

Patient Procedure Journey Map : Peter's First Procedure

ENTRY POINTS

Screened (50 yr.)

Primary Care Physician

Specialist

1

2

3

* Colonoscopy Scheduled

4 Weeks

2 Weeks

1 Week

24hr

Procedure

* Colonoscopy Completed

RESULTS

Positive

2

4

PC Physician

Surgery

Overall Satisfaction

Low High

Healthcare staff service
Written Communication by staff
Instructions for Procedure
Procedure Care

Touchpoints

In Person
By Phone
Online
Email
Paper Instructions

Participant Devices

2
3
4
Feature Phone
Android
iPhone

Pre-Procedure

In Person visit to Primary Care Physician. Due to age and family history, recommended seeing a specialist.
In Person visit to Specialist following week, Specialist recommended the procedure.
Facility called to schedule Procedure three weeks from today. Entered date of procedure on Calendar.

Research & Awareness

Went online to do research: google searches about procedure, colon cancer, and prep work
Emails family members to see if they can arrange a ride home from facility after procedure.
Picked up the prescription at the pharmacy. Read the instructions about the Prep-work with Doctors instructions
Get's a phone call 3 days
reschedule to a sooner time. Ride is already arranged so does not change appointment date.
ask about existing medications they are on and if should stop taking them from prep?
Also had question about the timing of the prep work and the procedure. Dr's instruction prescription

Procedure Prep

22 Hours Out
Starts Following Dr. Instructions on paper
Bottom is hurting, goes online to see if any remedies to soothe
6 hours Out
Wakes at 4am, begins prep work again
- Begins Prep Phase 2

Procedure

Picked up by family member at 8:00am and is driven to facility 1 hour in advance of procedure at 10:00am
Checks in at facility, gets undressed, nurse performs diagnostics, patient gets sedative
Doctor greeting: comes in and visits the patient to talk about procedure
Procedure : 40 min
Results: After Procedure, Doctor brings test results in for the patient, talks with
Pickup: Family member gives them a ride home.

Post Procedure

Day After Procedure, Facility called to check up with patient about any problems or complications
Had discomfort 24 hrs after the procedure, was not sure if this was expected or not.

PAIN POINTS

Some participants (especially those who had had the procedure before) waited a little before scheduling their appointment, because they were not looking forward to going through the prep.

Most participants felt they needed more information and did their own research. Wanted to familiarize themselves with procedure and what people were saying.

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OPPORTUNITIES

Anyone can download and learn about the procedure and peoples perspectives.

Provide simple index of 1-5 great content and resources to learn about the colonoscopy online.

Might want to have a pharmacy link in the app to let patient know its available. Text Msg or email. Value is that this is HIPAA compliant

Reminder - 7 days out to reschedule or cancel so slot
Tone: Reassuring message.

If Facility or Specialist communicate with Patients there's more leverage to