

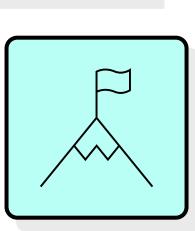
## WHO are we empathizing with?

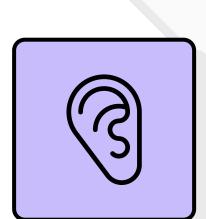
Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

#### **GOAL**

# What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?





Lymphography patient whose health conditions have to be analyzed for further treatments.

#### What do they HEAR?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

Radiologist and healthcare staffs to understand the patient's perspective and address their concerns.

For a patient: The instructions from medical staff, explanations of the procedure, and reassurances from healthcare providers.

For a radiologist: Feedback from colleagues, discussions about the imaging results, and communication with the patient.

> For a healthcare provider: Patient concerns, discussions with radiologists, and updates from the radiology department.

# What do they THINK and FEEL?

# **PAINS**

What are their fears, frustrations, and anxieties?

For a patient:

may include

fear, discomfort,

and uncertainty

provider:

may include

anxiety and

procedure.

For a patient:

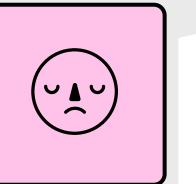
Ask questions

about the

procedure, follow

medical

instructions.



For a radiologist:

may involve

complex cases

unclear images,

and time

pressure.

# 

# **GAINS**

What are their wants, needs, hopes, and dreams?

> For patients: the potential for a clear diagnosis and relief from symptoms.

For Radiologist:

improve imaging techniques to

thereby ensuring the safety of

For radiologist: include contributing to accurate diagnoses.

For a healthcare addressing patient coordinating the

For Healthcare provider: include assisting patients and obtaining accurate diagnostic information

For a healthcare

provider:

Explain the procedure

to the patient, provide

emotional support, and

coordinate with the

radiology team.

What other thoughts and feelings might influence their behavior?

For a patient: Anxiety, curiosity, pain or discomfort, hopes for a clear diagnosis, trust in medical \_ \_ \_ \_ \_ \_ \_ \_ \_ professionals.

For a healthcare provider: Empathy for the patient's discomfort, confidence in the procedure, concern for accurate results.

For a radiologist: Focus on accuracy, concern for patient's health, professional satisfaction, potential diagnostic challenges.

For a radiologist:

decisions.

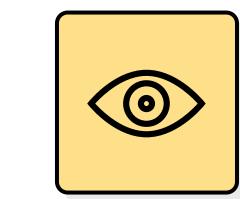
result of an accurate diagnosis.

For Healthcare providers: process. Success is marked by patient understanding, informed decision-making, and ultimately resulting from accurate diagnosis and appropriate treatment.

For a patient: The imaging equipment, medical staff, and possibly the needle or contrast dye used.

For a radiologist: Lymphatic images, diagnostic software, and potentially the patient's medical history.

For a healthcare provider: The procedure itself, the patient's condition, and the imaging results.



# What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

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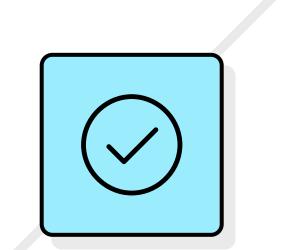
For radiologist: Explains the healthcare procedure to the patients or the healthcare provider. They reassure the patients if they are anxious. Also they interpret the lymphographic images and suggest a treatment to it.

### What do they SAY?

What have we heard them say? What can we magine them saying?

For Healthcare providers: They provide the information about the importance and need for lymphography and get consent from the patient. Once Diagnosis is over they discuss the potential treatment options and next step with the patients.

For patients: and express their discomfort or satisfaction.



### What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

Communicate with the patient, record findings, consult with colleagues, and make clinical