Patient Journey / Pain Points

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## Patient Journey Only

1. AWARENESS
   1. Symptom/Health Need
   2. Online diagnosis/Dr. Google
   3. Type of facility/specialist
   4. Locations: What is near me
2. CONSIDERATION
   1. Word of mouth/Referrals
   2. Website/online reviews
   3. Provider search
   4. Insurance coverage (do they accept mine?)
3. ACCESS
   1. Self-Schedule (online)
   2. Call Center
   3. Pricing Transparency/Estimates
   4. Prior Authorizations
   5. Reminders/Advance Paperwork
   6. MyChart Signup
4. CARE DELIVERY
   1. Traveling to Appointment
   2. Check-in/Registration
   3. Wait & Rooming
   4. Exam Room/Procedure
   5. After-Visit Summary (AVS) & Instructions
   6. Labs/Scans
5. ONGOING CARE
   1. Test Results
   2. Billing / Explanations of Benefits
   3. Follow-up scheduling / Specialty referrals
   4. New Symptoms/MyChart messaging
   5. Preventive reminders (Population Health/Health Equity)

## Patient Journey w/Pain Points

1. AWARENESS
   1. Symptom/Health Need
      1. Fear
      2. Discomfort
   2. Online diagnosis/Dr. Google
      1. Looks scary?
      2. But I don’t know where to start for answers
   3. Type of facility/specialist
      1. What type of doc do I need?
      2. What kind of facility/care should I go for?
      3. Is it urgent?
   4. Locations: What is near me
      1. Can I get the care I need at this location?
      2. How far do I need to travel?
2. CONSIDERATION
   * 1. “*How do I find the right doc?”*
   1. Word of mouth/Referrals
      1. The popular/best docs aren’t taking new pts
   2. Website/online reviews
      1. Can I trust these ratings?
   3. Provider search
      1. Does this doc have expertise I need?
      2. Will I be in good hands?
      3. Will I like the doc once I meet them?
      4. What other docs will I be billed for?
   4. Insurance coverage (do they accept mine?)
      1. My plan isn’t listed
      2. Listings out-of-date
      3. What do I ask my insurance?
3. ACCESS
   1. Self-Schedule (online)
      1. Why some docs don’t schedule online?
      2. How long will my wait be with this doc?
   2. Call Center
      1. Long wait time!
      2. Not the doc I wanted
      3. Is there a waitlist?
   3. Pricing Transparency/Estimates
      1. What CPT should I look up?
      2. Ins can’t tell me OOP cost
   4. Prior Authorizations
      1. When is a prior auth needed?
      2. Will this delay anything? What if denied?
      3. Should I do anything?
   5. Reminders/Advance Paperwork
      1. Qs will prob be asked again
      2. Directions/ parking unclear
   6. MyChart Signup
      1. Do I already have an account?
      2. Do I need to create a new MyChart Account if I made one at another doctor?
      3. Current process—code from front desk? Credit Check?
4. CARE DELIVERY
   1. Preparing for your appointment
      1. What do I need to bring?
      2. What if I don’t remember questions I have for the doctor?
      3. Will doctor have all my medical records from other doctors/offices?
      4. How will I get there?
         1. Can I drive myself?
      5. Will I need to mask/other onsite regulations?
      6. Can I / should I bring a friend?
      7. What if I need a translator?
   2. Traveling to Appointment
      1. Which campus was this at?
      2. Where do I park?
      3. Which building do I go in?
      4. If I’m running late, who do I call?
      5. How late can I be before they cancel my appointment?
   3. Check-in/Registration
      1. Ppwk has same Q’s as online
      2. Electronic sig but no text/copy
   4. Wait & Rooming
      1. Waiting
      2. Being around other sick people
      3. Asked name/DOB/form questions again
      4. Wasn’t given time to finish the whole form
      5. Weight/height/BP –heavier than home scale with my clothes – taking shoes off inconvenient - nowhere to put stuff in pockets -
   5. Exam Room/Procedure
      1. Doctor didn’t look at form – so why did I do it?
      2. Is the doctor judging me – for my weight/gender/skin color/questions I have/how I seem anxious?
      3. Doctor doesn’t seem to understand my symptoms or believe me
      4. Short appt time
      5. Hard to follow everything doc said
      6. I forgot to ask some questions
   6. After-Visit Summary (AVS) & Instructions
      1. I didn’t notice or read what they gave me
      2. I lost the AVS papers
      3. I need help with some of the steps
      4. I did some things but forgot others
      5. I don’t like what my doctor recommended – can I ignore/push back?
      6. I want a second opinion
   7. Labs/Scans
      1. Where do I go?
      2. What labs will have my orders? Do I need paper?
      3. Labs are closed/shorter hours
      4. Online info on lab services not clear
      5. I forget to get tested/need reminders
5. ONGOING CARE
   1. Test Results
      1. How long for results?
      2. No doc message.
      3. Next steps needed?
   2. Billing / Explanations of Benefits
      1. Shocking cost
      2. Confusing - what service was this for?
      3. How do I check if these charges are right?
      4. “Due now” too soon
      5. Surprise charge – for a physical I thought was free?
      6. Surprise charge – for doctors I don’t remember meeting?
   3. Follow-up scheduling / Specialty referrals
      1. Referral taking forever—lost?
      2. How do I follow up & check?
      3. I forgot to schedule PCP follow
      4. OON referral—will it be covered? Med records sent?
   4. Questions/New Symptoms/MyChart messaging
      1. How do I see notes my doctor took?
      2. Follow-up Qs not as quick
      3. How much can I ask my doctor via a message?
      4. Will I be charged for this message? How much/how will I know?
   5. Preventive reminders (Population Health/Health Equity)
      1. What preventive care do I need?
      2. What extra risk factors do I have?
      3. How do I know if I’m up to date on my vaccinations?
      4. Is there a new COVID vaccine out? How do I know when to get another?
      5. Do I need a physical if I just saw my doctor?
      6. What can I ask/get from an annual physical/wellness visit?