Project Design Phase-II
Customer Journey map

	Diagnosis	Post-Diagnosis	Long-term Follow-up
Points of contact	Ambulance · Urgent Care · Specialist	Rehabilitation · Specialist · Primary Care · Implantation of a defibrillator	Primary Care · Specialist
What happened?	• Predictable or unpredictable symptoms • Heart attack • Routine appointment	• Waiting time • Rehabilitation • Resume activities • Possible 2nd heart attack	• Possible future heart attacks • New life • First year of more serious treatment
Feelings	Fear · Bewilderment · Disbelief	Trust	Happiness · Feeling well · Forgetfulness
Treatment	• Cardiopulmonary resuscitation • Nitroglycerine • Catheterization & stent • Bypass	• Rehabilitation • Pharmacotherapy • Healthy lifestyle recommendations	• Medication adherence • Diet & exercise • Adapting • Smoking cessation • Nitroglycerine "to-go"

Patient empowerment needs

Diagnosis
- Acquiring general information about the disease as well as personalized information to be able to return to everyday activities.
- Being able to recognize possible new symptoms and warning signs.
- Knowing what activities can be done (or not): sex life, driving, traveling by plane, etc.
- Overcoming initial impact to incorporate healthy lifestyle recommendations.
- Psychologically accepting: Understand and manage fear and uncertainty; stop rumination; keep a positive attitude.
- Being aware of the disease is not equivalent to being sick.
- Receiving family support in early stage of recovery.
- Providing support for patient's family to learn about the process and assist with recovery and assimilation.

Post-Diagnosis
- Learning about treatment and self-care: sublingual administration of nitroglycerine, checking blood pressure and heart rate, relaxation techniques, etc.
- Staying informed about the access to and the benefits of rehabilitation.
- Obtaining personalized information: risk factors, ejection fraction, personal limits of physical activity, etc.
- Adapting to a heart-healthy diet.
- Identifying and reducing sources of stress.
- Improving self-management of emotions.
- Regaining confidence and increasing self-control; keeping a positive attitude; learning to manage anger and explosive outbursts.
- Persisting in the search for adequate and trustworthy healthcare.
- Negotiating with patient's family and community to change lifestyle habits and obtain support in emotional matters.

Long-term Follow-up
- Maintaining healthy habits over time (challenge).
- Staying informed about the disease.
- Continuously remembering to maintain healthy habits and psychological self-care.
- Planning treatments and long-term follow-ups.
- Having and carrying personal clinical reports.
- Adopting motivational techniques to adhere to medication, heart-healthy diet, and exercising regime after the first months/years.
- Incorporating new desired activities.
- Spending just enough time on the disease; not obsessing.
- Negotiating with patient's family to help maintain diet and physical exercise.
- Attending support groups and patient associations to maintain healthy habits.