

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

How long I
have to
take the
treatment?

What to do if we
don't get bed
allocation in the
current hospital?

Hospitals
with better
facilities

Estimation
of their
treatment
budget

Get
frustrated

Depression

Insecurity
and fear

Loneliness

Low self-
esteem

Overflowing
general wards
at time of
crises

What do they HEAR?

what friends say
what boss say
what influencers say

Skilled
doctors

Availability of
equipments

About
treatment

Bed
availability

Whether it is
a
specialized
hospital

What do they SEE?

environment
friends
what the market offers

Discharge
of patients

Other
patients

Rushing of
doctors

Room
facilities

Admission

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Checking
emergency
ward
availability

Checking
availability of
doctors and
nurses

Checking
availability
of proper
diet

Regular
health
checkup

Managing
the reports

Manage
visiting time

PAIN

fears
frustrations
obstacles

Cannot
afford
treatment

undergo pain
and side
effects of
medication

they cannot
stay and get
treated

Unavailability
of specialized
doctors

GAIN

"wants" / needs
measures of success
obstacles

Cure

Availability of
resources at
correct time

Active co-
operation
from
patients

Treatment
satisfaction