



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

*Thinking
about their
health
condition
constantly*

*Feel lack of
confidence*

*Self
doubt*

*Aspire and
having hope
to get
recovered*

*Causes they
say are :*

What do they
HEAR?

what friends say
what boss say
what influencers say

*smoking/
alcohol
consumption*

Diabetes

***HIGH
BP***

*20 % of
heart
attacks are
silent*

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

*80%
preventable
cases of heart
disease and
stroke*

*Treatment
cost is high*

*people
thinks heart
disease is
uncurable*

*Most people
die of heart
disease*

What do they
SEE?

environment
friends
what the market offers

PAIN

fears
frustrations
obstacles

Dizziness

Fatigue

Fainting

chest pain

GAIN

"wants" / needs
measures of success
obstacles

*consulting
doctor*

*identifying
and treating
as soon as
possible*