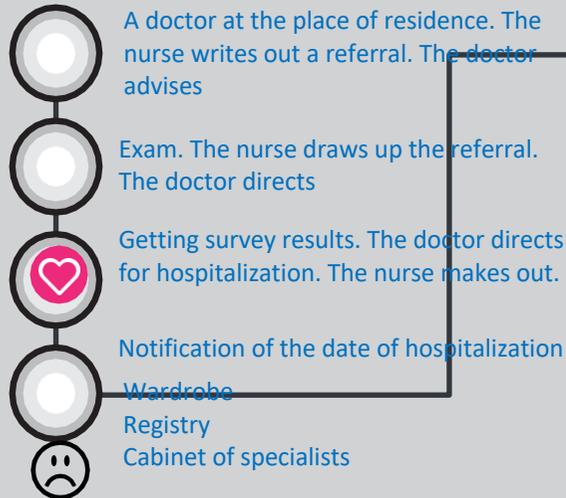




1B The customer's service pathway

BEFORE

Write or draw the steps preceding the use of the service. E.g., the occurrence of health problems, the search for a medical organization, the preparation and delivery of tests. Try to answer at least the following questions: What customer needs does the health service fulfill? How does the customer come up with the idea of choosing your hospital or polyclinic? Through what channels can your customer find additional information on your service?



DURING

Mark down the steps the customer goes through while using the service. E.g., arrival, waiting, treatment, discharge, the different steps of the service itself. Try to represent each step as a sequential event.



Further examination. The nurse informs

Receives a referral from a doctor

Emergency room, examination, informed consent

To the department with a medical history

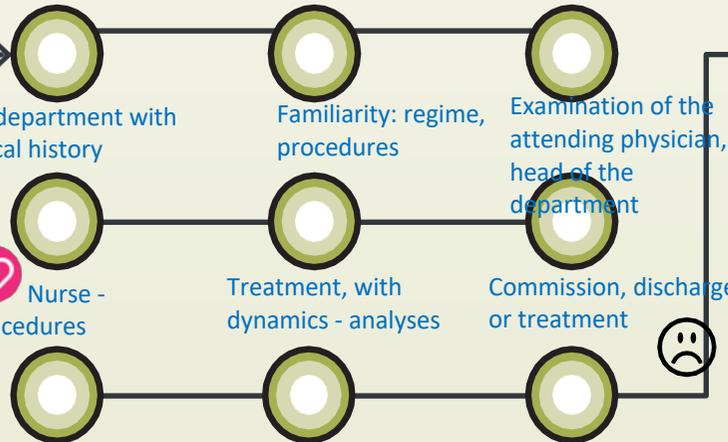
Familiarity: regime, procedures

Examination of the attending physician, head of the department

Nurse - procedures

Treatment, with dynamics - analyses

Commission, discharge or treatment



AFTER

Mark down the steps following the use of the service. E.g., what does the customer do immediately after using the service? Will there be any communication or follow up visit after the use of the service?

In primary health care at the place of residence to a professional pathologist for a medical and sanitary examination



Repeated depending on the decision of the medical and sanitary examination

Mark down the hot spots of service development on the pathway:



The customer has a good experience at this step.



The customer has problems at this step.



Tips

Even before starting the development project, you can think about where the hot spots of development are located. This way, you can form your own assumptions about development objectives. You can test these "what if" ideas in customer interviews.

Adapted from "Service Design Processes and templates" Toolkit developed in 2010-2012 at the JAMK University of Applied Sciences