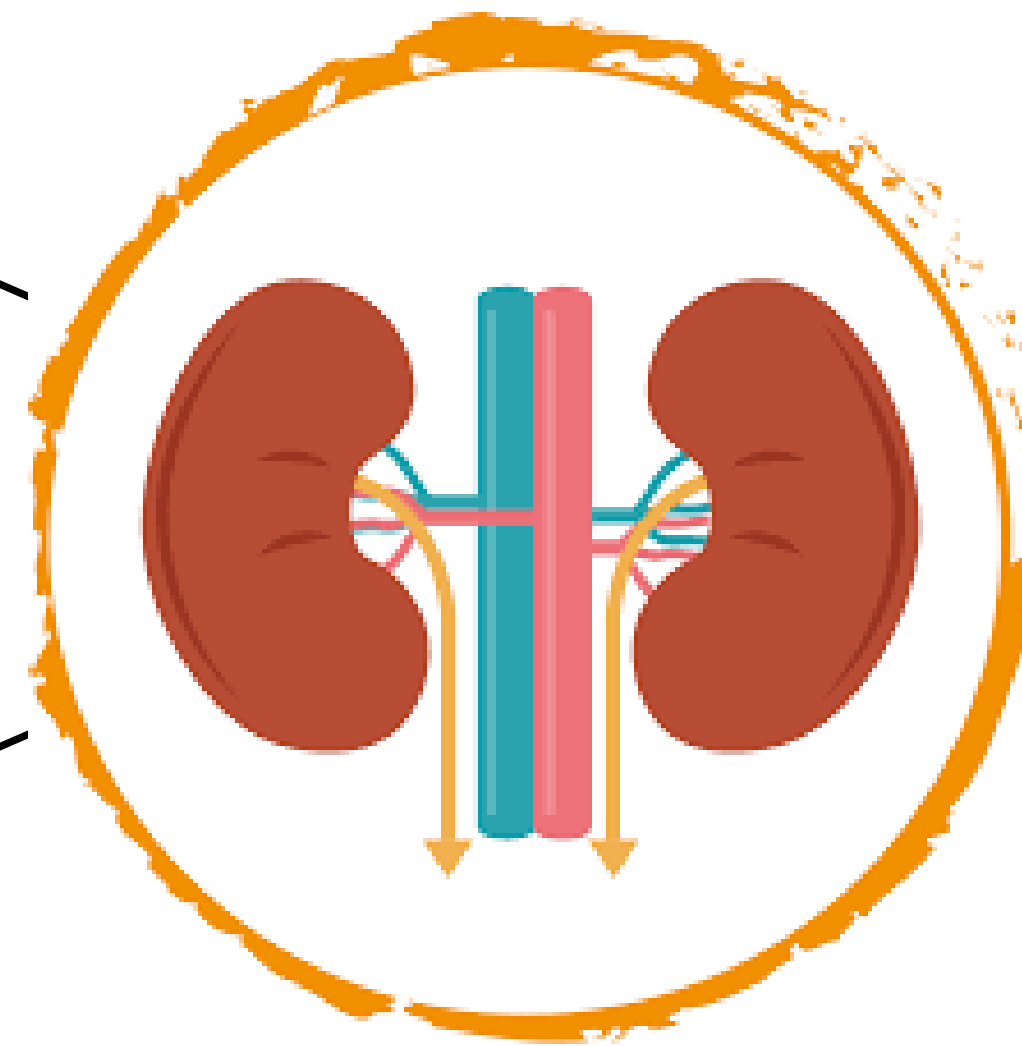


## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



## What do they HEAR?

what friends say  
what boss say  
what influencers say

Am I  
affected  
by the  
disease

Will this  
take my life

Is there any  
solution for  
this

Identify the  
disease at an  
early stage

Consult a  
doctor at  
the earliest

Be Positive

Take  
medication

Expenditure

Search for  
the right  
treatment

How people  
are affected  
by disease

Their body  
becoming  
weak on a  
daily basis

## What do they SEE?

environment  
friends  
what the market offers

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Act  
insecure

Show their  
fear in the  
form of  
violence

Talk to  
people  
about their  
problem

## PAIN

fears  
frustrations  
obstacles

Depression,  
Stress and  
Anxiety

Seriously  
affected by  
mental illness  
than disease

Having  
negative  
mindset  
towards  
treatment

## GAIN

"wants" / needs  
measures of success  
obstacles

A great relief  
when test  
result turns to  
be negative

Learn to  
accept life

Improvement  
in health  
condition