**Problem Statement**

A multi-specialty hospital receives thousands of appointment requests and patient inquiries through its website, mobile app, and call center. However, appointment scheduling is handled manually, resulting in delays and double bookings. Patient follow-up reminders are inconsistent, leading to missed visits and poor treatment adherence. Medical history and patient interactions are scattered across different systems, making it difficult for doctors to get a 360° view of the patient.

To address this, the hospital wants to implement Salesforce CRM to:

Automate appointment scheduling and reminders

Centralize patient health records, visit history, and prescriptions

Route patients to doctors based on specialization and availability

Track patient satisfaction and follow-up adherence

Enable real-time dashboards for hospital administration

**Use Cases**

1. Lead Management (New Patient Inquiries)

Capture inquiries from website forms, mobile apps, and call center

Assign leads to reception staff/doctors based on specialization

Prioritize high-urgency cases (e.g., emergencies)

2. Patient Management

Maintain centralized records of patient details, history, prescriptions, and lab reports

Track ongoing treatments and follow-ups

3. Appointment Scheduling

Allow patients to schedule/reschedule appointments online

Send SMS/Email/WhatsApp reminders for upcoming visits

Enable doctors to view/manage their schedules in real time

4. Case Management (Support & Complaints)

Log patient issues/complaints as cases

Assign cases to relevant staff members for resolution

Track SLA compliance and response time

5. Billing & Insurance Integration

Store billing history and payment details

Integrate with insurance providers for claims tracking

6. Reporting & Dashboards

Track daily appointment volumes per doctor/department

Monitor patient retention, follow-ups, and missed appointments

Dashboard for hospital administrators to monitor revenue and utilization