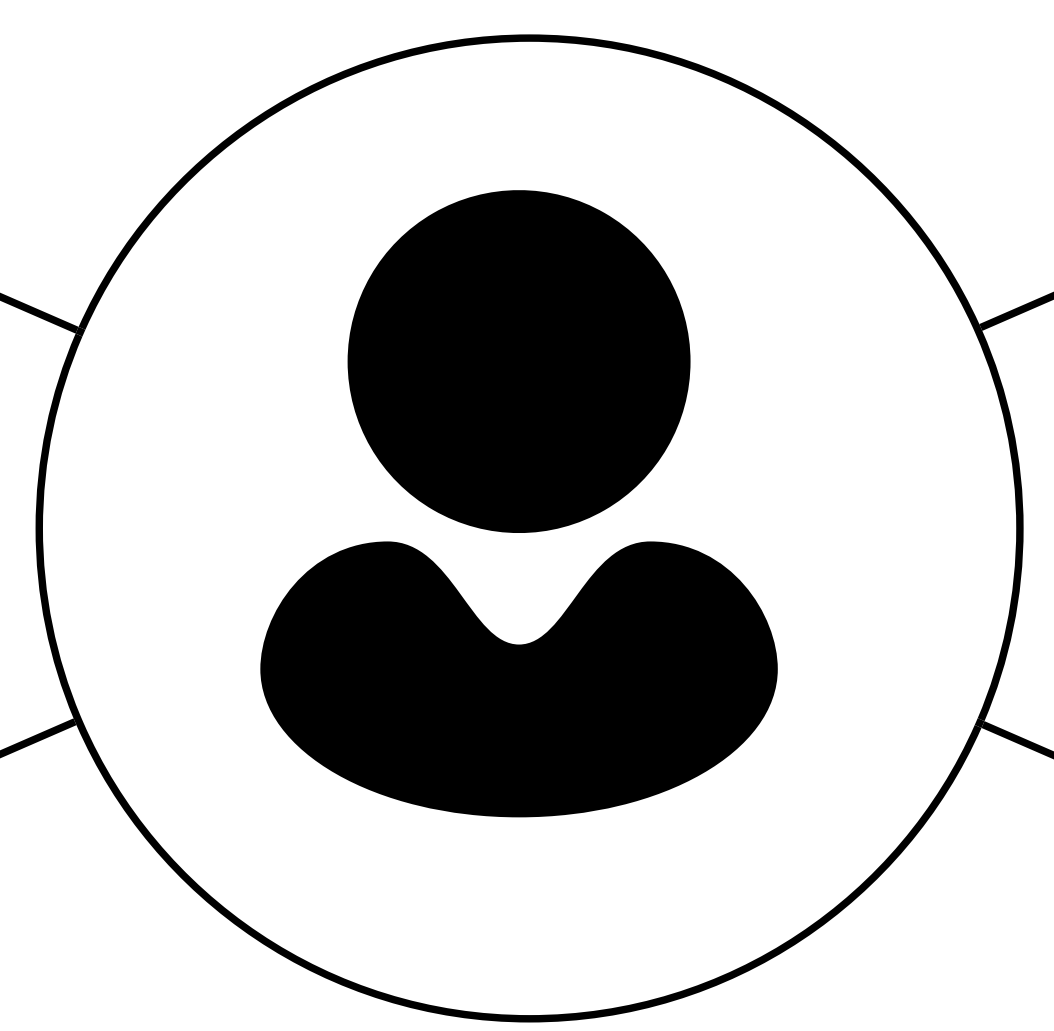


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

High-Level
Decision

About
correct
treatment

Remedies
for chronic
kidney
disease

Diagnostic
Test
Accuracy

Drastic
effects of
chronic
kidney
disease

High
precision

Other Chronic
kidney disease
related
issues

Data Science
applied to
medical
industry

Quick relief

Effects of
chronic
kidney
disease

Develop New
Technologies

Having
Honest
Results in
kidney
disease

Meaningful
Information

Need for
correct data

Explain the
complexity
involved in
the disease

Explain the
symptoms
and causes to
the patient

Observe the
patient in
regular
interval of
time

Aware of the
health care
expenditures

Cardiovascular
Disease

Slow
Medical
Progression

High Blood
Pressure

High Cost
Testing

Significant
Awareness

Quick
Diagnosis

Standardized
Reporting

Improvement
in Treatment