

Social Impact: Improved Patient Care

Informed Decision-Making:

Benefit: Healthcare professionals can make more informed and timely decisions about patient care when equipped with accurate and up-to-date information on doctor availability.

Outcome: Patients receive timely and appropriate care, leading to improved health outcomes.

Reduced Waiting Times:

Benefit: Patients experience reduced waiting times as healthcare providers can efficiently manage appointments based on real-time information.

Outcome: Enhanced patient satisfaction and a more positive healthcare experience.

Treatment Continuity:

Benefit: Seamless communication about doctor availability ensures continuity of treatment plans and reduces disruptions in patient care.

Outcome: Improved adherence to treatment regimens and better overall health management.

Increased Trust:

Benefit: Providing accurate information fosters trust between patients and healthcare providers.

Outcome: Enhanced patient-provider relationships, leading to increased confidence in the healthcare system.

Patient Empowerment:

Benefit: Access to real-time information empowers patients to actively participate in their healthcare decisions.

Outcome: Patients become more engaged in their treatment plans, contributing to better health outcomes.

Business Impact: Enhanced Operational Efficiency and Patient Engagement

Optimized Appointment Scheduling:

Benefit: Efficient scheduling based on real-time information leads to optimized appointment slots and reduced scheduling conflicts.

Outcome: Improved operational efficiency, maximizing the utilization of available resources.

Proactive Notifications:

Benefit: The system can send notifications to patients if their booked slot is affected due to the unavailability of a doctor.

Outcome: Proactive communication reduces patient frustration, enhances the patient experience, and potentially avoids missed appointments.

Data-Driven Decision-Making:

Benefit: The project facilitates data-driven decision-making by providing insights into doctor availability patterns and patient preferences.

Outcome: Informed business strategies, resource allocation, and service optimization.

Improved Customer Relationship Management (CRM):

Benefit: The project contributes to better CRM by facilitating personalized interactions based on patient history and preferences.

Outcome: Strengthened relationships with patients, potentially leading to increased loyalty and positive word-of-mouth.

Competitive Advantage:

Benefit: A CURA Health project that prioritizes information availability and patient engagement gains a competitive edge.

Outcome: Attracts more patients, enhances the organization's reputation, and positions it as a leader in patient-centric healthcare services.

Conclusion:

In summary, the social impact focuses on the direct benefits to patients and healthcare professionals in terms of improved care and decision-making, while the business impact highlights the operational efficiency gains and enhanced patient engagement that contribute to the overall success and competitiveness of the CURA Health project.