ENNU OPTIMAL OBJECT ARCHITECTURE ANALYSIS

In-Person Appointments vs Telehealth Sessions + Listings Object Strategy

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Purpose: Optimal object architecture for location-based vs virtual healthcare delivery

CRITICAL ARCHITECTURAL CONSIDERATIONS

KEY DISTINCTION: LOCATION-BASED vs VIRTUAL DELIVERY

You've identified the fundamental architectural challenge:

IN-PERSON APPOINTMENTS: - Require physical location - Need room/facility assignment - Equipment and staff coordination - Physical check-in processes - Location-specific compliance - Parking and accessibility considerations

TELEHEALTH SESSIONS: - No physical location required - Virtual platform coordination - Technology requirements - Internet connectivity considerations - Remote patient monitoring - Digital consent and documentation

ARCHITECTURAL OPTIONS ANALYSIS

OPTION 1: UNIFIED APPOINTMENTS OBJECT (Single Object Approach)

Configuration:

```
APPOINTMENTS OBJECT (Standard + Enhanced):
├── Built-in Properties: ~25 (appointment name, date, time, etc.)
├── Custom Properties: 25 healthcare-specific fields
├── Appointment Type: In-Person, Telehealth, Hybrid
├── Location Handling: Conditional based on type
└── Total Properties: ~50 properties
```

PROS:

- Single object simplifies reporting

- Unified scheduling interface

- Easier workflow management

- Consistent patient experience

CONS:

- Complex conditional logic required

- Location fields irrelevant for telehealth

- Different compliance requirements mixed

- Reporting complexity for location-specific metrics

OPTION 2: SEPARATE OBJECTS APPROACH (Recommended)

Configuration:

```
APPOINTMENTS OBJECT (In-Person Only):
├── Built-in Properties: ~25 (with location features)
├── Custom Properties: 20 location-specific fields
├── Location: Required field
├── Room/Facility: Required assignment
└── Purpose: Physical location appointments

TELEHEALTH SESSIONS OBJECT (Custom - Virtual Only):
├── Custom Properties: 18 virtual-specific fields
├── Platform: Required (Zoom, Teams, etc.)
├── Technology Requirements: Specified
├── Location: Not applicable
└── Purpose: Virtual consultations
```

PROS:

- Clean separation of concerns

- Location-specific optimization

- Simplified compliance tracking

- Better reporting granularity

- Optimized workflows per type

CONS:

- Two objects to manage

- Slightly more complex setup

- Potential data duplication

LISTINGS OBJECT STRATEGIC ANALYSIS

LISTINGS OBJECT CAPABILITIES:

The Listings object is designed for: - Searchable item catalogs - Location-based services - Availability scheduling - Public-facing directories - Service/product showcases

HEALTHCARE APPLICATIONS FOR LISTINGS OBJECT:

OPTION A: PROVIDER DIRECTORY LISTINGS

```
LISTINGS OBJECT → Provider Directory:
├── Provider Name and Credentials
├── Specialties and Services Offered
├── Location and Contact Information
├── Availability and Scheduling
├── Patient Reviews and Ratings
├── Insurance Accepted
├── Languages Spoken
├── Education and Certifications
└── Bio and Approach
```

STRATEGIC VALUE: - Public provider directory - Patient self-service provider selection - SEO optimization for provider searches - Integration with appointment booking - Provider performance tracking

OPTION B: SERVICE CATALOG LISTINGS

```
LISTINGS OBJECT → Service Catalog:
├── Service Name and Description
├── Service Category (Medical, Aesthetic, Wellness)
├── Duration and Pricing
├── Provider Requirements
├── Location Availability
├── Preparation Instructions
├── Expected Outcomes
├── Before/After Gallery
└── Patient Testimonials
```

STRATEGIC VALUE: - Public service catalog - SEO optimization for service searches - Lead generation through service discovery - Integration with assessment forms - Service performance analytics

OPTION C: LOCATION/FACILITY LISTINGS

```
LISTINGS OBJECT → Facility Directory:
├── Location Name and Address
├── Services Available at Location
├── Facility Features and Amenities
├── Accessibility Information
├── Parking and Transportation
├── Hours of Operation
├── Contact Information
├── Virtual Tour/Photos
└── Patient Reviews
```

