



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Omega fat
contains food
items like
fish to be
taken

To take
proper
treatment to
use it

What do they HEAR?

what friends say
what boss say
what influencers say

Diabetes
patient
should take
eye checkup
once a year.

If any injuries
happen, take
a immediate
steps to it.

The level of
blood sugar
level should
be 20 mg/dl.

Sugar rich in
food product
must be
avoided.

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

To give
awareness
about their
disease of the
affected person.

Give
counselling
about their
disease.

PAIN

fears
frustrations
obstacles

DR is the most
common
diabetic
changes and
leading cause of
blindness.

GAIN

"wants" / needs
measures of success
obstacles

Conformation of
their disease
decreases the
risk of
progression of
final stage.