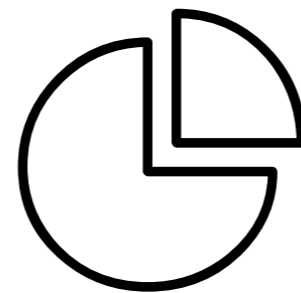


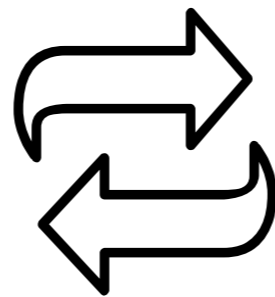
## **GUIDING THEMES**

People choose healthcare providers because they want expertise in assessing and treating their health.



## **GUIDING THEMES**

A doctor visit is only one part of people's larger health needs.



## **GUIDING THEMES**

People's health needs change over time requiring more than one visit.



## **GUIDING THEMES**

People value healthcare providers that are respectful, effective and personable.

## RESEARCH

### ENJOYMENT

2.33

### RELEVANCE

3.8

### HELPFULNESS

2.83

“Finding doctors recommended to me who accept patients & my insurance.”

## THINKING

“Is doc qualified?”

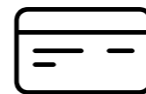
“Websites are hard.”

“Am I covered?”

“Accepting patients?”

“Facility affiliations?”

## DOING



## FEELING

“Exhaustion”

“Guilt”

“Frustration”

“Anxiety”

“Confidence”

**SCHEDULING**

**ENJOYMENT**

**3.29**

**RELEVANCE**

**3**

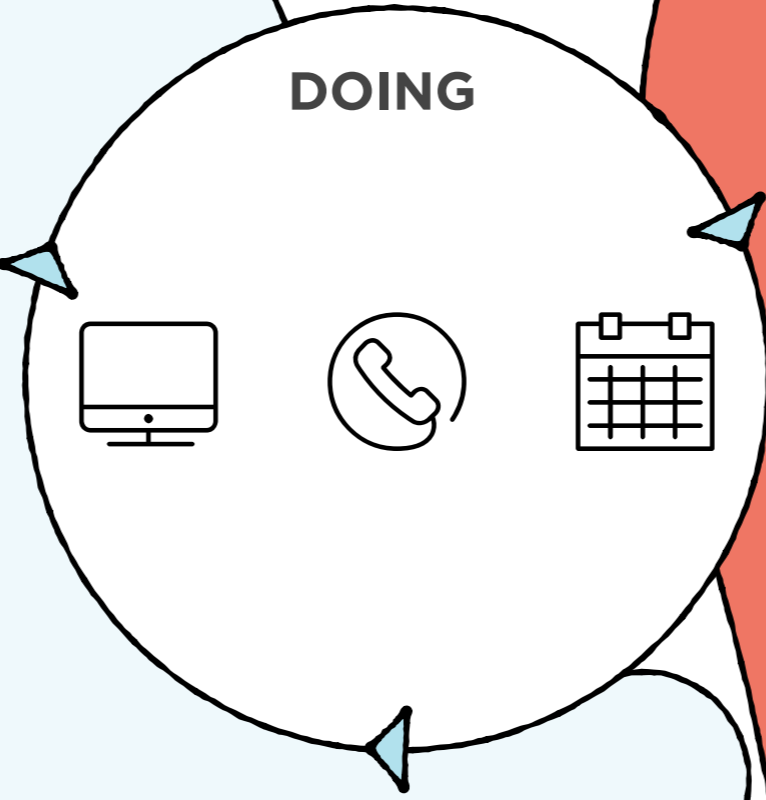
**HELPFULNESS**

**3.33**

“Scheduling an appointment with a healthcare professional.”

**THINKING**

- “Is doc qualified?”
- “How long will it take?”
- “Am I covered?”
- “Accepting patients?”
- “How soon can I get in?”



**FEELING**

- “Frustration”
- “Discouragement”
- “Anticipation”
- “Relief”

**PRE-VISIT**

**ENJOYMENT**

**2.67**

**RELEVANCE**

**3.2**

**HELPFULNESS**

**3.2**

“Waiting for and completing intake paperwork.”

