Project Design Phase II Customer Journey

Team ID	PNT2022TMID21499
Project Name	Analytics for Hospitals' Health-Care Data

Customer Journey Map

Becomes Aware (Trigger)

The patient becomes aware of a problem, researches symptoms, and considers possible approaches.

Seeks Help

The patient has decided on an approach and is seeking a healthcare provider.

Once the appointment is scheduled, the patient may set up a patient portal.

Gets Care

The patient goes to a healthcare provider and is assessed by the medical staff.

Receives **Treatment**

Depending on the condition, the patient may receive care on-site or during subsequent visits. Treatment also includes follow-up care like prescriptions, physical therapy, or lifestyle changes.

Makes Lifestyle Changes

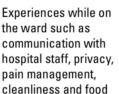
Good health is not solely dependent on the healthcare provider. Many patients will make lifestyle changes to complement clinical treatment.



Experiences in the emergency department such as waiting time before being admitted to a ward, communication with staff and respect for privacy

5 questions

Care on the ward



14 questions

Examinations, diagnosis and treatment



Experiences while undergoing or receiving results of tests, treatments, operations and procedures

13 questions

Discharge or transfer



Experiences relating to discharge such as sufficient notice of discharge, and provision of information, advice and support

12 questions

Other aspects of care



Other, more general experiences of care such as cleanliness of bathrooms and toilets, trust and confidence in hospital staff

4 questions