

| Journey | Step | Touchpoint | Speaker | Message (WhatsApp-style) | Purpose / Notes | Prompt Guidance |
|-------------------------------|------|--------------|-----------------|--|--------------------------|---|
| Health Check Campaign | 1 | Awareness | 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 | Yes, please / Sure / Okay | User agrees to proceed | |
| Health Check Campaign | 3 | Booking | 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 | This week / Next week | User response | |
| Health Check Campaign | 5 | Booking | 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 | Morning | User selects slot | |
| Health Check Campaign | 7 | Booking | 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) | 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 | Thank you / Got it | Acknowledgment | |
| Health Check Campaign | 10 | Results | 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 | Yes, please | User agrees | |
| Health Check Campaign | 12 | Results | 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) | 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 | Yes, please | User agrees | |
| Health Check Campaign | 15 | Follow-up | 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) | 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 | Yes, please | User agrees | |
| Pre-Diabetes Support (SAMPLE) | 3 | Consultation | 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 | Video consultation | User selects | |
| Pre-Diabetes Support (SAMPLE) | 5 | Consultation | 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) | 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 | Yes, please | User agrees | |
| Pre-Diabetes Support (SAMPLE) | 8 | Lifestyle | 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) | 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 | I've been okay / I'm struggling | Response | |
| Pre-Diabetes Support (SAMPLE) | 11 | Follow-up | 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) | 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. |