

# PATIENT ARCHETYPES

As part of RAPP's ongoing commitment to journey-based intellectual property, our latest customer experience management research, or CXM study, focuses on the healthcare vertical with an emphasis on chronic conditions. This study unearths and quantifies points of pain, influence and channel preference of patients newly diagnosed, recently treated and active in treatment, as well as intelligence around medication adherence, health technology and beyond.

While the patient experience for those with chronic conditions is wildly diverse across the diagnosis and treatment journey, our journey analysis revealed 6 key patient archetypes, each representing an unique approach to overall health and condition management.

The archetypes reflect the distinctive, yet evolving, motivations, needs, fears, and care preferences of the patients — understanding these nuances is critical to providing patients the personalized care and guidance that will best serve their long-term health goals and outcomes.



## PATIENT JOURNEY

The path of diagnosis to treatment & condition management, and steps along the way

### 1 SYMPTOM AWARENESS

Actively researching symptoms before seeking medical care

- Researches OTC medications or self-treatment for their symptoms
- Places emphasis on researching symptoms to identify possible medical conditions

### 2 DOCTOR VISIT PREP

Researching Providers to schedule an appointment for a doctor's visit

- Schedules an appointment with the Provider once they experience symptoms
- Researches insurance coverage so they can see a specialist for their condition

### DIAGNOSIS

Receiving diagnosis and health evaluation from Provider

- Driven to learn more about the condition and treatment options
- At times, seeks informal opinions about their diagnosis

### TREATMENT INVESTIGATION

Learning more about the condition and further understanding associated causes, symptoms, and treatment options

- Places emphasis on preparing for lifestyle modifications to manage the condition
- Often gets a second opinion from another Provider on treatment options

### 5 TREATMENT INITIATION

Filling the first prescription and taking the first dose

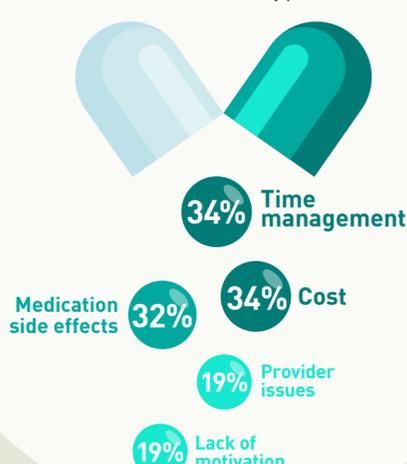
- At times, prefers and decides on alternative treatments
- Interested in finding community with other patients who are undergoing similar treatment

### 6 CONDITION MANAGEMENT

Ongoing use, managing possible side effects, and adhering to drug therapy regimen

- Always maintains necessary lifestyle changes to make sure they are adhering to the treatment plans
- Concerned about drug interactions and tries to fully comprehend how the treatment affects other current medications

### REASONS BEHIND MED NON-ADHERENCE across archetypes



### 7 TREATMENT ADJUSTMENT

Determining treatment effectiveness, continuation, or switching treatment to improve health outcomes

- Would be open to trying non-pharmaceutical or new options to treat their condition
- Interested in understanding how others respond to similar treatments

### TOP FEARS AND ANXIETIES across archetypes

