Phase 1: Problem Analysis and Industry Overview

Problem Statement

Healthcare facilities frequently encounter obstacles in efficiently managing patient enrollments and appointment arrangements. Individuals seeking care usually need to physically attend the hospital solely for registration purposes, causing avoidable holdups. Additionally, a significant number of medical centers do not possess effective mechanisms to:

- Avoid overlapping reservations for physicians
- Sustain reliable patient health documentation
- Deliver instantaneous analytics for administrative personnel

In response to these challenges, this initiative recommends building a comprehensive system for handling hospital bookings and patient oversight via Salesforce CRM. The platform will empower individuals to enroll from remote locations, arrange visits with accessible physicians, and monitor their health backgrounds. Medical professionals will gain access to features for organizing their calendars and documenting procedures, whereas overseers will profit from analytical panels that grant oversight of institutional functions.

Objectives

- Facilitate digital completion of enrollment for individuals seeking care.
- Grant patients the capability to reserve consultations aligned with physicians' open time slots.
- Empower physicians to examine their routine agendas and document procedure specifics.
- Preserve an exhaustive, consolidated archive of each patient's health documentation.
- Furnish administrative leaders with analytical interfaces and summaries to supervise comprehensive operations, encompassing reservation patterns, attendance figures, and missed visits.

Stakeholders

- Patients: Enroll digitally, arrange consultations, and obtain acknowledgments.

- Receptionists/Admins: Supervise enrollments, provide support for reservations as necessary, and revise individual details.
- Doctors: Carry out examinations, inspect schedules, and input procedure information.
- Hospital Managers: Observe personnel capacity and appraise institutional efficiency using analytical panels.

Business Workflow

1 Individuals enroll through digital means.
2 A consultation is organized with an accessible physician.
3 The physician engages with the patient and enters procedure details.
4 Health documentation is protected and preserved for subsequent access.
5 Overseers utilize analytical panels to assess broad institutional operations.

Industry Context

Across the globe, medical entities are progressively integrating technological solutions to diminish hands-on processes and elevate care quality. Digital self-assistance gateways have emerged as a staple in up-to-date healthcare frameworks. This endeavor illustrates the application of Salesforce CRM to refine institutional procedures, curtail operational flaws, and enhance the comprehensive experience for those receiving care.