

CareConnect: Government Health Camp CRM

Problem Statement

Government-run health camps in rural/semi-urban areas struggle with poor patient scheduling, inefficient use of medical staff, and limited follow-up on patient outcomes. A CRM is needed to streamline registration, appointment booking, staff/resource allocation, and follow-up while providing reporting for health authorities.

Project Overview

Build a Salesforce CRM application to manage end-to-end scheduling, outreach, and follow-up for government health camps. The system will be used by local health camp coordinators, medical teams, and government supervisors:

- Citizens can pre-register or walk in and be assigned time slots.
- Staff and equipment are allocated based on camp size and patient needs.
- Automated reminders, status tracking, and integrated feedback collection improve participation and care quality.

Objectives

- Automate scheduling for patients, doctors, and equipment to maximize efficiency.
- Provide real-time reporting to supervisors on registrations, resource allocation, and follow-ups.
- Enhance patient experience with automated reminders and streamlined onsite check-in.
- Track outcomes and gather feedback for future improvement, ensuring accountability.
- Integrate workflows with WhatsApp/SMS for communication, making it practical for mass outreach.