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Connecting the Dots: Mapping the Patient Journey for Outpatients in LMIC

H. NAZ[1], **N. SHEIKH**[1]
1 The Aga Khan University Hospital, Pakistan

INTRODUCTION

The healthcare landscape is intricately woven with the diverse experiences of patients and their families. Within this complex web, the patient journey mapping process seeks to comprehensively capture and understand the interactions within the health system, from diagnosis to recovery, involving a multitude of stakeholders. Despite the strides made in healthcare, outpatient clinics often lack a holistic insight into the perspectives of patients and their families, hindering the development of a truly person-centric culture in healthcare delivery.

OBJECTIVE

The objective is to explore this novel idea of ***Patient Journey Mapping*** to identify key areas for improvement from the patient's perspective, ultimately contributing to the establishment of a patient-centered approach in the delivery of care.

METHODS

WHERE — Multiple outpatient clinics within an acute care quaternary academic medical center in Pakistan

WHO — Patients with two distinct personas:
Persona A - new visits
Persona B - follow-up visits

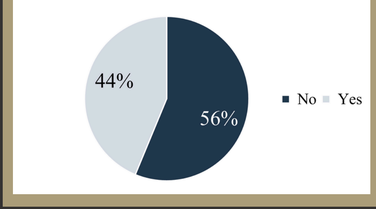
WHAT — Two strategies were used for data collection:
Strategy 1 - Patient Journey Survey
Strategy 2 - Patient Focus Group Discussions

The combination of survey data and qualitative insights culminated in the creation of a comprehensive journey map. This visual representation depicted the experiences of both new and follow-up patients, serving as a valuable tool for pinpointing areas in need of improvement.

