



GenNex

AT HOME SERVICES BUSINESS DATA MAPPING, PERFORMANCE
METRICS, BUSINESS INTELLIGENCE DOCUMENT AND ITIL

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CONTEXT

GenNex Diagnostics and Devices Ltd, is a diagnostic company with diversified products and service portfolios. We have partnerships with hospitals, insurance companies and hospital networks. We are the pioneers in moving from traditional revenue streams into information services, in healthcare industry.

With the changing customer needs and new government regulation (Obama Care) the healthcare industry is changing vigorously in order to improve Heath Care in Unites States of America. GenNex being a forerunner plans to implement outcome-based fee by changing the traditional Fee-for service payment model. The fee-for-service system of payment for health care services is widely thought to be one of the major culprits in driving up U.S. health care costs. This system not only encourages volume but rewards poor quality and provides little incentive for care coordination. GenNex is partnering with likely and unlikely businesses to step-into new dimension in order to deliver best end-to-end experience to the consumer.

GenNex also volunteers for Bundled Payments for Care Improvement Initiative to collaborate in order improve both the quality and efficiency of individual episodes of care.

BUSINESS DATA MAPPING

Business Data Mapping is used to report data for cluster, services and business. It is important as it provides visibility to know how our services are processed with input and output. It creates clarity & alignment which brings all people together and on same page. It also sets new goals and drives the ways to achieve them.

List of Products and services

- Appointment and scheduling bookings
- Delivering healthcare devices home
- Wellness services
- Construction Services
- Transportation Services
- Translation Services
- Case Management Services
- Billing and payment

Primary Data Clusters

- Customer(Patient) demographic information
- Customer(Patient) location information
- Customer(Patient) treatment information
- Medical History
- Customer(Patient) devices purchase information
- Service diagnosis
- Service feedback information
- Construction details
- Billing information

Composite Data Clusters

- Cases
- Invoices

Mapping

	Appointment & scheduling booking	Delivering health-care device home	Wellness services	Constru- ction Services	Transport -ation Services	Case Manage- ment Services	Translat- ion Services	Billing & Payment
Customer (patient) demograph ic informatio n	(i)	(i)	(i)			(i)	(i)	(i)
Customer (patient) Location informatio n	(i)	(i)	(i)	(i)	(i)			
Customer (patient)			(i)			(i)		(i)

Treatment details								
Medical History						(i)		
Customer (patient) Device purchase information		(i)						(i)
Customer (patient) Diagnosis			(i)			(i)		(i)
Service feedback information		(i)	(i)					
Construction details				(i)				(i)
Billing information								
Appointment Booked	o							
Product Sales Information	o							
Wellness service		o						

informatio n								
Constructi on				o				(i)
Transporta tion facility					o			(i)
Cases manageme nt						o		
Translator services							o	(i)
Invoices								o

BUSINESS INTELLIGENCE

BI Reference ID	Data Cluster	BI Requirement
1	Customer (patient) demographic information	<ul style="list-style-type: none"> System shall determine the number of customers accessing the system System shall determine the age group participating with the system System shall pull out the specific ethnicity of customers System shall provide the frequency of the customer visits System can determine inactive customers
2	Customer (patient) Location information	<ul style="list-style-type: none"> System can pull out the highest number of customer from a specific region System can determine list of patients having outdated location

3	Customer (patient) Treatment details	<ul style="list-style-type: none"> • System identifies the treatment based on the symptoms • System can pull out common symptoms • System can calculate the duration of the patients treatment – how long customer will take in order to recover from illness
4	Medical History	<ul style="list-style-type: none"> • System can quickly formulate the possible causes of the illness based on the history details
5	Customer (patient) Device purchase information	<ul style="list-style-type: none"> • System can predict the customers purchases • System can quickly map the most frequently bought items
6	Service feedback information	<ul style="list-style-type: none"> • System can pull out number of satisfied customers • System can determine number of dissatisfied customers • System can map which treatment satisfied the need of customer • System can map which treatment did not satisfied the need of customer
7	Construction details	<ul style="list-style-type: none"> • System can track the progress of the construction requested by the customer • System can quickly formulate the duration of construction with respect to the service requested
8	Billing information	<ul style="list-style-type: none"> • System can quickly map all the services used by single customer • System can quickly formulate invoice for all the services used by single customer

