

● A GUIDED SELF-ANALYSIS

The Healthcare Experience Playbook

Healthcare runs on trust, emotion and engagement. Before the tools, the honest question — where does your hospital lose the patient's trust? Read, reflect, and find your gaps.

For hospital owners & leadership

Domain · Patient · Hospital · Doctor · Playbook

Two ways to read every chapter



Learn the domain

We walk the patient's journey, the hospital's lenses, and the doctor's day — the psychology behind every decision, told plainly.



Reflect on your hospital

At the end of each chapter, a green **Reflect** card asks you to score yourself honestly. No right answers — just the gaps worth closing.

The Domain

Understand before you fix

To understand healthcare, look at it through its people first — the patient, the hospital, and the doctor.

Healthcare runs on four things money can't buy



Trust

Chosen before it's earned, lost in a single moment.



Relationship

Patients return to the doctor who already knows them.



Emotion

Fear, hope and stress shape every decision a patient makes.



Engagement

Tiny moments of being heard build the whole relationship.

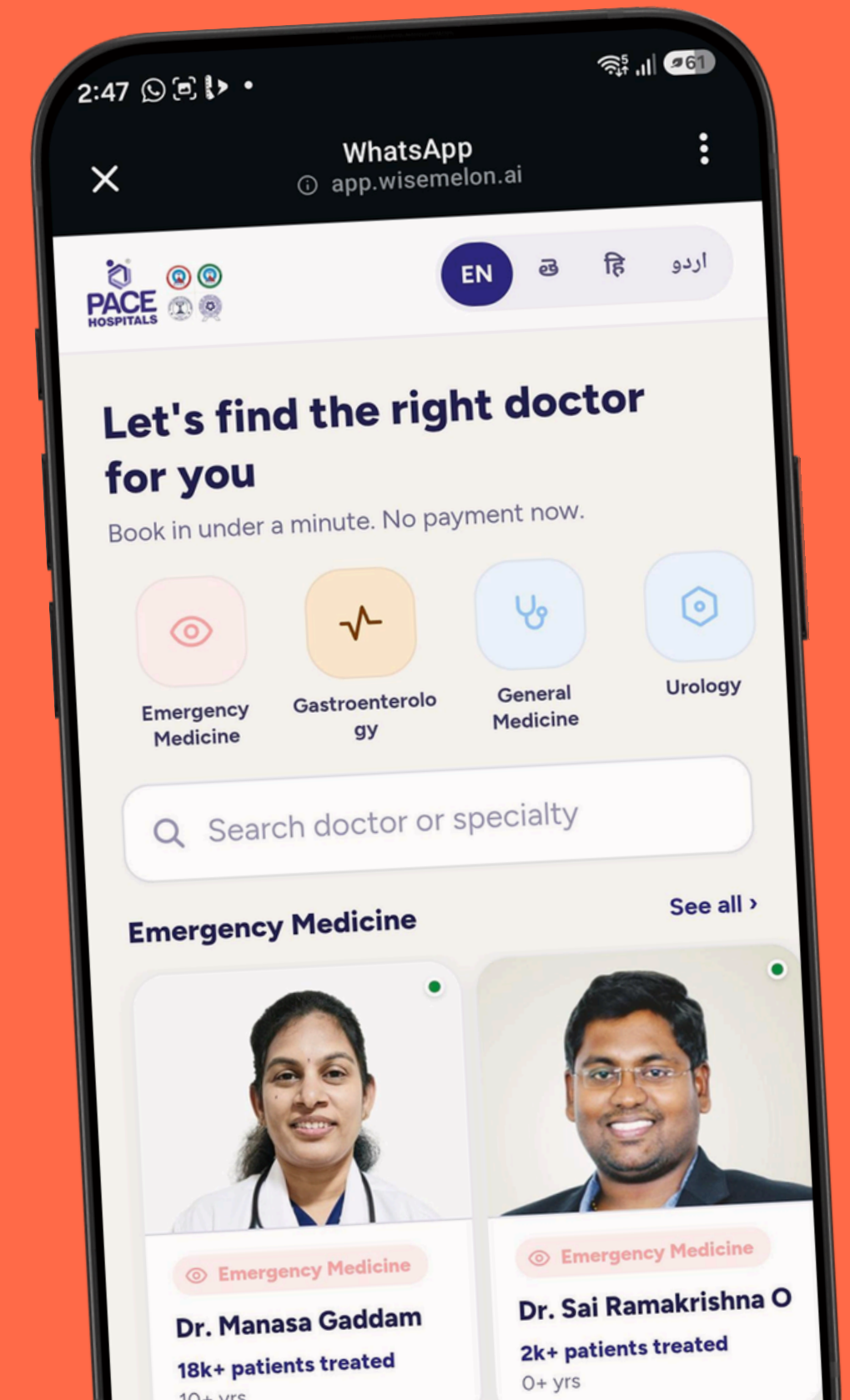
The medicine, the procedure, the diagnostic — largely the same everywhere.

The experience of the recovery journey is what brings a patient back a second time.

