Phase 1: Problem Understanding and Industry Analysis

Problem Statement:

Hospitals frequently struggle to effectively manage appointments and patient registrations. Patients frequently have to come to the hospital just to register, which takes time. Additionally, there are insufficient systems in place to prevent doctors from being booked twice, keep track of patients' medical histories, and give hospital managers fast access to information about what's happening in the hospital.

Using Salesforce CRM, this project suggests a hospital appointment and patient management system. Patients will be able to register online, schedule appointments with available physicians, and keep track of their treatment history for later use thanks to the system. Managers will receive dashboards to monitor hospital operations, and doctors will be able to control their daily schedules.

Objectives:

- Give patients the choice to register themselves online.

- Permit patients to schedule appointments with physicians according to their availability.

- Allow doctors to log treatments and view their daily appointments.

- Keep track of every patient's entire medical history.

- Give managers dashboards and reports so they can examine hospital activity, including patient volumes, missed visits, and doctor appointments.

Stakeholders:

- Patient: Makes appointments, registers online, and gets a confirmation.

- Receptionist/Admin: Keeps track of registrations, helps with reservations when necessary, and updates patient information.

- Doctor: Attends patients, reviews appointments, and documents treatment information.

- Hospital Manager: Examines doctor workloads and hospital performance using dashboards.

Business Process Flow:

- The patient registers online.

- An appointment is made with a doctor who is available.

- The doctor records treatment details and consults with the patient.

- The history of treatment is kept for later use.

- Hospital managers can examine overall activity by accessing dashboards.

Industry Context:

Digital platforms are being used by hospitals all over the world to decrease manual work and enhance patient care. Portals for patient self-service are becoming commonplace in healthcare systems. This project shows how Salesforce CRM can be set up to efficiently support these hospital workflows.