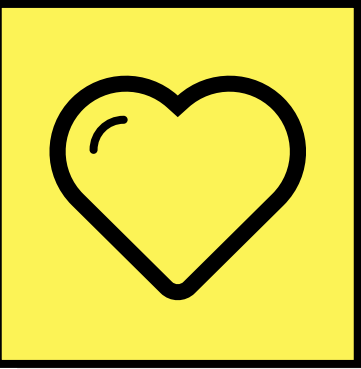


GOAL



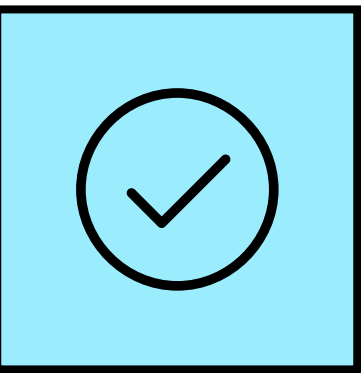
WHO are we empathizing with?

Acknowledging their physical discomfort and pain, and offering support and assistance to help them manage these symptoms.



What do they HEAR?

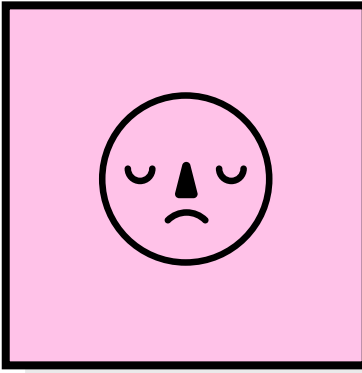
Medical advice from healthcare professionals
Concerns and questions from family and friends.
Support and encouragement from loved ones
Information about liver disease and treatment from online resources.



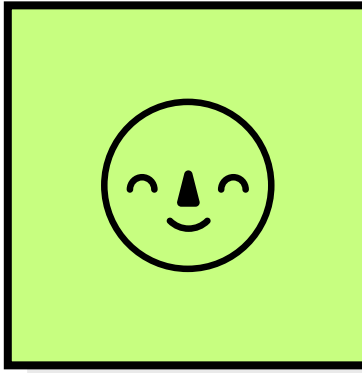
What do they DO?

There are many types of liver disease, which can be caused by infections, inherited conditions, obesity and misuse of alcohol.

PAINS



Fear of worsening health or needing a transplant or surgery.
Frustrations with limitations and restrictions on their conditions and the impact on their daily life.
Difficulty understanding and managing their treatment plan.
uncertainty about the future and longterm prognosis.



GAINS

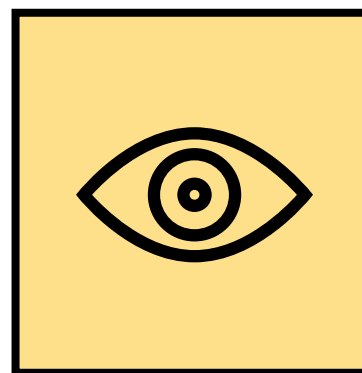
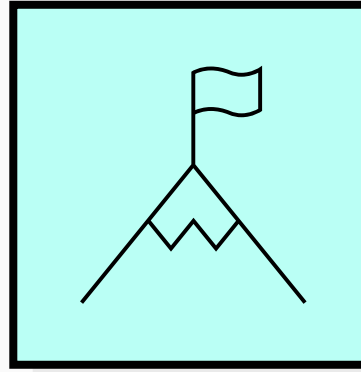
Increased knowledge and understanding of their conditions.
Improved management of their liver disease and symptoms.
Support and encouragement from loved ones.
Opportunity to prioritize their health and well-being.
Potential for a positive outcome and improve quality of life.

What do they THINK and FEEL?

Worried about their health and the impact of their liver conditions.
anxious about the possibility of needing a transplant or surgery.
Hopeful for a positive outcome and the ability to manage their conditions.

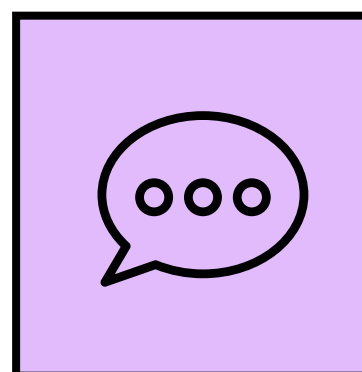
What do they need to DO?

Treatment for liver disease depends on your diagnosis. Some liver problems can be treated with lifestyle modifications, such as stopping alcohol use or losing



What do they SEE?

Medical equipment and supplies
Hospital or clinic environment
images or scans of their liver
Medications and treatment options



What do they SAY?

Expresses concerns and questions to healthcare professionals.
Take prescribed medications and follows treatment plans.
Adjusts their lifestyle to manage their condition.
Researches their condition and treatment options.
Communications with loved ones about their condition and progress