The Patient

Who walks through the door

In India a hospital is a place people don't want to go. Each patient arrives with a different need — and a different fear.



Five kinds of patients, five states of mind

01

New patient

Sees symptoms, not the cause. Hopes it isn't serious.

CONFUSION

02

Returning patient

Chronic condition. Wants the doctor who already knows them.

FATIGUE

03

Surgery / stay

Came for a chat, told to get admitted. Life turns upside down.

FEAR

04

Emergency

Everything happens too fast. Relatives arrive in panic.

CHAOS

05

Health-conscious

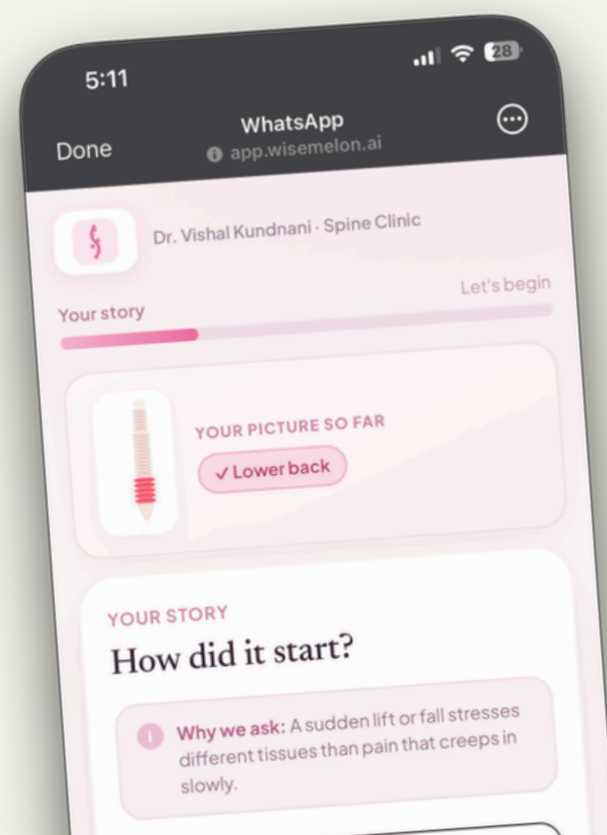
Believes in prevention. Wants to learn and stay fit.

CURIOSITY

The new patient

They have a health problem but aren't sure what it is — they only see the symptoms. Their mind is full of confusion.

They come to the doctor hoping for a quick recovery and, quietly, hoping the condition isn't serious. The first job isn't diagnosis — it's calming the confusion.



WHAT THEY'RE REALLY
THINKING

**"I don't know what's wrong.
I just want to feel normal
again — and I hope it's
nothing serious."**

WHY CONTINUITY WINS

"I've told my story once. I trust the doctor who already knows my history — not someone I have to explain it all to again."

The returning patient

They already know their condition — often chronic, something they'll live with for life.

Going to the doctor is a task they repeat, hoping their health isn't deteriorating further. They prefer a doctor who has known their case for a long time — familiarity is trust.

The surgery moment — where a gap in understanding becomes fear

To the doctor

A diagnostic test is routine — a normal step to understand the underlying possibilities.

To the patient

"Why a test? Is something seriously wrong?" — unnecessary stress the doctor never intended, felt by the whole family.

If admission is needed, panic sets in — **notify work, break the news to family, arrange childcare, check insurance and finances.** This is the most emotional, high-stress phase of the entire journey.

The emergency

Often an accident. It happens too fast. The patient may already know how serious things are — the family arrives after, in anxiety, desperate to see someone whose treatment has already started.

⚡ Call relatives, break the news

⚡ Arrange finances in minutes

⚡ Stay updated on the patient's status

⚡ **The state of mind is chaotic**

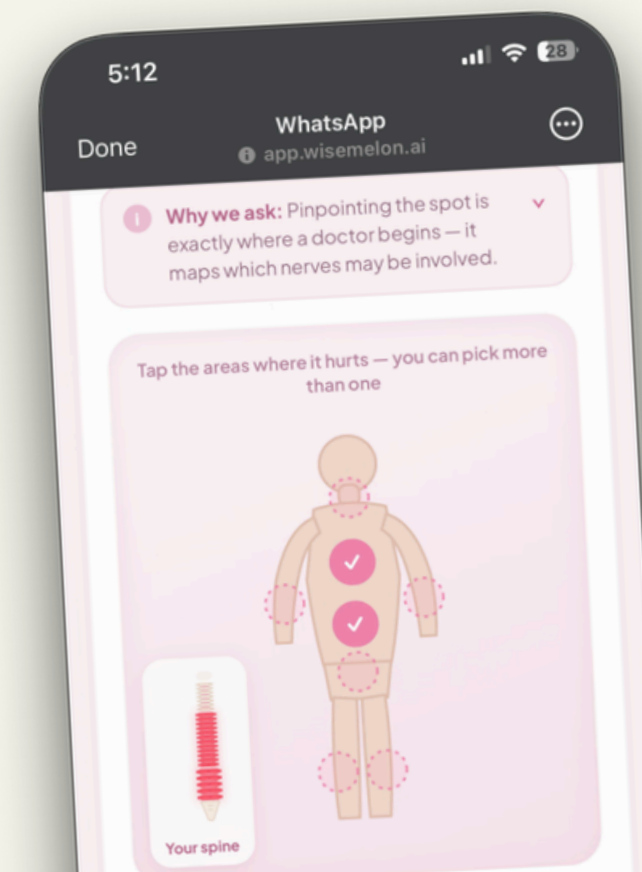
The health-conscious

They believe in prevention. They try to understand their body, get regular checkups, and take steps to stay fit.

