

	Awareness	Consideration	Decision	Service	Loyalty
Touchpoint	Social Media and Reviews	Pre-Visit Communication	Registration and Check-in	Quality of Care and Safety	Patient Feedback and Surveys
Customer Actions	Checking social media and reading reviews	Interacting with the hospital through phone or email	Checking in for hospital visits	Experiencing quality care and safety measures	Providing feedback and participating in surveys
Experience		curious, excited	excited	frustrated	satisfied, happy
Pain Points	Concerns about the quality of care and experiences	Delayed or inadequate responses to inquiries	Long wait times and confusing check-in process	Concerns about medical errors or infection risks	Lack of follow-up or action based on feedback
Potential Solution	Engage with patients on social media and respond to reviews	Improve response times and ensure comprehensive information	Streamline registration and check-in procedures	Emphasize commitment to patient safety and quality care	Actively respond to patient feedback and make improvements