

## MINUTES OF MEETING

### 1. MEETING INFORMATION

<b>SUBJECT:</b>	5 <sup>th</sup> Sponsor Meeting
<b>DATE:</b>	1 <sup>st</sup> December 2016
<b>TIME:</b>	3:30PM – 4:45PM
<b>VENUE:</b>	Ulink Assist Pte Ltd
<b>ATTENDEES:</b>	Teh Kaixin (KX), Nabilah Banu (NAB), Sean Kwok (SK), Chien Shuyan (SY), Nicole Goh (NIC), Linda Siow
<b>ABSENT WITH APOLOGIES:</b>	

### 2. MEETING RECORDS

NO	ITEM	REQUESTED /REPORTED BY	ACTION BY
1.	<u>Agenda</u> Inform sponsor about change of scope <ul style="list-style-type: none"> <li>- Focusing on analysis function instead of replicating existing system</li> </ul>		INFO
2.	Dashboard <ul style="list-style-type: none"> <li>- Summary of each analysis</li> <li>- Other than the summary of the analysis, show the “last available month analysis”. Top 5 or overview.</li> </ul> Timeline <ul style="list-style-type: none"> <li>- Instead of timeline, show a table, can filter the result, then select people and email them (filter by Linda’s requirement: age, demographic etc)</li> <li>- Proposed Timeline (additional tab): state the possible diseases, click on it and display the list of patients prone to it</li> </ul> Comparison (KPI) <ul style="list-style-type: none"> <li>- Need to know the growth compared to last month and last month and to help set the goal for the next year. If grow, what caused it grow, if not, why not? To see which client has decrease its request. Visa: client drop the contract, so decline. Client decreases, have to ask client why, can be because they found cheaper alternatives.</li> <li>- If increase, because client has more employees than</li> </ul>	Client/ Team	INFO

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	<p>before.</p> <ul style="list-style-type: none"> <li>- End of year visa low, then plan regional meeting, retreat, or give sideline projects. Effects on all department.</li> <li>- Medical: Doctor panel. if the doctor has lesser cases than before, check with past patients on the reasons. If doctors have more cases, maintain good relations. Then decide whether to keep or drop the doctor. Ulink wants to maintain at most 2 or 3 doctors to maintain good relation. If drop, then have to find new one to replace. Cannot have 1 because the doctor maybe too popular.</li> <li>- Marketing/ trend side: if a lot of patients have a particular disease, and existing doctor in panel can do such checkups, can inform ulink's partner to do marketing on it. Website does publish health screening articles.</li> <li>- Ulink also came out with partnerships such as raffles hospital for health care packages, such as pre-cancer screening / check ups.</li> </ul> <p>Gender and Age</p> <ul style="list-style-type: none"> <li>- Marketing101 – know your customers</li> <li>- If you know most of your patients are mostly between 30-40, they have kids / parents, so can come out with marketing content for all.</li> <li>- Young people: marketing content will be on prevention</li> <li>- Affects digital marketing efforts – SEO and SEM, choosing ad words. Certain words being used by different age group people.</li> </ul> <p>Email address in email template (data to include email address) NIC's suggestion: archive for templates. User can edit existing templates in the archive</p>		
3.	<p>Proposed analysis: patient's profile page and display their recommended screenings</p> <p>Proposed: Search Function to search client (Important)</p> <p>Additional suggestions: analysis for Visa – what are the common type of visa requested, which client / company requested, which nationality (visa)</p>	Client	INFO

NO	ITEM	REQUESTED /REPORTED BY	ACTION BY
	<p>Login / logout - Need to have because it's internet and anyone can access</p> <p>Database / Bootstrap – overwrite all data Extract everything, combine 2 data files (visa and medical) into one. If the field is empty (visa), means the customer is under medical and not under visa.</p>		
4.	<p>5 users: Linda, Director, Accounts, Head of Visa Team, Head of Medical Team</p> <p>Users will increase the usage team (medical team): 4 if we implement the view patient's portfolio.</p> <p>Visa: Team leader will be doing the reporting so it makes sense for the leader to view.</p> <p>2 more user tests before mid-term: 1 in January and 1 in Feb. Date to be confirmed.</p>	Client	INFO

The meeting was adjourned at 4:45pm. These minutes will be circulated and adopted if there are no amendments reported in the next three days.

Recorded/ Updated by: Chien Shu Yan

Reviewed/Edited by: Teh Kaixin

Date: 1<sup>st</sup> December 2016