They don't need convincing to care — they need a partner who keeps educating and monitoring them. The natural home for preventive, subscription-style care.

Prevention

The one patient who comes before there's a problem — keep them, and they stay for life.



The care is the same. The experience is the differentiator.

Same medicine

The same treatments, procedures and diagnostics across the board.

Small margins

A little difference in doctor experience or diagnostic machines — that's all.

The real difference

The patient's experience through their whole recovery journey — the thing that earns a second visit.

Financial capability sets the ambience and setting. It does not change what actually builds loyalty.

In the majority of cases, this is a **communication problem**

INFORMATIVE

An update — where things stand, what happens next, when.

EDUCATIVE

Explaining the condition, the process, the why — so they understand.

These tiny moments tell the patient they'll be heard and cared for. When they understand their condition, **they ask better questions** — and trust the hospital that gave them the answer.

REFLECT

Do you actually know your patient?



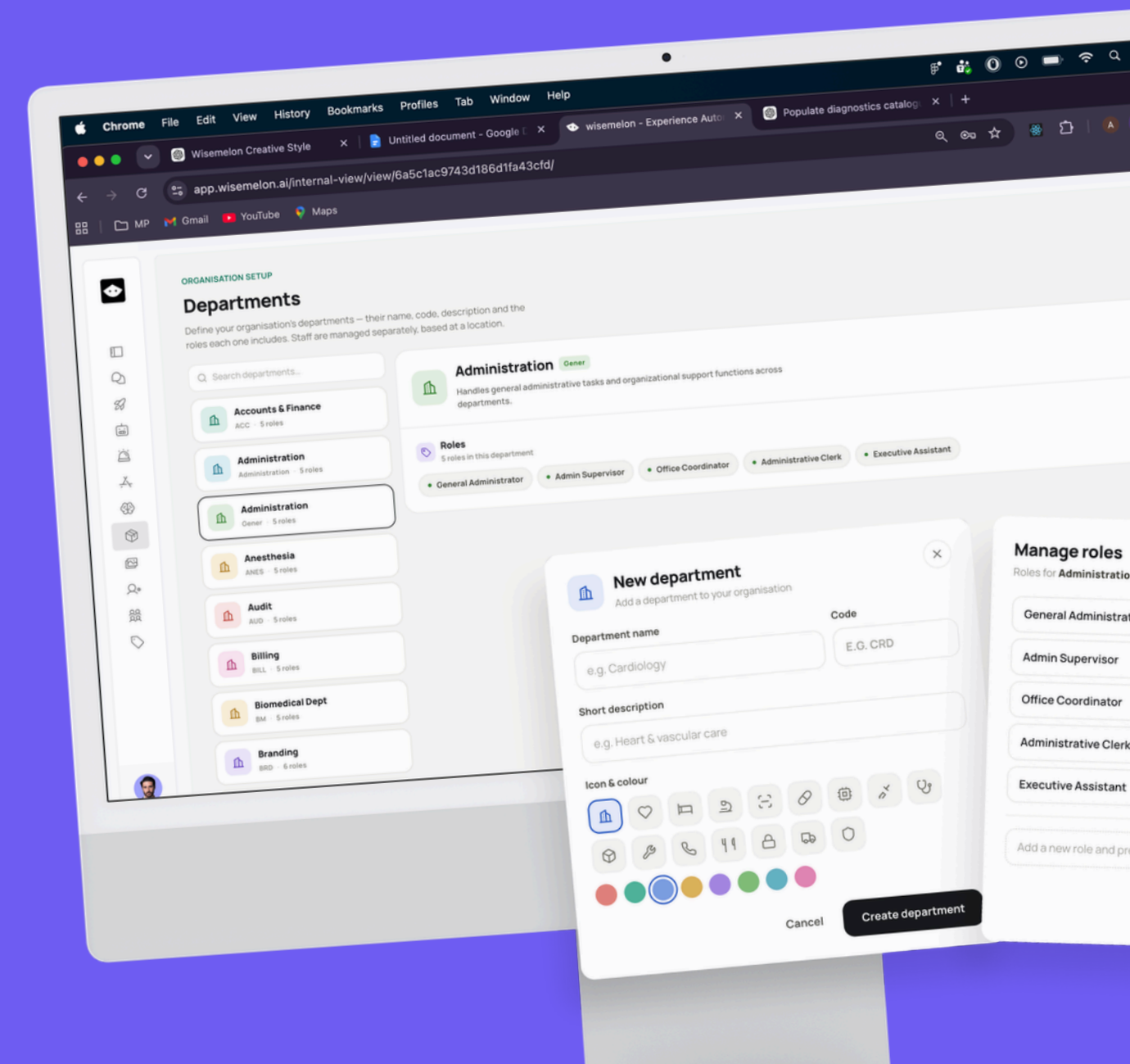
- ✓ Do you treat a confused new patient differently from a panicked pre-surgery family?
- ✓ When you recommend a test, does anyone explain *why* — or does the patient leave afraid?
- ✓ Is your engagement informative, educative — or largely silent between visits?

