Scenario

Josh is a 30 year-old, male patient. He is generally active and healthy. However recently feeling unwell for a few days and would like to see a doctor.

Goals and Expectations

- He'd like an easy way to schedule an appointment without spending time figuring out where to go.
- He is a proactive person and would like to know what he should be doing throughout his treatment.
- Would like to make sure he maintains his standard of wellness.

Individual feels unwell	Schedules Appointment	Visit with Clinician	At-Home Care	Follow-Up Appointment
1. Goes to Google to research similar problems 2. Researches doctors who address a multitude of potential issues they found *Conncerned and scared* 😦	3. Looks up doctor office online to find contact. 4. Skims through multitudes of physicians on-line, but unsure who they should be seeing. 5. Contacts generic number and is transferred multiple times before connecting with someone. 6. Contacts previous physicians offices and tries to collect data 😐 *Confused and frustrated*	7. Travels to clinic 8. Checks in to clinic 9. Asked to provide medical recordsm proof of insurance, and co-pay 10. Fills out forms with data just provided. 11. Meets with physician and receives treatment options. 12. Picks up medications at pharmacy. 😊 *Happy to be heard and listened to*	13. Reviews instructions and takes medications 14. Researches what he should be doing and feeling between appointments. 15. Feels overwhelmed with eveything and tries to contact physician's office to ask questions. *Overwhelmed and uncertain* 😕	16. Takes off work and travels to clinic 17. Checks in to clinic 18. Asked to provide insurance and co-pay 19. Meets with physician and receives direction to keep on doing what they are doing. *Happy on right path, but frustrated about spending time off work* 😑
Opportunities	**Opportunities**	**Opportunities**	**Opportunities**	**Opportunities**
• Easy to access care site with defined people to connect with.	• Multiple options to schedule an appointment. • Easy to access medical record request process	• Streamlined check-in and payment process that can be addressed prior to or after visit	• Easy to access resources with what to expect and when to connect with a clinician	• Multiple care options available to minimize need to travel and take off work
Owners	**Owners**	**Owners**	**Owners**	**Owners**