

WHO are we empathizing with?

We are empathizing with individuals who have been diagnosed with thyroid disease and are managing their condition.



What do they HEAR?

 Information about thyroid disease from healthcare providers, family, and friends

- Medical jargon that may be difficult to understand
- Misconceptions or myths about thyroid disease from media or social networks

Information about thyroid disease from healthcare providers, family, and friends

 Medical jargon that may be difficult to understand

What do they THINK and FEEL?

GOAL

- Worried about the impact of thyroid disease on their health and wellbeing
- Anxious about the diagnosis process and uncertainty about the future
- Hopeful for effective treatment and a good outcome
- Frustrated with the lack of information or resources available

PAINS

Barriers to

accessing

and its

treatment

information or

resources about

thyroid disease

 Physical symptoms such as fatigue, weight changes, and hair loss

Emotional

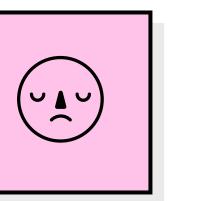
distress caused

by the diagnosis

about the future

process and

uncertainty



GAINS

 Effective treatment that improves their symptoms and quality of

They may work

find the best

their individual

needs

with healthcare

professionals to

treatment plan for

 Access to reliable information and resources about thyroid disease and its treatment

 Empowerment informed their treatment

Social support online

to manage their health and make decisions about

from family, friends, or communities

What other thoughts and feelings might influence their behavior?

- Fear or anxiety about the impact of their condition on their health and quality of life
- Frustration or anger at the limitations their condition may place on their ability to work or engage in activities they
- Depression or sadness related to the impact of their condition on their mental and emotional well-being

 They may seek out resources and support to help them manage their condition

advocate for themselves and others with thyroid

What do they need to DO?

- They need to monitor their thyroid hormone levels regularly
- They need to take medication as prescribed by their doctor

They may

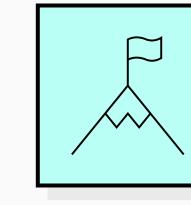
lifestyle

changes to

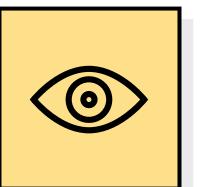
help manage

their condition

need to make

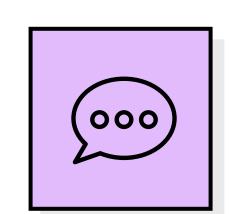


- They may need to seek out support from a healthcare professional or support group
- The impact of thyroid disease on their daily life and routines
- Medical tests and imaging used to diagnose thyroid disease



What do they SEE?

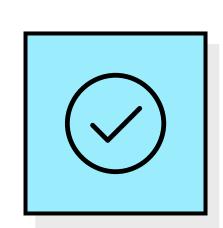
 Symptoms such as weight changes, fatigue, and hair loss



What do they SAY?

- What symptoms do they experience with thyroid disease?
- What challenges do they face in managing their thyroid levels?
- What kind of treatment have they received for their condition?

What information do they need to better understand their thyroid condition?



What do they DO?

They may struggle with the emotional and physical toll of their condition

- They may

disease