STRATEGIC VALUE: - Multi-location management - Location-specific service offerings - Patient convenience optimization - Local SEO optimization - Facility utilization tracking

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RECOMMENDED OPTIMAL ARCHITECTURE

STRATEGIC OBJECT SELECTION:

STANDARD OBJECTS (8 total):

```
 1.  CONTACTS → Patient hub (153 custom properties)
 2. COMPANIES → Healthcare organizations (15 custom properties)
 3. DEALS → Revenue tracking (25 custom properties)
 4. TICKETS → Patient support (12 custom properties)
 5. APPOINTMENTS → In-person appointments only (20 custom properties)
 6. SERVICES → Medical service catalog (25 custom properties)
 7. PRODUCTS → Service packages and pricing (20 custom properties)
 8. LISTINGS → Provider directory (15 custom properties) ← NEW ADDITION
```

CUSTOM OBJECTS (7 total):

```
 1.  LAB RESULTS → Laboratory data (15 custom properties)
 2. MEASUREMENT HISTORY → Biomarker tracking (20 custom properties)
 3. HEALTH SCORES → Health assessment (18 custom properties)
 4. ASSESSMENT RESULTS → Lead qualification (15 custom properties)
 5. TELEHEALTH SESSIONS → Virtual consultations (18 custom properties)
 6. CLINICAL TRIGGERS → Patient safety (8 custom properties)
 7. TREATMENT PLANS → Treatment protocols (12 custom properties)
```

OBJECT RELATIONSHIP ARCHITECTURE:

```
CONTACT (Patient Hub)
├── APPOINTMENTS (In-Person) → Many-to-One
├── TELEHEALTH SESSIONS (Virtual) → Many-to-One
├── DEALS (Revenue) → Many-to-One
├── TICKETS (Support) → Many-to-One
├── LAB RESULTS → Many-to-One
├── MEASUREMENT HISTORY → Many-to-One
├── HEALTH SCORES → Many-to-One
├── ASSESSMENT RESULTS → Many-to-One
├── CLINICAL TRIGGERS → Many-to-One
└── TREATMENT PLANS → Many-to-One

LISTINGS (Provider Directory)
├── APPOINTMENTS → One-to-Many (provider assignment)
├── TELEHEALTH SESSIONS → One-to-Many (provider assignment)
└── SERVICES → Many-to-Many (provider capabilities)

SERVICES (Service Catalog)
├── APPOINTMENTS → One-to-Many (service delivery)
├── TELEHEALTH SESSIONS → One-to-Many (virtual delivery)
├── DEALS → One-to-Many (service sales)
└── LISTINGS → Many-to-Many (provider capabilities)
```

DETAILED OBJECT SPECIFICATIONS

APPOINTMENTS OBJECT (In-Person Only)

Total Custom Properties: 20 fields

Field Name	Internal Name	Type	Purpose
Appointment Location	appointment_location	Dropdown	Facility location
Room Assignment	room_assignment	Dropdown	Specific room
Equipment Required	equipment_required	Multi-line text	Medical equipment
Parking Instructions	parking_instructions	Multi-line text	Parking details
Check-in Time	checkin_time	Date picker	Actual arrival
Provider Present	provider_present	Single-line text	Attending provider
Support Staff	support_staff	Multi-line text	Assisting staff
Facility Compliance	facility_compliance	Dropdown	Compliance status
Accessibility Needs	accessibility_needs	Multi-line text	Special accommodations
Transportation Method	transportation_method	Dropdown	How patient arrived
Companion Present	companion_present	Checkbox	Family/friend present
Interpreter Required	interpreter_required	Checkbox	Language assistance
Infection Control	infection_control	Dropdown	Safety protocols
Equipment Used	equipment_used	Multi-line text	Actual equipment
Room Preparation	room_preparation	Multi-line text	Setup requirements
Post-Appointment Cleanup	post_appointment_cleanup	Checkbox	Cleanup completed

Field Name	Internal Name	Type	Purpose
Facility Feedback	facility_feedback	Multi-line text	Location feedback
Next Appointment Location	next_appointment_location	Dropdown	Future location
Location Preference	location_preference	Dropdown	Patient preference
Travel Distance	travel_distance	Number	Miles to facility

