ABSTRACT - IGEHACK

This project is aimed to subjects of the **public sector**, **organisations** in the **public** and **private** sector (hospitals, medical centres and similar), employees, **patients and citizens**

The ecosystem in which these subjects operate is affected by a general **atomicity** of visions (silos view), **complexity** given by different regulations, processes and goals and **information asymmetries** due to general inability of entities and organizations to communicate effectively with employees in a "**personas**" approach.

We designed a universally accessible and applicable tool, with low implementation costs and easily scalable by analyzing the peculiarities of each stakeholder with specific focus on PREMs (Patient Reported Experience Measures) and PROMs[1] (Patient Reported Outcome Measures) for patients and tools for internal climate analysis and process improvement for employees.

In order to do so we developed a practical analysis of flows and processes of the health services chain related to the main categories of subjects (patients, operators, organizations), identifying many **touchpoints**:

- Digital (web, apps, social, email)
- Phone
- Physical (offices, hospitals, waiting areas, etc.)
- Documentation (documents, reports, invoices, internal and external comm.)

Every single touchpoint, with a unique ID, is an "access door" to the tool offering a personalized experience resulting from the combination of the specific medium and stakeholder nature based on an infrastructure as a service model with modular open source containerized components such as:

1. A **gateway** able to operate indifferently through SMS, instant messaging systems (Facebook Messenger, Whatsapp and Telegram), APP and Web App (API).
2. A **chatbot** capable of communicating in natural language (artificial intelligence)
3. A **CRM** able to enhance the information provided by different users (through the chatbot) both for the collection of opinions and feedback, and for the creation of specific personas (GDPR-friendly)
4. A **dashboard** for managing, reporting and touchpoint creation, in order to analyze and contextualize the collected data and an area for communication to the different personas (ticket status updates, new opportunities, screening days, etc.) available to organizations and policymaker.

Every user is able to interact with the touchpoint (and starting the "conversation") by scanning its QR Code or by entering the ID via SMS or Phone call that could be find anywhere in the healthcare service chain (e.g. Paediatric Television, Geriatrics Waiting Room, accounting area invoices, visit reports, e-mail signatures etc).

The "conversation" process will lead the user to **Self-profilation** and personas building (patient, health professional, citizen, supplier, age, gender..), **Feedback collection** (survey, image recognition, elements prioritizazion, with PREMs, PROMs, internal climate focus) and **contact back/registration** preference (feedback status, screening-day news, community membership etc.).

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[1] Overview of PROMs and PREMs