Discouraged Debbie

**Age**: 59
**Occupation**: Office Manager at a manufacturing firm
**Family**: Husband and three grown children

**BACKGROUND**
Debbie works in a desk job, getting limited exercise. She is a new patient, and hasn't had a primary physician for years.

**MEMORABLE QUOTE**
"These doctors are always trying to push things on us. Like I'm going to pay for 24 visits to the physical therapist! That costs a lot of money!"

**JOURNEY MAP**

**Back Surgery**

- **Emotions at Touch Point/Interaction**: Depressed, Overwhelmed, Noncommittal, Concerned, anxious
- **Thoughts at Touch Point/Interaction**: “These things always happen to me.” “My doctor keeps talking about all this rehab and exercising I have to do.”

**Consult**

- **Emotions at Touch Point/Interaction**: Discouraged, disengaged, Resigned to pain
- **Thoughts at Touch Point/Interaction**: “We’ll see how it goes.” “This plan just isn’t for me. Why should I even bother?” “I tried that stuff, but it didn’t work.” “That’s how these things always go.” “I feel like I’m just another number.”

**Physical Therapy**

- **Emotions at Touch Point/Interaction**: Disappointed, hopeless
- **Thoughts at Touch Point/Interaction**: “I tried that stuff, but it didn’t work.” “That’s how these things always go.”

**On-going Health**

- **Emotions at Touch Point/Interaction**: Resigned, Ambivalent, Resigned
- **Thoughts at Touch Point/Interaction**: “I feel like I’m just another number.”

**LEVEL OF PERSONAL ENGAGEMENT**

- **Level 0**: After years of back pain, Debbie’s family finally convinces her to have back surgery.
- **Level +**: At her surgery follow-up, her doctor tells her it will take 6 months to 1 year of solid exercise for recovery.
- **Level +**: Doctor goes through details of Debbie's recovery plan. Debbie listens without asking questions.
- **Level +**: Agrees to a standard plan her doctor sets up for her.
- **Level 0**: First rehab session. Physical therapist gives a general plan and walks Debbie through it, then quickly moves on to the next patient.
- **Level 0**: Goes to first few appointments, but just goes through the motions. The therapist walks her through the steps, but doesn’t focus on how to make the plan work for Debbie.
- **Level 0**: No follow through on exercise outside of rehab.
- **Level 0**: Continues to miss rehab sessions.
- **Level 0**: Eventually, Debbie resigns herself to limited ability, and is too stiff to play with her first grandchild.
- **LEVEL OF PERSONAL ENGAGEMENT**: 0

**LEGEND**

- Touch Point/Interaction
- Friction Point
- Either/Or Scenario
- Moment of Truth
- Critical Phase
- Alternate Route

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Motivated Molly

Age  
53

Occupation  
Paralegal

Family  
Single parent of two teenagers

MOTIVATION

Molly has put this off long enough. Her back pain has started to interfere with her lifestyle, and it’s time to get it taken care of.

MEMORABLE QUOTE

"My back isn’t going to keep me from doing what I want to do—I’ll beat this thing."

MOTIVATION

Phase of Journey

Back Surgery

Consult

Physical Therapy

On-going Health

Emotions at Touch Point/Interaction

Concerned  
Cautiously optimistic  
Hopeful

Concerned, anxious  
Determined  
Purposeful  
Grateful  
Upbeat  
Ecstatic

Thoughts at Touch Point/Interaction

"This is going to be a long haul, but I’m strong."  
"I’ve done my research, so I have a good idea what it’s going to take to get healthy."  
"I like having a voice in my recovery plan."  
"I'm really sore, but I'm looking forward to what therapy can do."  
"This can be frustrating but I'm going to show up and do the work."  
"Sometimes it's two steps back and one forward, but I'm not giving up."  
"Everyone is so encouraging and I'm thankful for every bit of progress."  
"I'm getting better all the time. I can do more too."  
"I'm strong and without back pain. Life is good."  
"I've done my research, so I have a good idea what it's going to take to get healthy."  
"I'm really sore, but I'm looking forward to what therapy can do."  
"This can be frustrating but I'm going to show up and do the work."  
"Sometimes it's two steps back and one forward, but I'm not giving up."  
"Everyone is so encouraging and I'm thankful for every bit of progress."  
"I'm getting better all the time. I can do more too."  
"I'm strong and without back pain. Life is good."

