**Phase 1: Problem Understanding & Industry Analysis**

**1. Introduction**

This document outlines the Phase 1 activities for the **CareConnect: Government Health Camp CRM** project. This phase focuses on understanding the core problem, analyzing stakeholder needs, mapping business processes, and researching industry use cases specific to government health camps.

**2. Problem Statement**

Government-run health camps in rural and semi-urban areas face challenges including:

* Poor patient scheduling leading to long wait times and overcrowding.
* Inefficient utilization of medical staff and equipment resources.
* Limited follow-up on patient health outcomes post-camp.
* Lack of automated reminders, reporting, and feedback mechanisms.

These challenges reduce the impact and efficiency of government health outreach programs.

**3. Objectives**

* Automate scheduling for patients, medical staff, and equipment to maximize resource utilization.
* Provide a streamlined registration and appointment system for citizens.
* Enable real-time tracking and reporting for health camp coordinators and government supervisors.
* Improve patient engagement through automated notifications and feedback.
* Support data-driven decision-making for future health camps.

**4. Stakeholder Analysis**

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| --- | --- | --- |
| Stakeholder | Role | Needs/Expectations |
| Citizens / Patients | Health camp attendees | Easy registration, appointment slots, reminders |
| Health Camp Coordinator | Camp organizers | Efficient scheduling, resource allocation |
| Medical Staff | Doctors, nurses, technicians | Clear appointment lists, staff assignments |
| Government Supervisors | Monitoring and reporting | Comprehensive reports, camp performance data |

**5. Business Process Mapping**

Current and Proposed Workflows:

|  |  |
| --- | --- |
| Current Workflow | Proposed Workflow |
| Manual patient registration at camp | Online pre-registration and appointment booking |
| Walk-in camps leading to long wait times | Scheduled appointments managing patient flow |
| Staff and equipment assigned manually | Automated resource allocation based on demand |
| Limited follow-up and feedback | Automated follow-up notifications and surveys |

**6. Industry-Specific Use Case Analysis**

* Healthcare outreach programs globally use CRM systems to improve appointment management and resource allocation.
* Government agencies benefit from automation to handle large-scale camp operations.
* Appointment scheduling and follow-up improve patient adherence and health outcomes.
* Examples include vaccination camps, eye camps, and general health check-up camps utilizing streamlined CRM systems.

**7. AppExchange Exploration**

Explored Salesforce AppExchange for existing healthcare and appointment scheduling solutions:

* Identified apps focused on patient management, scheduling automation, and resource management.
* No single app fully addressed the needs of government health camps in rural areas.
* Decision made to develop a custom CRM system tailored to specific requirements.

**8. Conclusion**

The Phase 1 analysis confirms the need for a dedicated CRM system — **CareConnect** — to address the shortcomings in government health camp management. The next phase will focus on configuring the Salesforce org and aligning it with the documented requirements.