**MediBook Hub – Automated Patient Triage & Appointment Booking System**

**\*\*Project Overview**  
**Industry:** Healthcare  
**Project Type:** B2C Salesforce Health Cloud & Community Cloud Implementation  
**Target Users:** Clinic Staff, Doctors, and Patients

**\*\*Problem Statement**  
A mid-sized healthcare clinic was struggling with appointment management and patient intake due to:

* Excessive phone calls for booking appointments
* Extended waiting times for patients
* Errors arising from manual data entry
* Inefficient use of staff time leading to poor patient experiences

The clinic required a Salesforce-powered solution to:

* Automate appointment scheduling and send reminders
* Simplify patient intake and initial health assessments
* Enhance case tracking and management
* Offer real-time insights into clinic performance
* **Use Cases**

1. **Appointment Scheduling**

* Enable patients to book, change, or cancel appointments via a self-service portal using Community Cloud
* Send automated reminders through SMS or email
* Align appointment data with doctors’ schedules for seamless coordination

1. **Patient Intake & Triage**

* Capture patient details automatically through online forms
* Use Salesforce Flows to collect initial health information and direct patients to the right care provider
* Create new patient records in Health Cloud for every registration

1. **Case Tracking & Resolution**

* Record patient queries and concerns as cases
* Assign cases to appropriate staff members for timely action
* Monitor case progress, resolution timelines, and patient communication

1. **Analytics & Reporting**

* Provide daily dashboards showing appointments and doctor availability
* Generate reports on patient waiting times, common visit reasons, and resolution performance
* **Outcome**  
  This solution reduced manual processes, minimized errors, improved patient satisfaction with faster appointments, optimized doctor workflows, and empowered the clinic with actionable data for better service delivery.