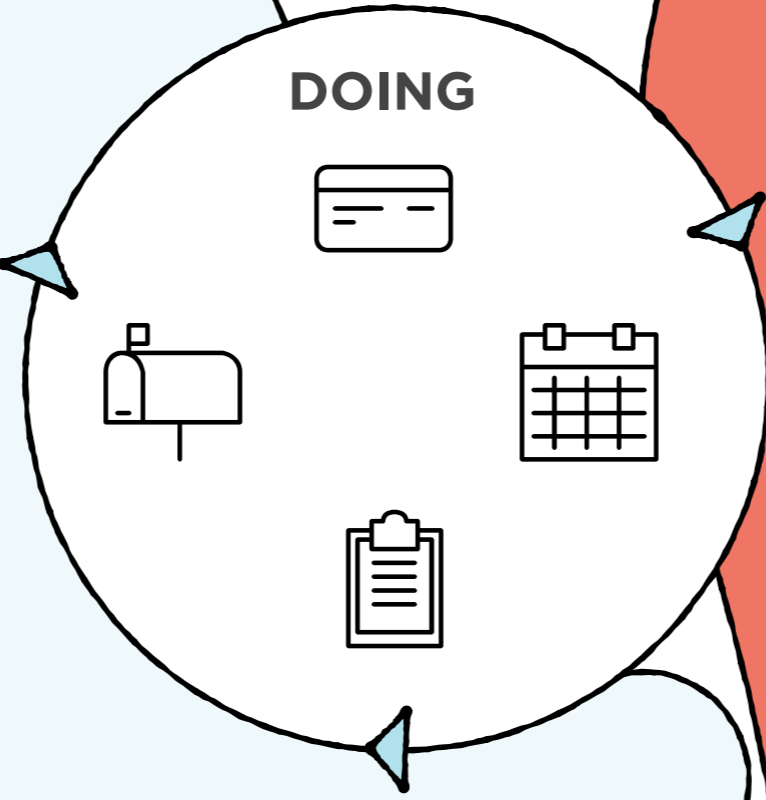
**THINKING**

“Am I covered?”

“Is the staff pleasant?”

“Will this paperwork be shared?”

“How will my life change?”



**FEELING**

“Frustration”

“Anxiety”

“Anticipation”

“Impatience”

**VISIT**

**ENJOYMENT**

3

**RELEVANCE**

3.8

**HELPFULNESS**

3.6

“Consulting with the doctor about my health treatment needs.”

**THINKING**

“How engaged is the doctor?”

“How will my life change?”

“Will there be hidden expenses?”



**FEELING**

“Hope”

“Anxiety”

“Confidence”

“Skepticism”



