

## SOCIAL OR BUSINESS IMPACT

The successful implementation of test automation for CURA Healthcare Services will have several significant social and business impacts:

1. **Improved Patient Experience:** By streamlining the appointment booking process, patients will experience greater convenience and efficiency, leading to higher satisfaction levels.
2. **Increased Operational Efficiency:** Automation reduces manual intervention, minimizing errors and allowing healthcare professionals to focus on providing quality care rather than administrative tasks.
3. **Enhanced Revenue Generation:** By reducing scheduling conflicts and missed appointments, the healthcare centers can optimize their appointment scheduling, leading to increased revenue generation.
4. **Enhanced Reputation:** A seamless and user-friendly appointment booking system reflects positively on the brand image of CURA Healthcare Services, attracting more patients and enhancing its reputation in the healthcare industry.