

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Lifestyle
changes

Lives
depending
on medical
support

Apply for
health
insurance

Search for heart
specialist with
manageable
price

Financial
insecurity

Shortness of
breath

Emotional
stress

Chest pain,
chest
tightness,
chest pressure

Anxiety

Fatigue

What do they HEAR?

what friends say
what boss say
what influencers say

A cost
minimal
service

Accurate
results

Trustworthy
and caring
organization

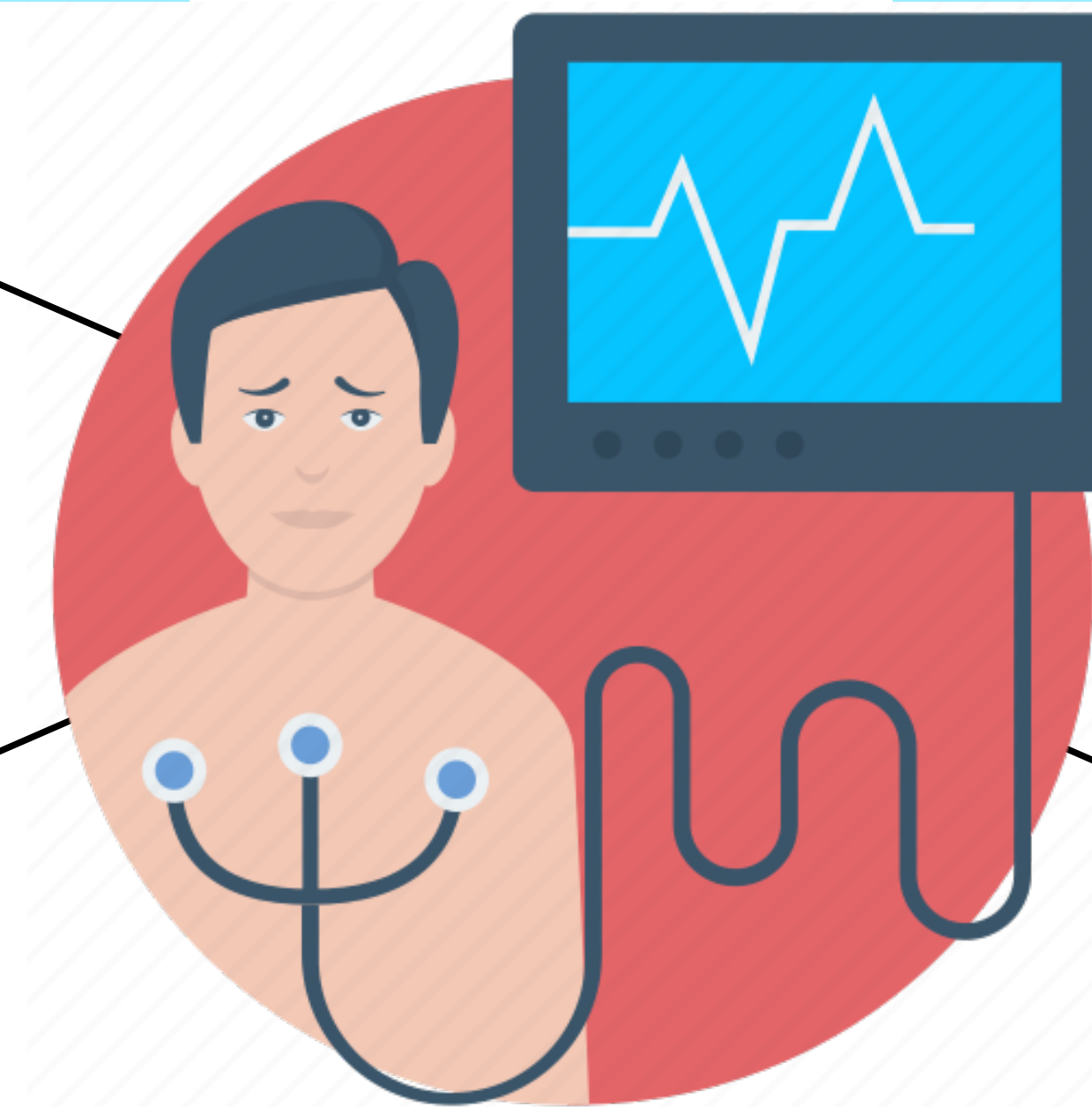
What do they SEE?

environment
friends
what the market offers

Friendly
environment

Healthy
Friends
and their
assets

Good
medicines
and surgical
treatment



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Diet
Maintenance

Try to keep
their minds
relaxed.

Swelling in
feet and
lower legs

Sometimes they
lose their
patience and
become very
angry.

Living with this
condition can stir up
a whole range of
feelings, from fear
and sadness to
anxiety, depression.

It limit patients
daily physical and
social activities
and result in poor
Quality of life.

Worrying
about the
people
around them.

Doing
Exercise.

PAIN

fears
frustrations
obstacles

Peoplr fear
that they
might have
to pay a lot of
money

They get doubts
whether their
illness will be
cured
completely

Financial
constraints

GAIN

"wants" / needs
measures of success
obstacles

Desire to
live a long
healthy life

Getting the
disease
treated at
minimal
expenditure

Faster
recovery