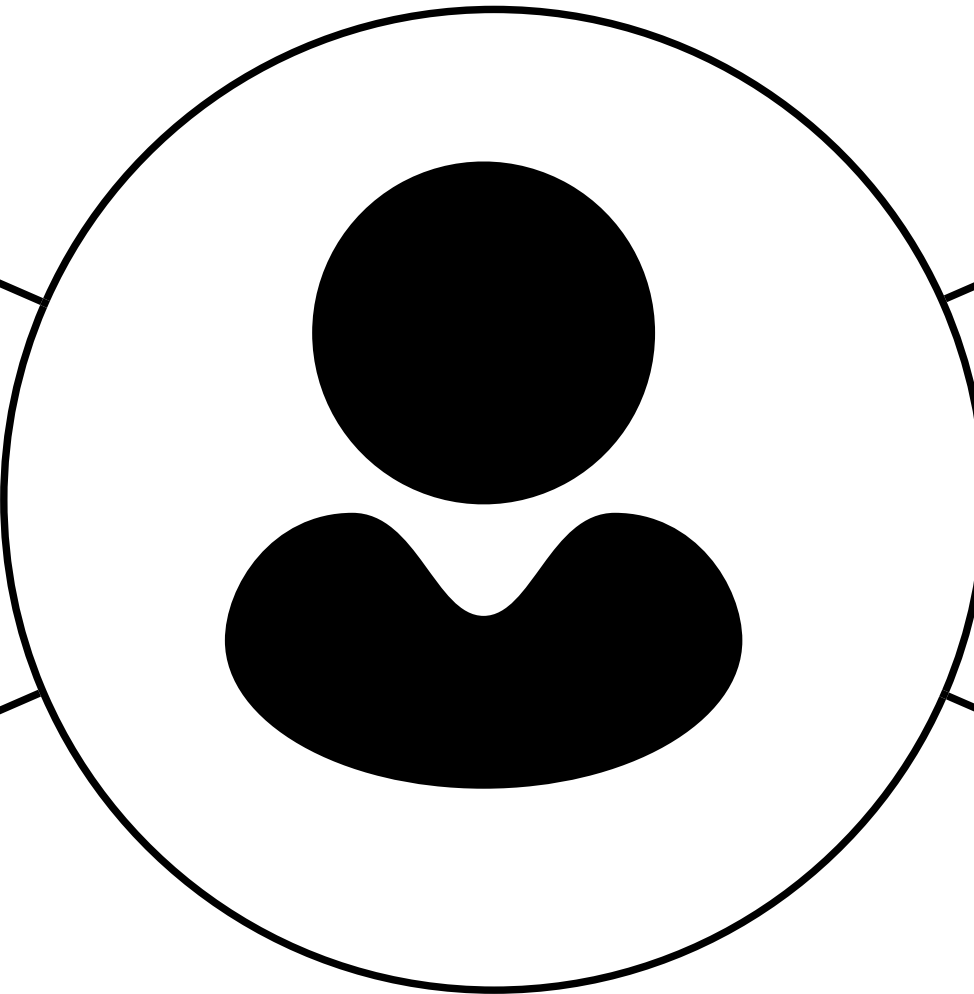


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

- To foresee health issues prior to its occurence
- To know if the result is accurate
- To gain the trust of doctors and patients

- Look for alternative solutions for diagonisis
- Random suggestions for consulting
- Promote their way of problem solving with out knowing the the person's health status

*What do they*  
**SEE?**

environment  
friends  
what the market offers

- To compare the results of people with similar diagnosis
- To abide by the traditional medical procedures
- People choose to believe doctor's opinion rather than computer programs

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

- Get their results double checked
- Thinking about the cost rather than the effectiveness of the solution
- Pretend as if the health condition is good though its not

**PAIN**

fears  
frustrations  
obstacles

- fear of getting not getting proper treatment
- getiing a osilating thoughts about the result being right or not

**GAIN**

"wants" / needs  
measures of success  
obstacles

- accurate predictions
- redeuces waiting time in hospitals