Migrant Health CRM – Phase 1

# Problem Statement

Development of a Salesforce-based platform tailored for migrant populations to manage healthcare access, track medical history, schedule check-ups, and connect with health providers. The system aims to improve healthcare delivery, reduce communication barriers, and provide data insights for policymakers and NGOs supporting migrant communities.

# Key Objectives

* Accessible Healthcare: Enable migrants to register, book appointments, and track medical history.
* Provider Coordination: Streamline case management across hospitals, clinics, and NGOs.
* Real-time Updates: Notify patients about appointments, vaccinations, and follow-ups.
* Data Analytics: Provide reports to NGOs and government bodies for policy formulation.
* Process Automation: Automate reminders, referrals, and feedback collection.

# Technical Implementation Flow

1. Migrants register & submit health details → Web/Mobile interface (multi-language support).
2. System auto-assigns healthcare providers → Based on location, specialty, or urgency.
3. Healthcare staff update records → Consultations, prescriptions, test results.
4. Automated notifications → Reminders for appointments, vaccination drives.
5. Analytics dashboard → NGO/government access to health trends and resource allocation.

# Real-world Impact

* Improved Healthcare Access: Migrants receive timely medical attention.
* Better Resource Planning: NGOs and health departments can allocate resources efficiently.
* Enhanced Transparency: Migrants track their own health records.
* Reduced Health Risks: Early detection of diseases and preventive care through automation.

# Departments/Stakeholders Involved

* Hospitals & Clinics (Primary healthcare providers).
* NGOs & Nonprofits (Community support, outreach programs).
* Government Health Departments (Policy, vaccination drives).
* Pharmacies & Labs (Prescription fulfillment, test results).
* Community Volunteers (Assisting migrants with registrations).

# Success Metrics

* Increase in number of migrants registered and receiving healthcare.
* Reduction in missed appointments and vaccination delays.
* Improved satisfaction scores from migrant communities.
* Enhanced efficiency in NGO/government healthcare programs.

# Phase 1: Problem Understanding & Industry Analysis

## 1. Requirement Gathering

Functional Requirements:

* Migrant Portal: Multi-language registration, appointment booking, health records.
* Provider Dashboard: Patient queue, case history, referrals.
* Admin Console: NGO/government reporting, user management.
* Mobile Accessibility: Easy use for field health workers and migrants.
* Notification System: SMS/WhatsApp reminders for appointments and vaccinations.

Non-Functional Requirements:

* Performance: Handle 10,000+ migrant records efficiently.
* Security: HIPAA-compliant data protection, role-based access.
* Scalability: Expand across states and regions.
* Availability: Ensure reliable access in rural and remote areas.

## 2. Stakeholder Analysis

Primary Stakeholders:

* Migrants: Patients and beneficiaries.
* Healthcare Providers: Doctors, nurses, clinics.
* NGOs: Health outreach coordinators.
* Government Officials: Health department decision-makers.

Secondary Stakeholders:

* System Administrators: CRM platform maintainers.
* Pharmacies & Labs: Supporting treatment process.
* Donors & International Agencies: Funding and monitoring outcomes.

## 3. Business Process Mapping

Current State (Manual Process):

* Migrants visit hospitals/NGOs physically for registration.
* Paper-based medical records stored locally.
* Limited communication of follow-ups or vaccination drives.
* Tracking health issues is difficult and fragmented.

Future State (Automated System):

* Digital registration and medical history tracking.
* Automated provider matching and referrals.
* Appointment and vaccination reminders via SMS/WhatsApp.
* Centralized dashboard for NGOs and government monitoring.

## 4. Industry-specific Use Case Analysis

Healthcare Trends:

* Telemedicine: Remote consultations for migrants in rural areas.
* Mobile Health (mHealth): Widespread smartphone adoption for health apps.
* AI/ML: Predictive analytics for outbreak control and disease tracking.
* IoT Devices: Wearables for migrant workers’ health monitoring.
* Digital Health Records: Standardized and portable medical records.

Comparable Solutions:

* CommCare: NGO-led mobile health platform.
* KoboToolbox: Data collection for humanitarian aid.
* DHIS2: Open-source health information system.
* CareMessage: Mobile engagement for underserved populations.

## 5. AppExchange Exploration

* Health Cloud: Patient management and care coordination.
* OmniStudio: Multi-language and multi-channel engagement.
* Survey Force: Collect migrant feedback and satisfaction.
* Einstein Analytics: AI-driven health insights.

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