**Patient Waiting Time:**

Current Scenario: Patients often experience long wait times at healthcare facilities, leading to dissatisfaction and inconvenience.

Issues: Increased patient waiting times can result in frustration, dissatisfaction, and a negative impact on overall patient experience.

Impact on Business: Poor patient experience may lead to a decrease in patient retention and negative word-of-mouth, affecting the reputation of Cura Health Care.

**Doctor Availability Information:**

Current Scenario: Lack of real-time and accurate information about doctor availability may result in scheduling conflicts, leading to delays and inefficiencies.

Issues: Patients may face challenges in scheduling appointments, leading to suboptimal utilization of doctor's time and resources.

Impact on Business: Inefficient scheduling can affect the overall operational efficiency of Cura Health Care, resulting in missed revenue opportunities and potential dissatisfaction among patients.

**Flexible and Prominent Services:**

Current Scenario: The current system may not provide flexible and prominent services, limiting the accessibility and convenience for patients.

Issues: Limited service options may hinder patient engagement and satisfaction, impacting the overall patient experience.

Impact on Business: Failure to meet patient expectations for flexible and prominent services may lead to decreased patient loyalty and reduced competitiveness in the healthcare market.

**Accurate and Up-to-date Information:**

Current Scenario: The lack of real-time updates on doctor availability and services may lead to misinformation and confusion among patients.

Issues: Inaccurate information can result in appointment conflicts, patient dissatisfaction, and potential disruptions to the healthcare workflow.

Impact on Business: Providing inaccurate information may lead to decreased trust in Cura Health Care's services and negatively impact the overall patient-provider relationship.

Solutions and Strategies:

**Implement Online Appointment Scheduling:**

Objective: To reduce patient waiting time by allowing patients to schedule appointments online.

Implementation: Develop a user-friendly online portal or mobile app where patients can easily book appointments, choose preferred time slots, and receive real-time confirmation.

**Real-time Doctor Availability Updates:**

Objective: To streamline doctor availability information and enhance scheduling efficiency.

Implementation: Integrate a real-time doctor availability system into the Cura Health Care platform, ensuring that patients and staff have access to up-to-date information.

**Enhance Service Offerings:**

Objective: To provide flexible and prominent services to meet diverse patient needs.

Implementation: Evaluate and expand service offerings, considering patient feedback and market trends. Introduce features such as virtual consultations, telemedicine, and convenient access to health information.

**Ensure Information Accuracy:**

Objective: To provide accurate and reliable information to patients.

Implementation: Regularly update and maintain the database of doctor schedules, services, and other relevant information. Implement automated notifications for any changes to appointments or services.

**Patient Communication and Education:**

Objective: To improve patient understanding of available services and facilitate informed decision-making.

Implementation: Implement effective communication channels, such as newsletters, notifications, and educational materials, to inform patients about available services, appointment options, and any changes in the healthcare system.