OPERATIONAL PERFORMANCE METRICS

Use Case	Data Cluster	Measurable?	BI #ID	IT	Predictive Analysis	Feedback Loop	Strategic Analysis
Account Creation	Customer (patient) demographic information	Yes	1	System is capable of handling 500 account creation request in 1 hour	System can predict the age group, gender and ethnicity of customers interacting with various services	System captures demographic information from the customer	Based on the age and gender, AHS (At Home Services) can formulate new offers specific to age and gender to attract more response
Appointment and scheduling	Customer (patient) Location information	Yes	2	System has 1 second response time for handling booking	System can predict the time taken by each customer in order to book their appointment	System captures schedule and location information	System can be reformed and re-designed based on the time taken by the customer. Ex: If there are too many pages to navigate in order to book one appointment wastes a lot of customer time, hence navigations can be avoided and appointment can be done through one page.
Healthcare and wellness services	Customer (patient) Treatment details	Yes	3	System efficiently maps which customer requested which	System can predict the treatment for patient based on the symptoms and can	System captures patient medical history and causes of the illness	Based on the pre-defined symptoms and causes being pulled for the treatment, hospital

				service through optimized database design	prescribed various pills or diagnosis treatment		network practitioners can efficiently treat patients
	Service feedback information	Yes	6	System provides a feedback section for customer to leave back their comments	System can perform text mining over the customer's feedback which can derive important correlations among patient's need and satisfaction	System captures customers feedback through surveys and feedback section on the web portal	Based on the analysis AHS can find the loopholes in the entire system
Product sales	Customer (patient) Device purchase information	Yes	5	System has 0.5 second TTFB (Time to First Byte) having faster webpage	System can predict the buying habits of the customer making possible correlations of the various products	System captures number of items customer keeps in cart and buys them	Based on the buying patterns. AHS can formulate various combo packages to enhance customer experience. Also it can give discount in order to attract more customers and increases customer base. Based on predictive analysis, the placement of the most bought together item can be placed side by

							side over the website.
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IT INFRASTRUCTURE LIBRARY (ITIL)

IT Infrastructure Library (ITIL) is a service quality framework. ITIL provides a comprehensive, consistent and coherent set of best practices for IT Service Management Processes, promoting a quality approach to achieving business effectiveness and efficiency in the use of information systems.

Active Service Catalog

Service	Services Description	Business Unit	Business Owner	App Name	Internal Customer	External Customer
Patients Treatment	Analysis of patient treatment	Patient Tracking System	Swati Nibban	Patient Tracking System	Patient Tracking System	Customers, Hospital Networks
Construction	Details of construction and tracking construction stages	Construction Vendor	Mark Ben	Construction Services	Construction Vendor	Customer
Transportation	Providing transportation facilities to customers	Transportation Vendor	Susan Bozi	Transportation Services	Transportation Vendor	Customer, Hospital Network
Wellness Practice	Providing wellness practices like Yoga, Reiki, Physiotherapy, Chiropractic to customers	Wellness On-Contract Professionals	Various	Wellness Services	Wellness On-Contract Professionals	Customer

Service Product List

- Patients Treatment

- Construction
- Transportation
- Wellness Practice

Application Information

Application	Application Description	Status (Active/Retired)	Application Expert
Patient Tracking System	Holds patient's details alongwith appointment and scheduling information	Active	Swati Nibban
Construction Services	Undertakes construction over customer's request	Active	Mark Ben
Transportation Services	Facilitates customer with transportation services	Active	Susan Bozi
Wellness Services	Providing wellness services to customer	Active	Various
Manual Services	Manually handles each customer's request	Retired	GenNex