**POST-VISIT**

**ENJOYMENT**

3

**RELEVANCE**

3.8

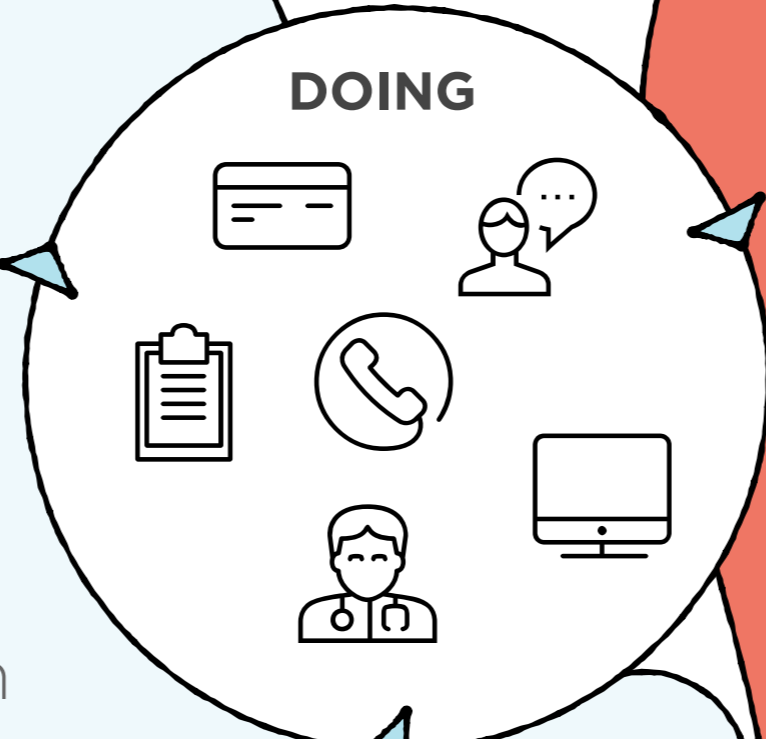
**HELPFULNESS**

3.6

“Scheduling follow-ups. Paying bills.  
Updating my loved-ones.”

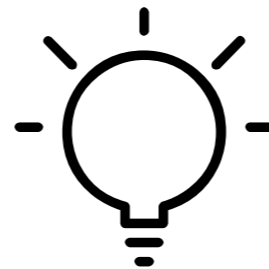
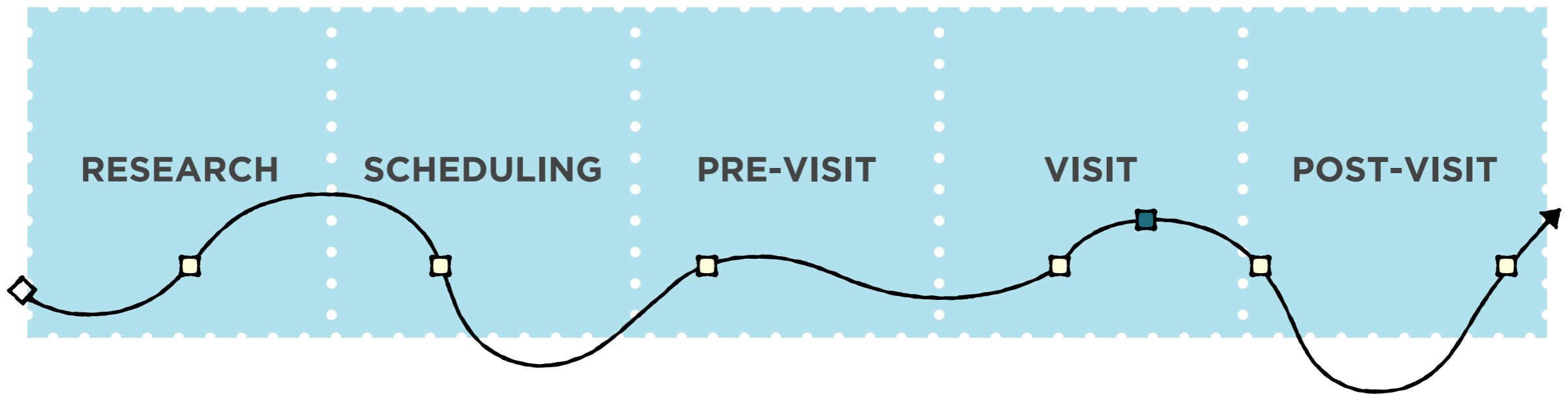
**THINKING**

“Was it worth it?”  
“I should speak with my family.”  
“Is the doc confident in my treatment?”  
“Next time, I’ll see someone more attentive.”



**FEELING**

“Hope”  
“Anxiety”  
“Confusion”  
“Comfort”