TELEHEALTH SESSIONS OBJECT (Virtual Only)

Total Custom Properties: 18 fields

Field Name	Internal Name	Type	Purpose
Platform Used	platform_used	Dropdown	Zoom, Teams, Other
Session Link	session_link	Single-line text	Meeting URL
Technology Check	technology_check	Checkbox	Pre-session test
Internet Quality	internet_quality	Dropdown	Connection quality
Audio Quality	audio_quality	Dropdown	Sound quality
Video Quality	video_quality	Dropdown	Visual quality
Screen Sharing Used	screen_sharing_used	Checkbox	Screen share
Recording Available	recording_available	Checkbox	Session recorded
Recording Link	recording_link	Single-line text	Recording URL
Patient Location	patient_location	Single-line text	Where patient joined
Device Used	device_used	Dropdown	Computer, tablet, phone
Technical Issues	technical_issues	Multi-line text	Problems encountered
Backup Communication	backup_communication	Single-line text	Phone number
Digital Consent	digital_consent	Checkbox	Electronic consent
Remote Monitoring	remote_monitoring	Checkbox	Devices used
Follow-up Platform	followup_platform	Dropdown	Next session platform
Platform Preference	platform_preference	Dropdown	Patient preference
Technical Support	technical_support	Checkbox	Support provided

LISTINGS OBJECT (Provider Directory)

Total Custom Properties: 15 fields

Field Name	Internal Name	Type	Purpose
Provider Type	provider_type	Dropdown	MD, NP, PA, etc.
Medical Specialties	medical_specialties	Multi-line text	Areas of expertise
Board Certifications	board_certifications	Multi-line text	Certifications
Years Experience	years_experience	Number	Experience level
Education Background	education_background	Multi-line text	Medical education
Languages Spoken	languages_spoken	Multi-line text	Language capabilities
Insurance Accepted	insurance_accepted	Multi-line text	Insurance plans
Appointment Types	appointment_types	Multi-line text	Available services
Availability Schedule	availability_schedule	Multi-line text	General availability
Location Preferences	location_preferences	Multi-line text	Preferred locations
Telehealth Capable	telehealth_capable	Checkbox	Virtual consultations
Patient Age Range	patient_age_range	Single-line text	Age specialization
Gender Preferences	gender_preferences	Dropdown	Patient preferences
Special Interests	special_interests	Multi-line text	Clinical interests
Professional Bio	professional_bio	Multi-line text	Provider biography

IMPLEMENTATION BENEFITS

ARCHITECTURAL ADVANTAGES:

```
 CLEAR SEPARATION:
- In-person appointments optimized for location management
- Telehealth sessions optimized for virtual delivery
- Provider directory enables patient self-service
- Service catalog drives lead generation

OPERATIONAL EFFICIENCY:
- Location-specific workflows and compliance
- Virtual-specific technology and platform management
- Provider assignment optimization
- Service discovery and booking automation

REPORTING CLARITY:
- Separate metrics for in-person vs virtual care
- Location utilization and performance
- Provider productivity and patient satisfaction
- Service popularity and conversion rates
```

STRATEGIC VALUE:

```
 PATIENT EXPERIENCE:
- Self-service provider selection
- Location and service discovery
- Optimized booking experience
- Clear expectations for appointment type

OPERATIONAL EXCELLENCE:
- Efficient resource allocation
- Compliance management by delivery type
- Performance optimization per modality
- Scalable multi-location management

BUSINESS GROWTH:
- SEO optimization through listings
- Lead generation through service discovery
- Provider performance tracking
- Market expansion capabilities
```

FINAL RECOMMENDATION

OPTIMAL OBJECT ARCHITECTURE:

Standard Objects: 8 Custom Objects: 7 Total Objects: 15 Total Custom Properties: 316

This architecture provides: - **Clear separation** between in-person and virtual care - **Optimized workflows** for each delivery modality - **Enhanced patient experience** through provider/service discovery - **Operational efficiency** through specialized object design - **Strategic growth capability** through listings optimization

The separation of appointments and telehealth sessions, combined with strategic use of the listings object, creates the most sophisticated and operationally efficient healthcare CRM architecture possible.