

Journey	Step	Touchpoint	Speaker	Message (WhatsApp-style)	Purpose / Notes	Prompt Guidance
Health Check Campaign	1 Awareness	Bot (PRUHealth)	Bot (PRUHealth)	Hello, this is the PRUHealth Team. We're offering a complimentary health check to help you stay on top of your wellbeing. Would you like to schedule your screening?	Campaign introduction	Friendly greeting and offer introduction.
Health Check Campaign	2 Awareness	User	User	Yes, please / Sure / Okay	User agrees to proceed	
Health Check Campaign	3 Booking	Bot (PRUHealth)	Bot (PRUHealth)	Great. I can help you schedule your health check at your nearest Prudential panel hospital. Which day would you prefer — this week or next week?	Appointment setup	Prompt user to choose timeframe.
Health Check Campaign	4 Booking	User	User	This week / Next week	User response	
Health Check Campaign	5 Booking	Bot (PRUHealth)	Bot (PRUHealth)	Perfect. We'll check your blood pressure, cholesterol, BMI, blood sugar, and heart health. What time of day suits you best — morning, afternoon, or evening?	Time slot selection	List available times for clarity.
Health Check Campaign	6 Booking	User	User	Morning	User selects slot	
Health Check Campaign	7 Booking	Bot (PRUHealth)	Bot (PRUHealth)	Got it. You're booked for a full health screening on [Date, Time] at our Prudential panel providers. Would you like a reminder the day before?	Confirmation	Provide clear confirmation and reassurance.
Health Check Campaign	8 Consultation	Bot (PRUHealth)	Bot (PRUHealth)	Hi, just reminding you of your appointment tomorrow. Bring your ID, and please fast for 8 hours before your blood test.	Pre-appointment reminder	Gentle tone and practical instructions.
Health Check Campaign	9 Consultation	User	User	Thank you / Got it	Acknowledgment	
Health Check Campaign	10 Results	Bot (PRUHealth)	Bot (PRUHealth)	Your results are ready. Would you like me to summarize them for you before your consultation with Dr.(name)?	Results notification	Transition to results and consultation.
Health Check Campaign	11 Results	User	User	Yes, please	User agrees	
Health Check Campaign	12 Results	Bot (PRUHealth)	Bot (PRUHealth)	Your readings are mostly normal. There's a small note on your cholesterol levels — nothing urgent, but worth monitoring. Dr.(name) will discuss it in detail.	Result summary	Balance reassurance with useful detail.
Health Check Campaign	13 Follow-up	Bot (PRUHealth)	Bot (PRUHealth)	Would you like me to schedule a follow-up in three months to recheck your cholesterol and heart health?	Care continuation	Encourage preventive follow-up.
Health Check Campaign	14 Follow-up	User	User	Yes, please	User agrees	
Health Check Campaign	15 Follow-up	Bot (PRUHealth)	Bot (PRUHealth)	All set. Your next health review is in three months. You're taking great care of yourself — well done.	Closure	Positive reinforcement and closure.
Pre-Diabetes Support (SAMPLE)	1 Awareness	Bot (PRUHealth)	Bot (PRUHealth)	Hello, I'm from your PRUHealth Team. During your last check-up, your blood sugar was slightly elevated. I can help you manage that with a simple lifestyle plan. Would you like to learn more?	Awareness	Gently introduce pre-diabetes care.
Pre-Diabetes Support (SAMPLE)	2 Awareness	User	User	Yes, please	User agrees	
Pre-Diabetes Support (SAMPLE)	3 Consultation	Bot (PRUHealth)	Bot (PRUHealth)	That's great. First, I'll arrange a follow-up consultation to confirm your readings and discuss your daily habits. Would you prefer an in-person or video consultation?	Scheduling	Encourage engagement and choice.
Pre-Diabetes Support (SAMPLE)	4 Consultation	User	User	Video consultation	User selects	
Pre-Diabetes Support (SAMPLE)	5 Consultation	Bot (PRUHealth)	Bot (PRUHealth)	Perfect. I've booked your video consultation with Dr.(name) for [Date, Time]. After that, I'll help you track your progress.	Confirmation	Reassure user and set expectation.
Pre-Diabetes Support (SAMPLE)	6 Lifestyle	Bot (PRUHealth)	Bot (PRUHealth)	To get started, small steps make a big difference — like reducing sugary drinks, walking 30 minutes a day, and checking your weight weekly. Would you like reminders to stay on track?	Guidance	Encourage sustainable changes.
Pre-Diabetes Support (SAMPLE)	7 Lifestyle	User	User	Yes, please	User agrees	
Pre-Diabetes Support (SAMPLE)	8 Lifestyle	Bot (PRUHealth)	Bot (PRUHealth)	Done. I'll send weekly reminders to keep you motivated. You're doing something great for your health.	Support	Positive tone to encourage adherence.
Pre-Diabetes Support (SAMPLE)	9 Follow-up	Bot (PRUHealth)	Bot (PRUHealth)	Hi, how have you been feeling since your last consultation? Any issues with your diet or exercise plan?	Follow-up	Encourage dialogue and care continuity.
Pre-Diabetes Support (SAMPLE)	10 Follow-up	User	User	I've been okay / I'm struggling	Response	
Pre-Diabetes Support (SAMPLE)	11 Follow-up	Bot (PRUHealth)	Bot (PRUHealth)	Thanks for sharing. If it's been hard, that's okay — progress takes time. I can send a few easy meal ideas or connect you to a nutritionist. What would help most?	Empathetic support	Empower user to choose support.
Pre-Diabetes Support (SAMPLE)	12 Closure	Bot (PRUHealth)	Bot (PRUHealth)	You're doing really well. Keep up your efforts, and I'll check in again in a few weeks. Remember, managing pre-diabetes is about steady progress.	Closure	End with reassurance and commitment.