CHAPTER 03

The Hospital

Built to heal, strained by scale

Most hospitals are started by doctors who want to help. What happens to that intent as the building fills up?



Most hospitals begin with a doctor who wants to help

Reason 01

It pays well

A stable, respected livelihood.

Reason 02

They want to help people

A genuine drive to care and to heal.

Over the years, seeing the same situations again and again can make it feel normal — and **that original feeling of care quietly fades**. Systems have to protect it.

The speciality hospital

Built around one specialisation — spine, gastro, dental, skin. Services are limited, so it attracts patients already looking for exactly that treatment.

When a condition is obvious — eye, skin, dental, spine — patients search directly for the specialist. And for surgery, patients trust specialists over generalists. The psychology favours specialisation.

THE PATIENT'S PATH

1 Sees an obvious sign, or gets diagnosed



2 Searches directly for the specialist



3 Trusts the specialist for surgery

Multi-speciality wins more leads — and can lose the ones that matter most

The advantage

A wider audience of patients who don't yet know their condition — more leads captured at the top of the funnel.

The risk

Give a patient too much time and they seek a second opinion. Surgery earns far more than OPD — so a lost surgical lead is a real loss.

PATIENTS SEEK A SECOND OPINION WHEN THEY HAVE

Time to think · unresolved doubts · confusion over process & timeline · unclear next steps. **Timely, precise, honest engagement removes all four.**

Size changes everything

20

bed clinic

One team, one line of sight. The owner sees almost everything.



200–500

bed hospital

Many teams, many hand-offs. Quality gets harder to hold.

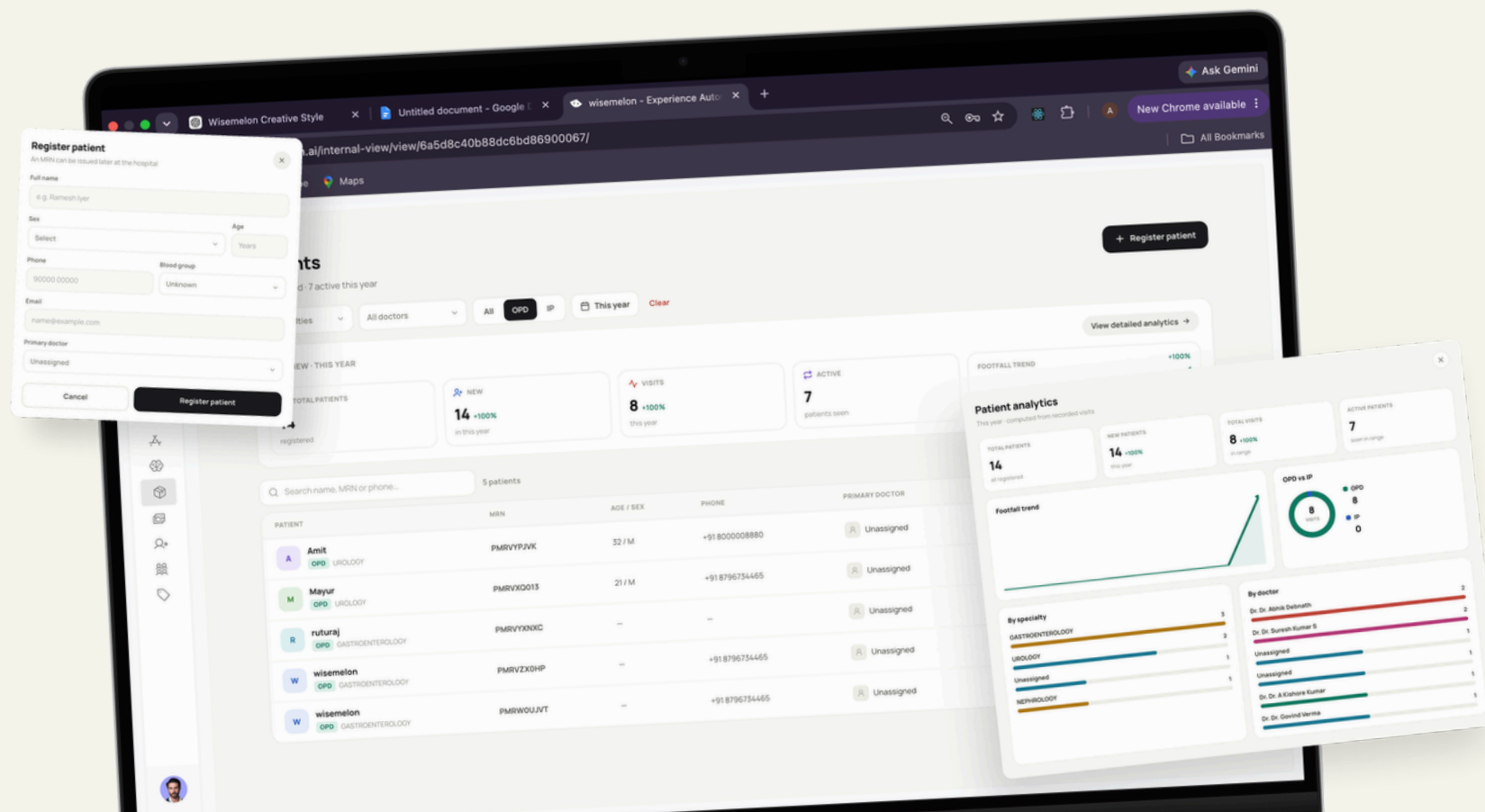
Healthcare's end service is delivered by humans — so quality depends entirely on the quality and training of those humans. The bigger the facility, the harder that is to maintain.