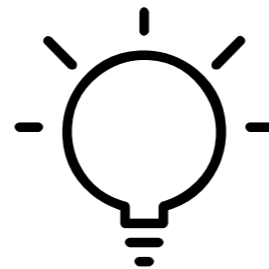
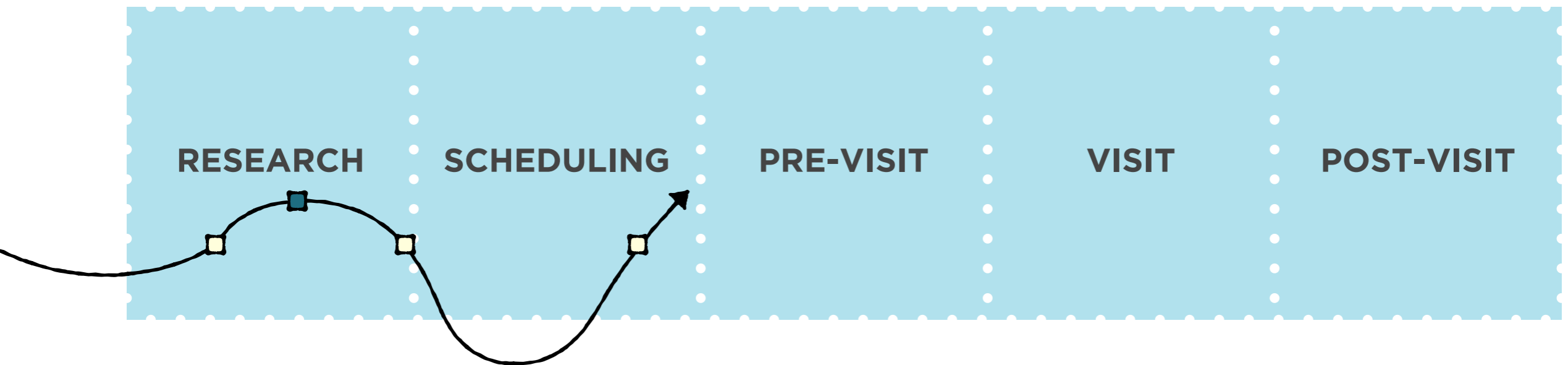
## **OPPORTUNITIES**

Communicate a clear value proposition.

Transform patients into health-savvy people.

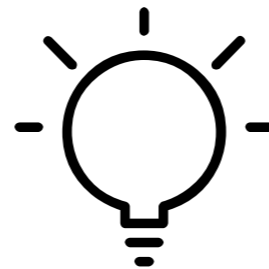
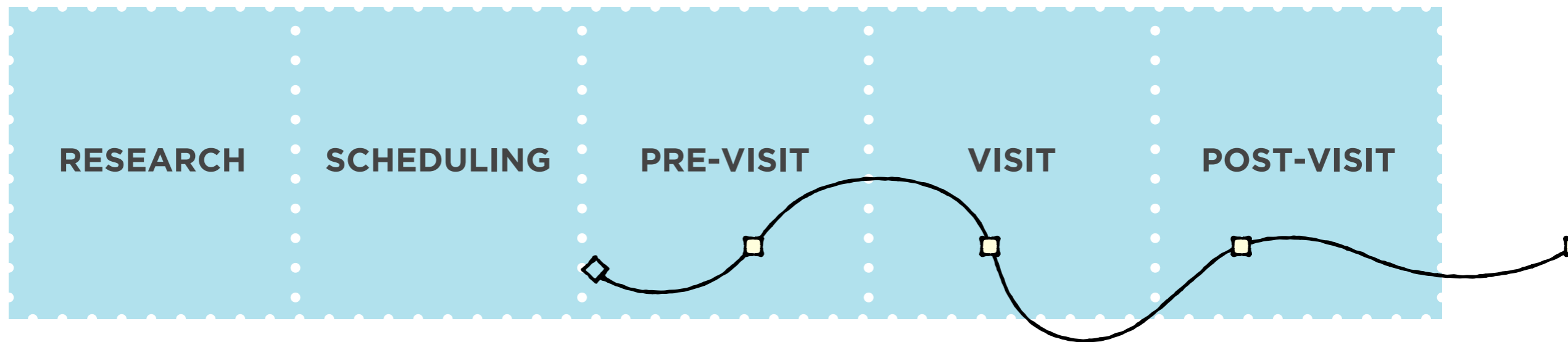
Help people get the help they need when they need it.

Support people in managing their own health needs.



## **OPPORTUNITIES**

Enable people schedule health visits over time.  
Connect research, shopping and booking on the web.  
Enable people to visually assemble a medical team.  
Guide people to regular maintenance appointments.



## **OPPORTUNITIES**

- Improve the overall intake experience.
- Proactively help people deal with a treatment plan and schedule follow-up visits.
- Clearly provide access to and status of health records requests at all times.
- Explain invoices in plain, accessible language.