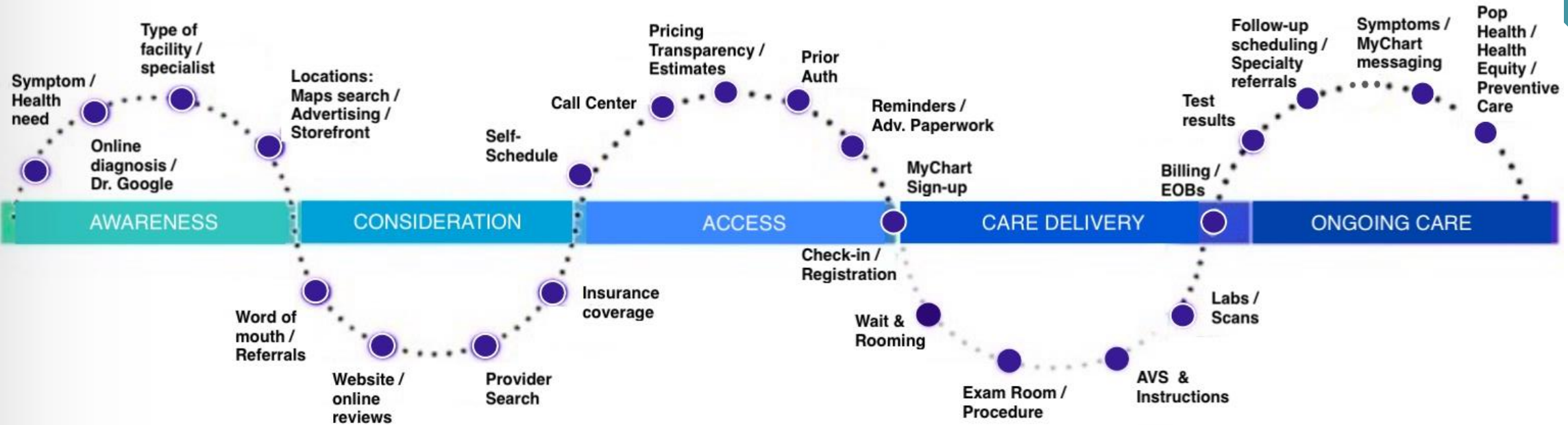
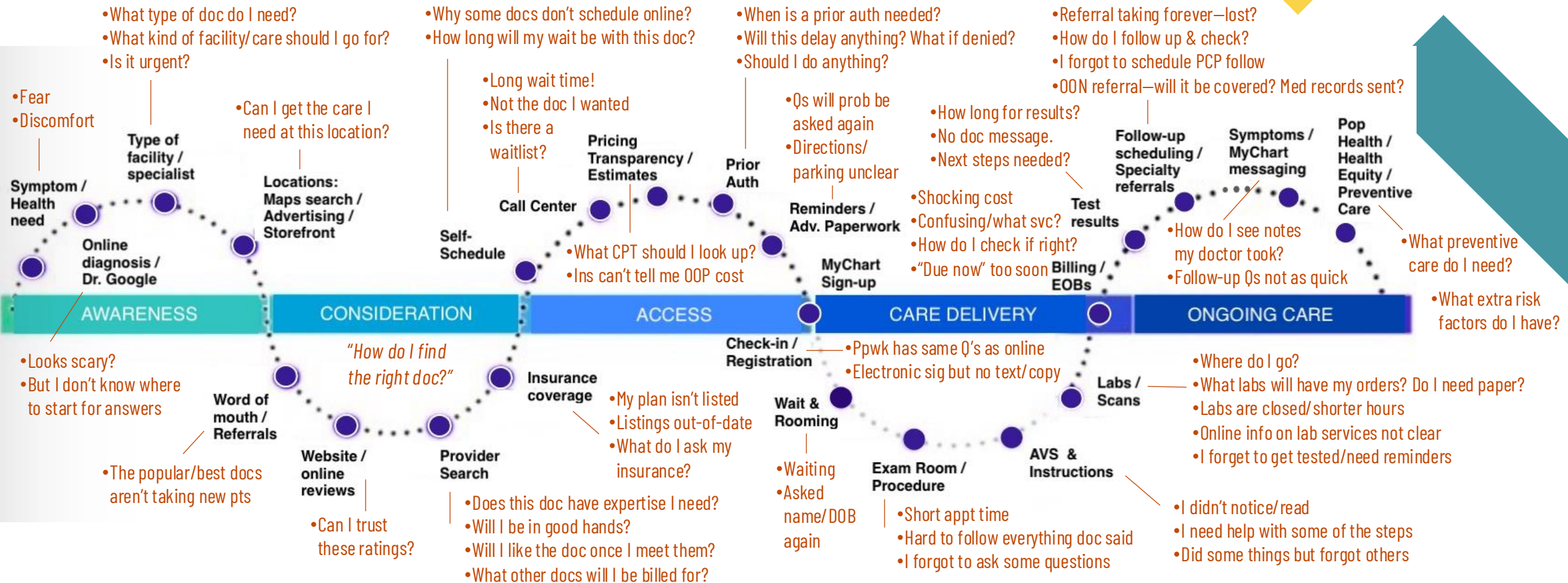


The patient journey



The patient journey & pain points



Patients experience pain, confusion & frustration at literally every step in the patient journey.