Leadership can't see the ground

As facilities grow, the people who own the brand lose their line of sight to what patients actually experience.

THEY LOSE VISIBILITY INTO

- Patient experience & satisfaction
- Staff behaviour on the floor
- How requests get resolved
- Whether SOPs are actually followed



The problem isn't the staff. It's broken communication.

01

Context & urgency get lost
between departments



02

Problems surface only when
the patient is shouting in the
hallway



03

**Other families lose trust —
the brand takes the hit**

Without visibility at the lowest level, corrective action is impossible. Responsibility gets thrown to another department — **and the root cause stays wide open.**

A hospital becomes a brand when people trust it in ordinary conversation

Trust

People believe you'll take honest care of them.

Success stories

Recoveries people retell to family and friends.

Known for a speciality

The first name that comes to mind for a condition.

It starts at first contact and **never ends** — consistent engagement long after the patient goes home makes your hospital their first choice, and turns them into a strong referral.

Quality is set by the patient you're built for

AFFORDABLE CARE

Reach over polish

Average ambience matched to the patient's means — location, premises, branding and cleanliness sized to the segment.

PREMIUM CARE

Five-star experience

Top-notch facilities for patients with the means — fewer patients, significantly higher revenue per patient.

Most hospitals aspire to move upmarket over time. It's a business decision — and for a business, it makes sense.

REFLECT

Can you see your own hospital?



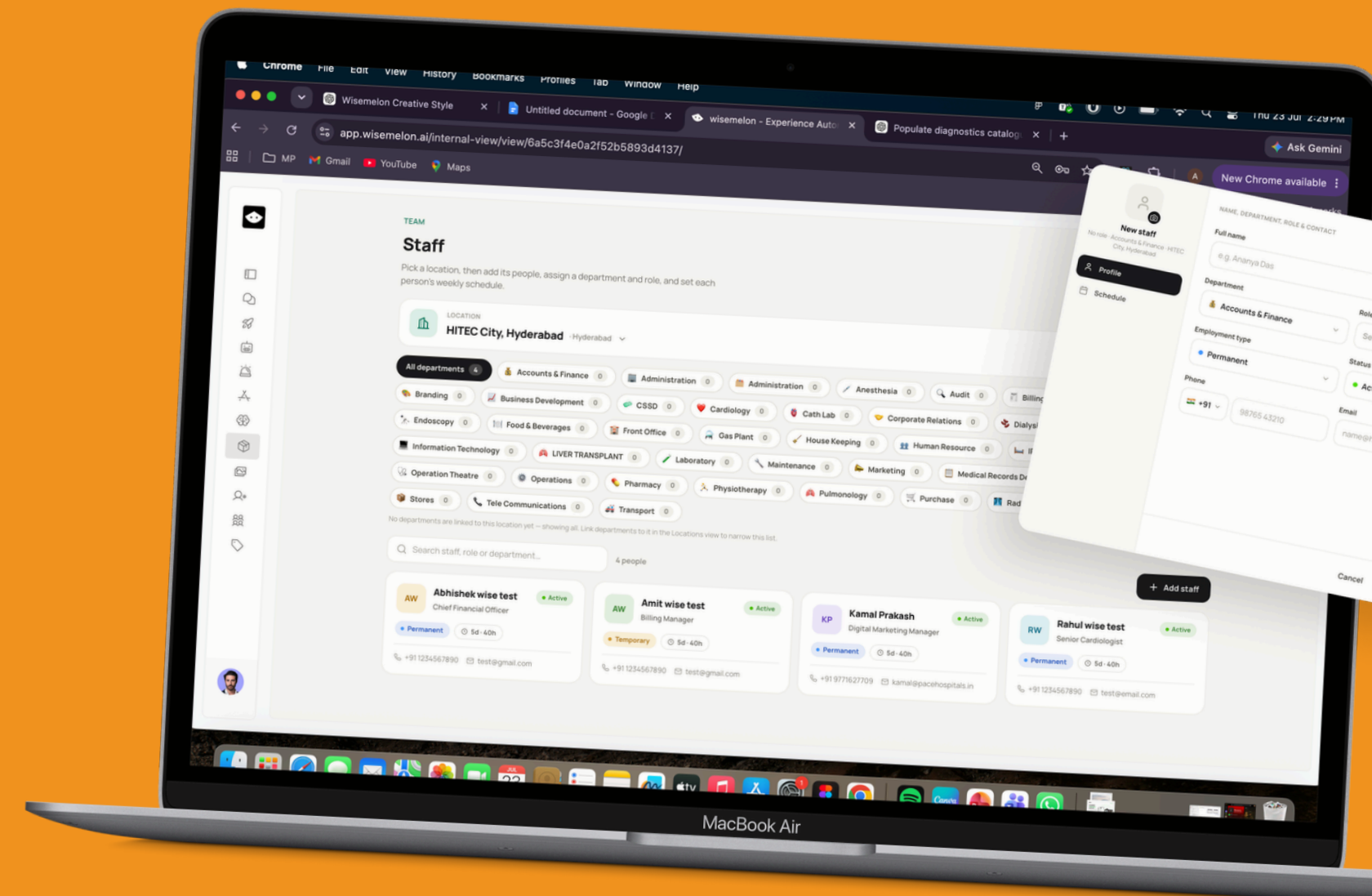
- ✓ How many surgical leads do you lose to a second opinion — and do you know why?
- ✓ Do you learn about problems from data — or from a patient shouting at reception?
- ✓ Can leadership actually measure satisfaction, feedback and SOP execution today?

