Empathy Map for Early Detection of Chronic Kidney Disease

SAYS

I want to do this but i can't do this alone
I have to set my limits
I have to get started
We want to work within evidence base

I don't want to fight with the people i am close to
I can do this
i'm Motivated
Can you help me.

THINKS

Responsibility
Not able to change things
Ability to cope with the situation
What service already exist
What can be done

I can't handle this situation

Help!

Which patients am i going to miss if we don't have an annual recall

User

DOES

Drafts plans for changes to work
starts collecting and reviewing data
Starts to make changes to how the practice communicates with patients

Avoidance behaviour
Complain
Count calories

FEELS

Lonely
Responsible
Down
Unattractive
Frustrated
Insecure

Worried about their vulnerable/high needs patients

Excited about trying something different

Eager to make most of the opportunity

PAIN		GAIN	
Fear of diagonising from the patient side thinking about the result (poasitive/negative)	Severity of the disease might increase.	Patient getting cured completely. HIgher chances of recovery of the disease.	Early detection of a chronic diseaase