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| PROJECT |
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| **Well Heard System Analysis & Design** |
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| **Problem Statement & Project Objectives** |
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| With the global impact of Coronavirus, most people are experiencing unprecedented pressure and anxiety while they can only stay at home and work remotely. |
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| Meanwhile, many licensed therapists are unable to find business because it is impossible to have appointments physically. It is a waste of business opportunity |
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| if there’s no convenient system for both therapists and potential patients to communicate online and fill up each other’s needs. |
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| According to our research from the National Health Expenditure (NHE) Fact Sheet, National Health Expenditure grew 4.6% to $3.6 trillion in 2018, |
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| or $11,172 per person and accounted for 17.7% of Gross Domestic Product (GDP). |
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| Therefore, we believe the potential market will keep increasing as the quarantine continues. |
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| Thus, we want to build an efficient online psychological counseling platform that allows people to take online psychological tests and surveys to figure out potential problems and seek help if needed. |
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| Individual licensed therapists are also allowed to leverage the platform instead of randomly looking for patients by themselves, |
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| because the platform could bring patients directly to them so they can help patients with their specialties. |
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| In order to make sure the therapist's reputation, patients could also look at the therapist's resume now and anonymous reviews from other patients that links to the therapist. |
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| The idea is to help people who may face psychological problems due to the quarantine and many who may not find therapists nearby. |
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| The platform will reduce the elements of physical distancing and provide service anytime, anywhere. |
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| **The system will function with following capabilities:** |
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| - Provide a convenient evaluation process to test potential patients’ need |
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| - Find a good match from the registered therapist’s database |
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| - Functions for online schedule, reschedule, comment, read review, make payment |
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| - Online registration process for Therapist and set up his or her preference for appointments and patients. |
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| - Communication and privacy functions to support Therapist’s work |
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| - The project objectives will focus on: |
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| - Efficiency: create a simple C2C system for both therapists and patients |
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| - Customer Experience: the usability of platform in terms of providing service |
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| - Process: Improve the business process to make appointments more efficient |
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| - Quality: Make sure we qualify therapists before allowing them to meet with customers |
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| - Compliance: Regulations of finance relationship between customers and therapists |
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| **Expected Business benefits** |
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| As consumer-based care has evolved during the pandemic, telehealth services as a business model are becoming the new preference for healthcare check-ins |
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| both from the customer’s view and from the health service professional’s perspective. |
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| A low-cost operating model brings larger margins of profitability for therapists to operate out of a work from home environment. |
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| Additionally, specifically to this platform, therapists could operate individually and would not need to maintain employees, such as receptionists and other assistants. |
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| Also, during the ongoing global pandemic, continued contactless services is a benefit for the customer, therapist, and the much larger global landscape. |
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| It it not only serving a purpose for direct telehealth operations, but it is also aiding the world’s fight against Covid-19 by limiting interactions. |
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| Broken down into two elements of business valuation, tangible and intangible, we can see the product can bring huge benefits that no other health and wellness applications can offer. |
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| Tangible elements include: |
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| - monetary and stockholder value increase |
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| - market share |
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| - revenue |
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| Intangible elements include: |
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| - brand recognition |
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| - customer loyalty |
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| - customer retention |
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| **Process/Methodology** |
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| The development processes our team is using is very similar to many front-end customers to customers models. |
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| We wanted to create a process that would facilitate the searching, matching and set up of appointments between those seeking therapy and the service providers themselves. |
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| To accomplish this, we needed the first step to simply query between several factors which include: |
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| - if the service will be in person or via mobile |
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| - if insurance is accepted or not |
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| - the relative proximity of the therapist to the patient |
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| - the ratings/specialties of the therapist. |
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| **Information Collection** |
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| Our group has been collecting information online and offline to collect the most information as possible. |
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| We started by asking a series of questions from a client and user perspective. |
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| It all came to this very same question: What are we delivering that the user wants? |
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| A focused and detailed collection of information is the first thing to help to solve problems. |
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| This is the process of discovering, analyzing, defining, and documenting the requirements that are related to a specific business objective. |
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| In our case, the online psychology therapist platform with functional requirements such as: |
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| - A chatting platform with identity privacy |
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| - Easy payment plan that connects between patients, insurance companies and therapists. |
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| - An AI system which can quickly test and give results to first time users about their symptoms and help pairs with suitable therapists. |
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| - An identity check system to confirm the qualification of all therapists registered to the platform. |
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| Other non-functional requirements, such as response speed, and payment cycle are also important. |
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| Well Heard application is intended to meet our end users' needs; in these cases, the patients and therapist. |
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| By Daniel Leal, Hamidou Maiga, Timothy Mooney, Jiafu He and Lujie Li |