CHAPTER 04

The Doctor

Fifteen minutes, a hundred times a day

The experience the patient feels is filtered through a person who is running on very little time.



● THE DOCTOR

10–15

minutes per patient

In that window, a doctor must get to know the patient, answer their questions, explain the condition, and prescribe — then do it again, and again.

Mental fatigue

Heavy cognitive computation, repeated without pause.

Impatience

Repetitive queries can wear down the quality of the conversation.

Missed second visits

A needed follow-up gets lost when the patient isn't convinced.

Recall load

Remembering every past patient and their precise condition.

REFLECT

Are your doctors set up to care?



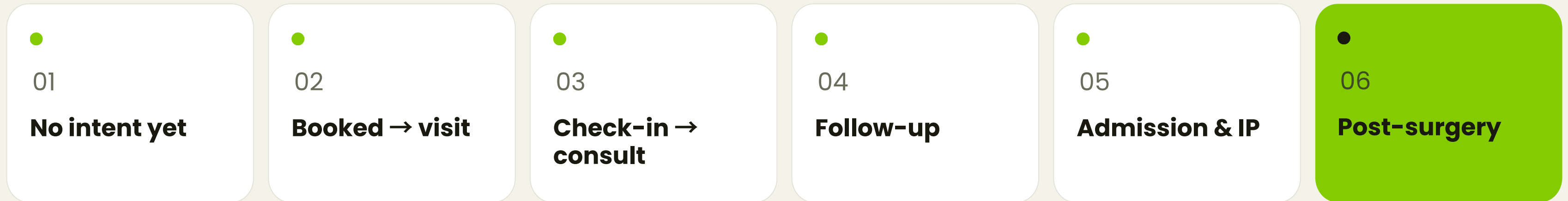
- ✓ How much of a consultation is spent asking the same routine questions?
- ✓ Does your doctor walk in already knowing the patient's history and symptoms?
- ✓ When a follow-up truly matters, how often does it quietly get missed?

The Playbook

How wisemelon engineers trust

Timely, precise, honest engagement across every stage — the one thing that keeps patients from drifting to a second opinion.

