

ANALYTICS FOR HOSPITAL'S AND HEALTH - CARE DATA

TEAM ID:

PNT2022TMID29950

ANALYTICS

PREPARE SOLUTION FIT

1. CUSTOMER SEGMENT(S)

- **Person With Identical Needs**
- **Person With Chronic Condition**
- **Person With Multiple Illness**
- **Tertiary Care Patient**

2. PROBLEMS

- **People for testing and treatment of coronavirus**
- **Overflowing waiting room**
- **Beds crowded in intensive care units**
- **Lack of oxygen cylinders during covid**
- **Restricted travel for staffs**

3. TRIGGER TO ACT

- **Care of the dying is urgent care**
- **Diagnosis of life-limiting conditions**

4. EMOTIONS

- **Condemning emotions**
- **Self-conscious emotions**
- **Suffering emotions**

5. AVAILABLE SOLUTION

- **Effective Communication to Patients**
- **Grievance Redressal Mechanism.**
- **Nurses To focus on Clinical Care**

6. CUSTOMER STATE LIMITATION

- **Convincing Consumers There's Choice**
- **Inaccessibility**
- **Lagging Behind in Consumer Technology**

7. BEHAVIOUR

- **Arrangements in schools and colleges for the patient who had covid to avoid spreading**
- **Giving Essential resources for the patients**
- **Organizing Vaccination camp**

9. ROOT/CAUSE

- **Government mandates.**
- **Patient safety and quality care.**
- **Staffing concerns.**
- **Patient satisfaction.**
- **Doctor-related issues.**
- **Population health management.**

10. MY SOLUTION

- **Orientation Training**
- **Camp for vaccination and providing free consultation for awareness**
- **Developing application for information**
- **Creating blood bank app for immediate blood requirements**

8. CHANNELS OF BEHAVIOUR

- **Strategic Decision**
- **Physical Advocacy**
- **Paid Advertising**
- **Customer Services**