It’s become increasingly hard to keep up with her friends, so Molly made an appointment with her doctor, who recommended the back surgery.

At her surgery follow-up, her doctor tells her that it typically takes 6 months to 1 year of solid exercise for recovery.

Molly discusses her pain and what she has learned on her own. Doctor listens and is empathetic.

Doctor, physical therapist, and Molly build a rehab plan together.

First rehab session. Molly is nervous, but goes through the session’s exercises.

Shows up for every physical therapy session.

Works carefully through intermittent pain and keeps going to all her rehab sessions.

Continues to do her exercises on a partial outpatient basis. Adds yoga to her program and flexibility increases.

Doctor’s follow-up. Tracked progress: getting much stronger.

Goes on a hiking trip with a hiking club from the gym.

LEVEL OF PERSONAL ENGAGEMENT

0  
+

LEGEND

Touch Point/Interaction  
Consult  
Physical Therapy  
On-going Health

Moment of Truth

A critical interaction that determines whether the member continues with their journey.

Either/Or Scenario

O R

Critical Phase

Molly’s Route

Alternate Route

Based on Moment of Truth

Friction Point

An interaction that reduces member engagement.

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Passive Pat

**Age:** 44
**Occupation:** Manufacturing supervisor
**Family:** Husband and one middle-school child

### MOTIVATION
I'm really not looking forward to this. I really didn't want the surgery, but my doctor told me it's for the best.

### MEMORABLE QUOTE
"1-2 years to get better? You've got to be kidding me. I don't know about this. That's a long time."

### LEGEND
- Touch Point/Interaction
- Either/Or Scenario
- Critical Phase
- Pat's Route
- Alternate Route
- Based on Moment of Truth

### Back Surgery

#### Phase of Journey

**Emotions at Touch Point/Interaction**
- Apprehensive
- Worried
- Resigned
- Weak

**Thoughts at Touch Point/Interaction**
- "I'm not sure if I can do this.
- "I'm very nervous—I have more pain than I expected, and I'm concerned about the surgery.
- "I guess the doctor knows best.
- "Ugh. This is going to take too much time, and it's hard work.
- "I thought the surgery was going to do more. Rehab isn't really helping.
- "I exercise when I can, but it's really hard to find the time.
- "The surgery should have been months ago. I should be better by now—why is this so hard?
- "I did the work, and it helped. I'm going to keep exercising to get even stronger.

### Consult

**Physical Therapy**

- Discouraged
- Wavering
- Unsure, disengaged, frustrated
- Serious
- Empowered

**Thoughts at Touch Point/Interaction**
- "Therapy isn't worth the time and effort.
- "I'm going to get serious about my health.
- "I exercise when I can, but it's really hard to find the time.
- "The surgery was months ago. I should be better by now—why is this so hard?
- "I'm going to get serious about my health.

### On-going Health

**Emotions at Touch Point/Interaction**
- Weak
- Resigned
- Apprehensive

**Thoughts at Touch Point/Interaction**
- "I didn't know if I could do this.
- "I'm not sure if I can do this.
- "I did the work, and it helped. I'm going to keep exercising to get even stronger.

**At her 6-month follow-up visit,** she and her doctor discuss how she's no longer making progress. The doctor listens to Pat's problems, and suggests adjustments to help her stay on track. He also sends a note to her physical therapist, who helps Pat stay on track.

**At her surgery follow-up,** her doctor tells her that it typically takes 6 months to 1 year of solid exercise for recovery.

**At her next check-up,** Pat is much better. She is able to exercise more than she expected, and continues to get stronger from a renewed commitment to exercise.