Six stages, one continuous relationship

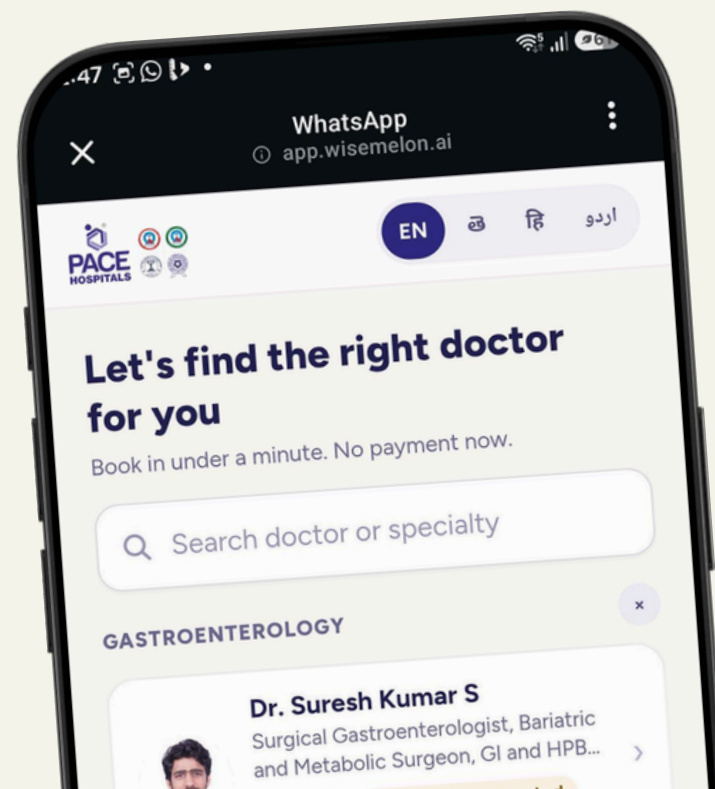


If the patient stays engaged, they don't drift. Each stage is a chance to educate, reassure, and earn the next one.

Turn a scroll into an engagement

Health content on social media is a slow burn — a person watches a reel and scrolls on. There's no call to action, no engagement, little ROI.

wisemelon adds the hook: a gamified assessment they can start instantly by scanning a QR or messaging on WhatsApp.



WHAT WISEMELON DOES

- ✓ Gamified assessments — *"check your spine health"* — that educate while they screen
- ✓ Subtly recommends a consultation when answers warrant it — honest, never pushy
- ✓ Books it from WhatsApp, managing doctor availability in real time
- ✓ Doctor sees the AI summary *before* the visit — no repetitive questions
- ✓ Can convert to a paid plan for continuous preventive monitoring

Close the biggest churn point in the funnel

HOW WISEMELON KEEPS THEM COMING

- ✓ Reminders the day before and the morning of the appointment
- ✓ The assessment already showed them *why* the consultation matters
- ✓ Booking flow nudges the earliest slot — creating urgency
- ✓ Active check-ins and condition-specific tips sustain the momentum
- ✓ A high-conversion booking engine, if the hospital doesn't have one

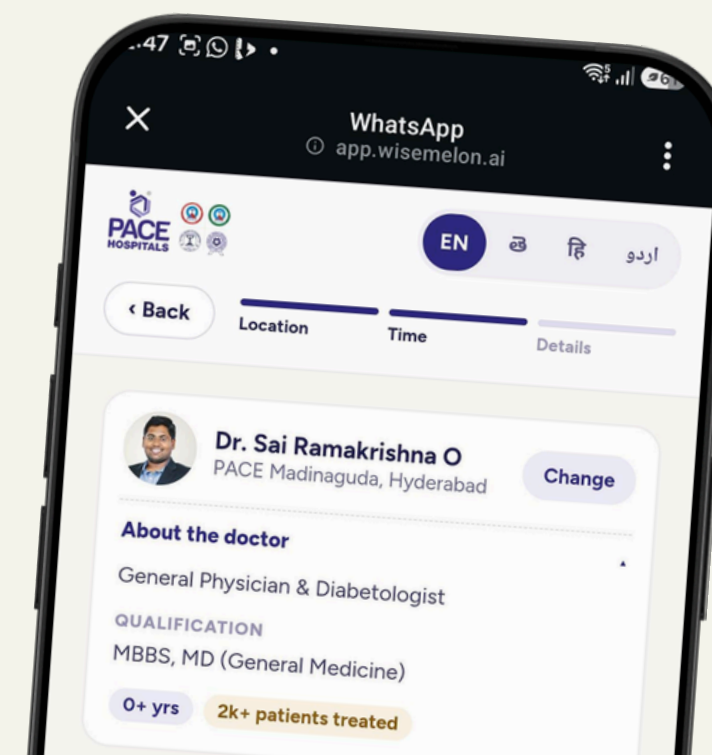
WHY PATIENTS DROP OFF

Symptoms eased off

Got busy that day

Simply forgot

Booked elsewhere too



Every minute inside becomes a touchpoint

ARRIVAL

- ✓ Self check-in adds them to a priority queue by slot
- ✓ Waiting time → finish the assessment, or follow the hospital's socials
- ✓ Past the SLA with no consult? A ticket is raised internally

AFTER THE CONSULT

- ✓ Soft-copy prescription and invoice sent instantly
- ✓ A few hours later: was a follow-up recommended? Confirm a date
- ✓ Medicine, dosage and test-prep reminders at the right times

