their doctors	A clear and easy lab test process to follow	The lab required documents, including the doctor's lab test request	A simple way to find and locate the nearest medical lab	A clear understanding of the medical test steps / phases	Fast delivery of the test results to the doctor's office or hospital	The ability to book more than one appointment to follow up with any medical requirements	Understand his current condition and what should be done next	Organized documents for easy handover to the medical staff	Answers to question they might have about their condition or any future medical procedure	Easy access to family documents in order to keep an eye on family members conditions
Simpler insurance inclusion process	Eliminate the time wasted in preparing the medical documents required	Help with deciding which doctor to go to	Help with deciding which doctor to go to	Check if a doctor is available in his office before going to book an appointment to avoid long waiting time	Any documents about their medical condition, allergies or chronic disease	To the current medical problem they are going through, and what comes next in term of procedures	Receive medication and drugs prescriptions from their doctors or health providers			Schedule a meeting with the doctor to provide information about the medical test results	Answers to any question they might have either about the test results, process or any other medical questions they might have	Easy update for their medical record after the test is done (including any prescriptions)	Easy labs when needed by the lab staff	The possibility to reschedule an appointment if needed	The ability to book more than one appointment to follow up with any medical requirements	Understand his current condition and what should be done next	Organized documents for easy handover to the medical staff	Answers to question they might have about their condition or any future medical procedure	Easy access to family documents in order to keep an eye on family members conditions
Request an appointment with special conditions										Request in-house tests if the patient is unable to go to the medical lab					Patients might need copies from their medical records for future use				

**Pain Points**

The records searching period takes a lot of time and energy	The patients records are usually in form of papers and folders, that make it hard to look for the record each time a check is needed	Having too much paper data makes it hard to make the switch to a digital solution	The records searching period takes a lot of time and energy	The patients lose track of the directions we give them	Sometimes the medical staff forget the steps of a specific diagnosis which requires the patients to come for another visit	Medical records are usually heavy on data that makes it time-consuming to find the needed document	Sometimes the patients have no previous records so the medical decisions are not well informed as a result	Sharing the patient record with a specialist is a complicated process, the patient gets assigned to do it himself	Some reports go missing in the process	While preparing the patients documents for the medical test we do a lot data entry that can be automated	We often find ourselves looking for a local lab information over and over	We keep a paper copy of the report in our archive just to have something to fall back on in case the patients lose theirs	It would be much easier if we could differentiate between normal appointments and lab appointments	When the patients are late on the documents delivery it takes us more time to make the results report	Multiple appointments can be hard to manage and to keep track of, since we have to pay close attention to the medical record status	Each appointment requires different tools and supplies, it is frustrating to manage a lot of them at the same time	The patients lose track of the directions we give them	When changing this patients prescription we have to note the dates, else we would have no idea about the patients current drugs / medicines	Preparing a new process and writing notes about it is time consuming	
If the patients doesn't bring their medical folder with them, it takes up time to find it in our archive	Each time a new record is created we have to print the same documents multiple times	It is hard to manage appointments and keep things organized all the time, the paper documents can get messy	It will be hard to start learning a new digital management system		The medical staff have a hard time separating between personal and professional files since they cannot choose when to be contacted	The patients lose track of the directions given by the doctor, that results in a lot of work repetition and time loss	The patients need an evaluation of the available procedures individually, it becomes a repetitive task for the medical staff	Each patient needs an evaluation of the available procedures individually, it becomes a repetitive task for the medical staff	Managing a medical report can be challenging when the doctors have multiple patients to keep an eye on	When trying to update the medical records, the documents search phase takes half the total time that the report takes	Having an established channel for internal communication makes it hard to exchange effectively	Each test is different, so most of the time hard to follow, we keep running around in loops	Each test is different, so most of the time hard to follow, we keep running around in loops	We have no idea when the results can be ready, so we either have to go to the lab to check or keep calling and asking if the results are ready	Having to manage our own records is frustrating, we lose important documents all the time	Sometimes we mislabel the client record payment status.	We don't know when our patients are due for their next appointment, we either have to go to the lab to check or keep calling and asking if the results are ready	The patients' process is not automated, the smallest mistake in calculation can lead to a loss of the office money	Explaining the medical condition can be a challenge, especially when we are dealing with a patient and his family	When the patient is not able to explain his condition and has no companion with whom it becomes challenging to provide accurate diagnosis
Managing multiple records at the same time makes it easy to miss important dates	In order to keep an eye on family medical records it is mandatory to be present with them in the same place	Trying to look for the location of a doctor's office can be stressing, the current solution is to use google maps and you still have to do the search	Getting the doctor's contact information is really hard specially in the first visit.	Each time we start a medical process we have to fill our insurance forms.	Most of the medical processes involve managing the paper documents and organizing them	Having multiple family members means having multiple medical records to deal with	There are very little to no information online about drugs prescribed by the doctor	It is hard to find a good doctor or hospital with a good service in a short amount of time	Finding a doctor that is willing to perform an in-house diagnosis is frustrating	The testing process is not clear enough and most of the time hard to follow, we keep running around in loops	Each test is different, so most of the time hard to follow, we keep running around in loops	The process takes too long and full of waiting	We have no idea when the results can be ready, so we either have to go to the lab to check or keep calling and asking if the results are ready	The patients lose track of what has to be done, often they lose the doctors directions and notes	Absence of knowledge about the medical advancement makes the patients stressed	The patients forget important documents when they visit the doctor	In most cases the patients do not understand the answers provided by their doctor due to language barrier	Family members cannot keep an eye on their families medical condition without being physically present with them		
It is impossible to collect the documents required by the doctor without forgetting a document or two	There is no way to know if a doctor or a hospital is a good one or not	Most of the doctor reception offices have no feedback box where we can put suggestions as patients	If a document is lost the only way to get another copy is to go to the doctor and ask for one from their archive	Old people cannot stand the long periods of waiting in the waiting rooms	Not knowing how bad a medical condition is makes the patients stressed	Privacy concerns when it comes to who sees and manages the patients medical record	The patients forget to bring their medical records with them in the time of the appointment	Patients can have many doctors and each one gives a medicine prescription, this can lead to the patients taking the same drug twice	Booking a lab test requires a lot of asking around and not always we have to go to find people that are ready to provide help	It would be very helpful if we could know which lab offers in-house appointments and which does not					Patients do not know what to do when there are no medical directions to help them	Sometimes the patients have no time to call or visit the doctor's office in order to cancel an appointment				

**Opportunities**

An in-app file system to manage patients documents	Appointment calendar to manage bookings	A notification system to stay updated about any records	Easy access to patients contact information	A structured booking system that can be linked to any medical record	The health care provider can create a list of tasks for each medical procedure	A search system to give the medical staff a fast
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