

Awareness

Issue arises

Research

Onboarding

Consultation

Follow-up

Advocate

DOING

Sees ads, and pays attention to new on-demand services like telemedicine as a convenient option.

Visits regular doctor's or specialist's office to manage condition or general health.

Collects opinions and news about new and alternative ways to manage health.

Starts search for solutions to the problem, trying to do it faster, cheaper and in least time consuming way.

Waits to see if issue is related to condition. Deliberates seeing the doctor or trying telemedicine.

Makes appointment.

May consider changing providers or getting a second opinion or different treatment.

Discovers telemedicine is a cheaper and faster option for non-urgent cases. May relate/compare to previous nurse line call experience.

Asks doctor for recommendations. Online research.

Checks in with friends and family to see if they know much about it.

Schedules consultation. Includes sign up, payment, filling in medical history forms.

Adjusts camera, microphone making sure both parties can hear and see each other.

Speaks to a doctor, focused on recalling details of condition and health status. Reviews Initial health information given to a doctor via forms and Q&A.

Assesses doctor's responses—listening, clarifying. May send supporting docs and info over email.

Diagnosis and recommendation, prescription if needed.

Doctor fills in information about the consultation to patient's history. Checks in with patient to see if issue has been resolved. Recommends regular provider if one is needed.

Reminds patient that prescriptions are sent and where to pick them up.

Patient follows the instructions for care and next steps.

Doctor completes chart and sends it to any relevant providers patient sees.

When the problem is solved, patient may follow up with more consultations, referrals.

Shares experience with friends and family, mentioning it on social media.

Healthy patient may not be in contact until new issue arises many months/years later.

FEELING



PAIN POINT

Unclear information about advantages and process

How to get care outside 9-5 clinic hours without the emergency room

Finding trustworthy sources when care information about treatments and causes is in flux

Cumbersome forms, asking for information you may be hesitant to share online

Technical limitations (slow connection, poor camera image quality, etc)

Currently, not a standard part of medical care

Unease about sharing information about experience if believe medical care is a private, personal matter

THINKING

Healthcare is expensive and takes a lot of time. Can I treat this myself? Will it just go away?

Should I be considering different treatments or doctors? Have I tried everything I can to treat or manage this? How much will it cost?

What is happening to me? What can I do? Do I have to go to the hospital? Is it urgent? Can I solve it by myself?

Am I ok right now? Should I wait it out and see someone in person? Is this related to my known conditions?

Will this help? How does it work? What service or network has the most experience in it? Will my insurance cover it? What's the cost?

Who is using it? Is it safe? Are they real doctors? Will they talk to my doctor? Are there specialists? What devices do I need?

Is it worth it? What if I still have to go to a doctor's office? Can I speak to someone right away?

Am I doing this right? Is it safe to share my information? How do I pay? How long will it take? Is my camera and connection good enough?

Can they see what I show them in my camera? Will I get a prescription fast? Will I have to talk to them again?

Am I missing anything? Will I still need to go to the emergency room or a doctor's office? How do I get labs done? Is this doctor understanding and making the right assessment?

Will the recommendation and treatment help? What do I do now? Can I ask them more questions?

Should I still to see someone in person for a confirmation or second opinion? How do I get in touch with the provider I spoke with if things aren't working out?

Was it helpful? Is it a good service? Would I use it again? Would I recommend it to people I care about?

Was it worth it? Was it a good use of my time? Was it easy enough to do again?

TOUCHPOINTS

Social media ads, blogs, news articles. Offline ads on buses, posters in restaurants etc. Ads in medical offices and hospitals. Word of mouth discussions of treatment and health with friends and family

Web search, hospitals' websites, forums, websites and online communities related to condition or symptoms

Google search for telemedicine in the area, search for reviews. Hospitals' websites, FAQs and online forums. Word of mouth

Telemedicine website. Sign in forms, payment form, insurance information form. Chat or calls to customer support

Telemedicine website, Skype/Facetime conference call and microphone. Email for additional medical details

E-mail, telemedicine website and phone calls

Social media and word of mouth

RECOMMENDATIONS

Up visibility of service with ads where audience spends time: local shops and restaurants, fitness clubs.

Have regular provider introduce service as a good option for maintaining condition and general health.

Clear, step-by-step information about process and benefits of service.

Preliminary check-in to describe changes and collect medical history prior to issue arising to reduce burden of information collection when the patient isn't well.

Post reviews and comments by people who used the service, including videos. Make information about insurance and cost as visible and accessible as possible.

Provide resource materials written and distributed by trusted experts. Position the service as part of a care system that will sync with providers patient is seeing or might see in addition to this.

Reduce the need to call support. Have patient fill in health forms before the actual consultation.

Set expectations for what patient needs to share and understand why and how they need to share it. Simple, intuitive forms are a must.

Make the provider feel prepared. Provide patient info prior to call and optimize website so the connection is good enough even if the connection speed is low or variable.

The patient should know what to expect and who'll they'll be speaking to and feel in control.

Fast feedback, detailed recommendations and answers to patient questions from the provider they saw.

Set expectation that service is a consultation and a triage for maintenance and may not be sufficient for a serious flare up.

Recommend a regular provider as follow-up. Provide discounts for use or discount for next consultation or referral. Be transparent about what's possible or an error if there was one.

Promotional materials need to be relevant and targeted toward the issues the patient cares about, so the service is valued and worthy of sharing.