

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

**Support
from
friends**

**View the
options at
hand**

**Anxious
about the
future**

**Fearful for
their well-
being**

Depressed

**Various
medical
approaches**

What do they
HEAR?

what friends say
what boss say
what influencers say

**Different
opinions
from doctors
and experts**

**They see
what their
insurance
covers**

What do they
SEE?

environment
friends
what the market offers

**"Everything
will be fine.
Don't
worry"**

**Consider
health
insurance
policies**

**Consult a
doctor**

**Browse the
internet for
symptoms,
causes and
solutions**

**Create a
financial
backup in case
any surgery is
required**

**They see
medical ads**

**Fear about
the future
of their
loved ones**

PAIN

fears
frustrations
obstacles

**How much
will it cost
for
treatment?**

**Is it
serious?**

**Successful
identification
of the
disease, if
any**

GAIN

"wants" / needs
measures of success
obstacles

**Clarity about
the
magnitude
of the issue**

**Become
more self
aware**