Patient Journey and Emotion Mapping

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Today’s objectives

CFHI staff will;
› learn about the basic concepts of patient journey mapping and how to create one
› learn from a patient partner about the patient journey
› Experience a live mapping of a patient journey
› practice applying the concepts of patient journey mapping within their group work
› have the opportunity to hear feedback from the patient partner, session facilitators and their colleagues on their patient journey map
“You never really understand a person until you consider things from his/her point of view...until you climb inside of their skin and walk around in it.”

Atticus Finch, in Harper Lee’s, To Kill a Mockingbird
What is patient journey mapping?

Patient journey mapping is an exercise that healthcare marketers, providers, quality improvers and many more can use to better understand what individuals experience throughout the entire patient journey. The patient journey map, which outlines all of the patient touch points during each stage of the care journey, aids in creating strategic outreach that improves both patient engagement and satisfaction.
Patient Journey Mapping

In the healthcare context, a patient journey captures phases of an episode that correspond to it’s progression from outset to closing. At each phase, the patient and relevant providers share various touchpoints, such as appointment scheduling, office visits, and lab work. At each touchpoint captured in the journey, action and information flows between people, devices and systems are synthesized. The result is a visualization. This helps identify inter and cross-organizational gaps in areas such as data flow, compliance, availability of relevant information at points of intervention, and medication synchronization, to name just a few. More targeted journey mapping can be conducted to address a specific issue or timeframe of the patient’s journey.
How do you do a patient journey map?
Journey Mapping and Emotion Mapping

Through consult with a patient partner create a journey map based on their experience of the health care system. The narrative of the patient’s journey is an essential part of patient journey mapping.

1. Add in any events/activities or touchpoints (large post-its)
2. Add the behaviours of each actor for each touchpoint
3. Add the amount of time it takes to arrive at the next step
4. Assign an emotion (or many emotions!!) experienced by the patient to each step or waiting period
   1. Add quotes from your patient partner to ensure you are capturing their voice.
5. Add provider reflections at each event and/or waiting period
Demo of a patient journey map
Benefits of Patient Journey Mapping

› Understand patient experiences throughout their stages of interaction with health systems

› Expose gaps and opportunities for improvement along the patient journey

› Improve pre- and post-clinical patient engagement through timely, targeted outreach efforts
Group Work

Breakout into groups based on the colour at the top of the agenda you received.

**Complete a journey map** depicting the traditional consult pathway from the patient perspective.

One volunteer from your group can tell their story of an experience they had within the healthcare system. If you do not have a volunteer on your team that would like to share their story we have a video you can watch to complete this activity.

Use the Flip chart papers and post-it notes to make a visual representation of your patient journey map. Note: the worksheets you received might help you with creating your journey map.

Get Creative! You have approx. 20 minutes!
Your team will be asked to present the journey map you created:

- What are some of the key touchpoints you identified in your journey map and the emotions the patient was feeling at the time?
- What surprised you about the journey map you created?
- Did you find any gaps in service that could benefit from some improvements?
- Other comments or reflections?
- Do you have any questions you would like addressed specifically about the journey map you created?
Questions and Answers

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