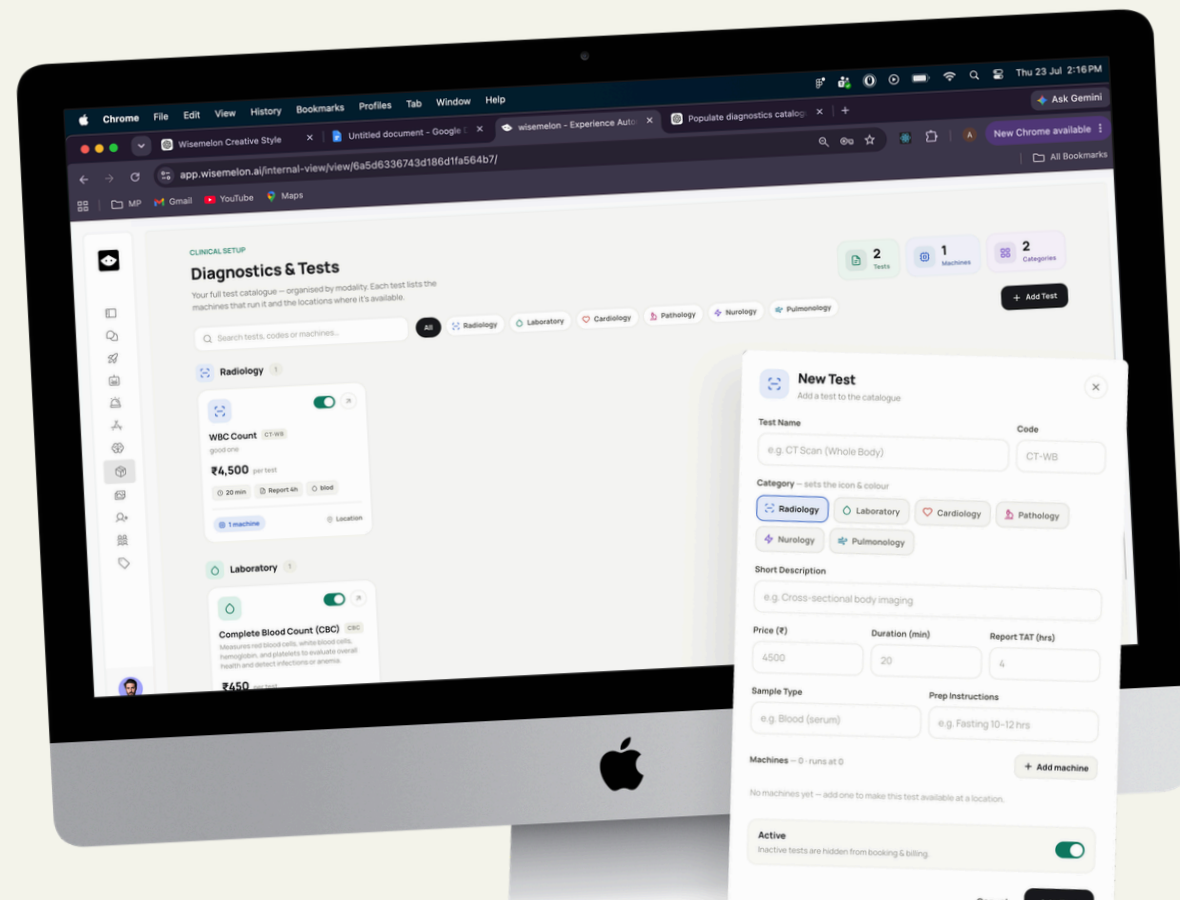
END OF DAY · FEEDBACK

- ✓ Good experience → a review link at the perfect moment
- ✓ Poor experience → a ticket, resolved by a human call
- ✓ The patient feels genuinely listened to

Keep the thread alive between visits

The gap between one visit and the next is where relationships quietly go cold. wisemelon fills it with useful, monitoring engagement.

- ✓ Diagnostic reports shared automatically when ready
- ✓ Asks for a suitable time for the next appointment
- ✓ The doctor's console is updated for the next visit
- ✓ Ongoing educational & monitoring engagement throughout



Admission is where trust is won or lost — so give everyone a console

FOR PATIENT & ATTENDANT

- ✓ Guided IP admission & insurance queries
- ✓ Process updates: ward shift, surgery timing, test prep
- ✓ A ward QR to summon maintenance, housekeeping, nursing, canteen

FOR STAFF & LEADERSHIP

- ✓ Real-time ticketing: central service desk + department consoles
- ✓ SLA breach tracking with escalation to the right level
- ✓ Full visibility into ground ops, sentiment & deep analytics

AT DISCHARGE

- ✓ Attendant guided through formalities & discharge ETA
- ✓ Billing & insurance questions answered on the spot
- ✓ That evening: a wellbeing check and health tips

Care that doesn't end at discharge

ACTIVE MONITORING WINDOW

- ✓ Guides medication and recovery tips through the set period
- ✓ Checks for problems and flags them early
- ✓ Resolves queries remotely with the doctor & support team

LONG AFTER RECOVERY

- ✓ Periodic educational & seasonal safety tips (e.g. dengue season)
- ✓ Keeps the hospital top of mind for the next need
- ✓ Turns a treated patient into a lifelong referrer

REFLECT · YOUR GAPS

Which of your six stages are silent?



- ✓ Between booking and the visit, does the patient hear from you at all?
- ✓ Do bad experiences reach you as a ticket — or as a one-star review?
- ✓ After discharge, does the relationship continue — or simply stop?

Trust isn't a moment. It's every moment, compounded.

Every stage is a chance to build trust or lose it. wisemelon makes the engagement timely, honest and continuous — the difference between a hospital and a brand.

Automate my Hospital →

wisemelon.ai