RESULTS

AWARENESS

Persona A

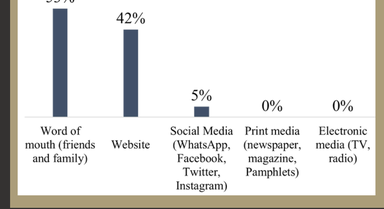


Persona B

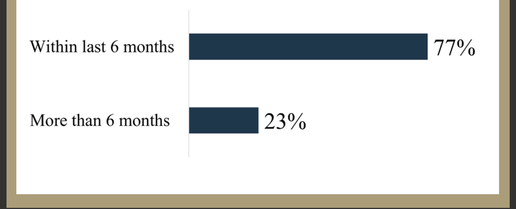


CONSIDERATION

Persona A

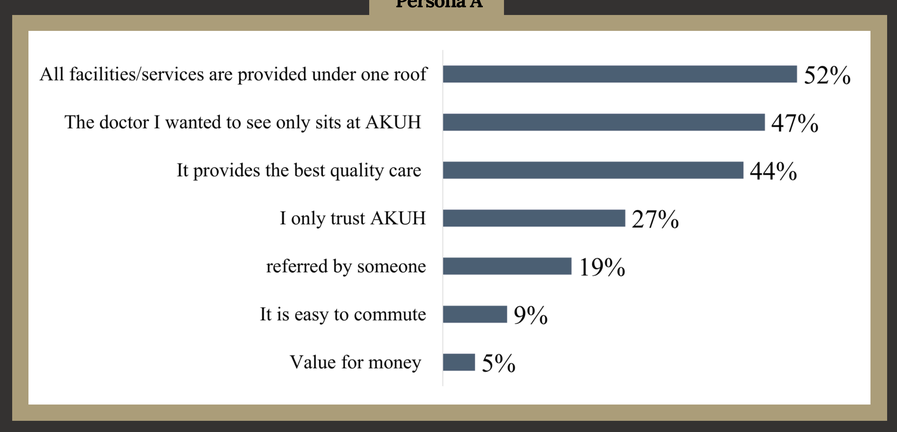


Persona B

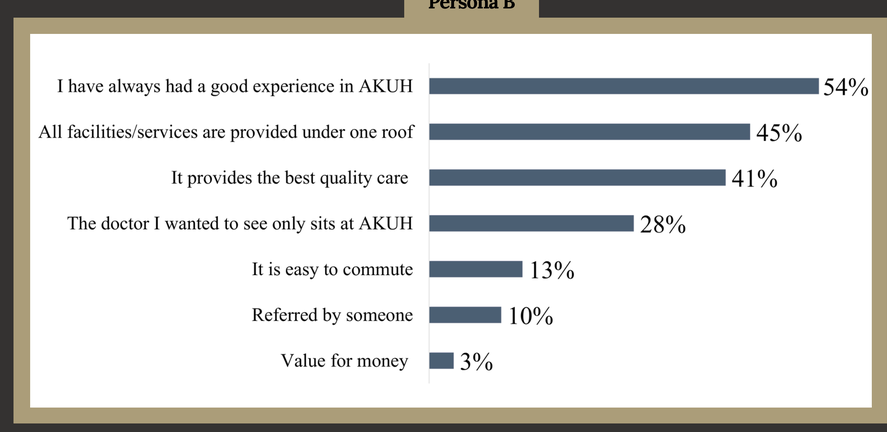


DECISION

Persona A

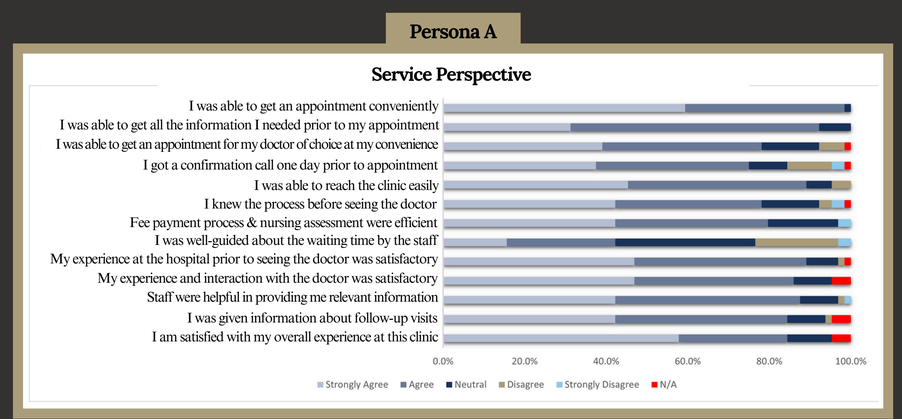


Persona B

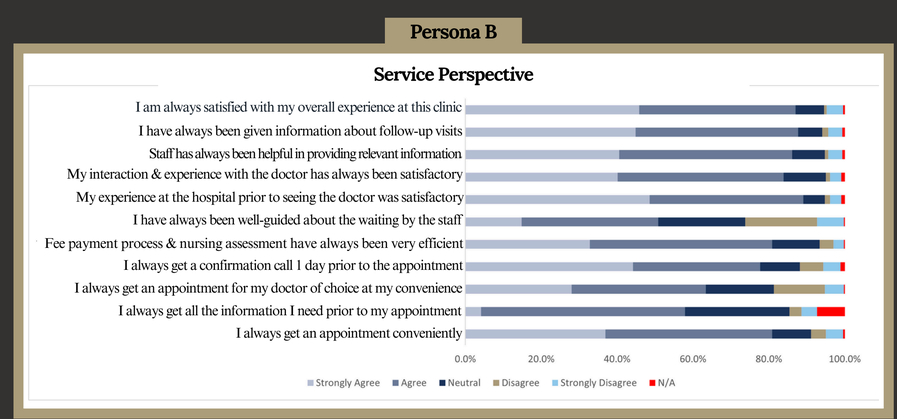


DELIVERY & USE

Persona A

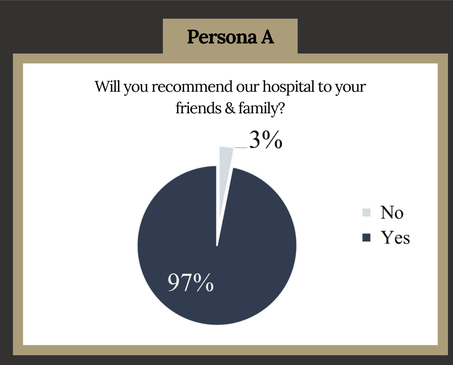


Persona B

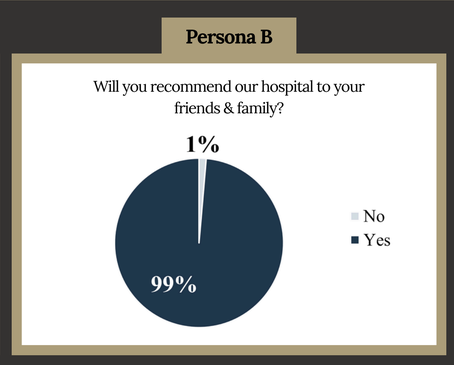


LOYALTY & ADVOCACY

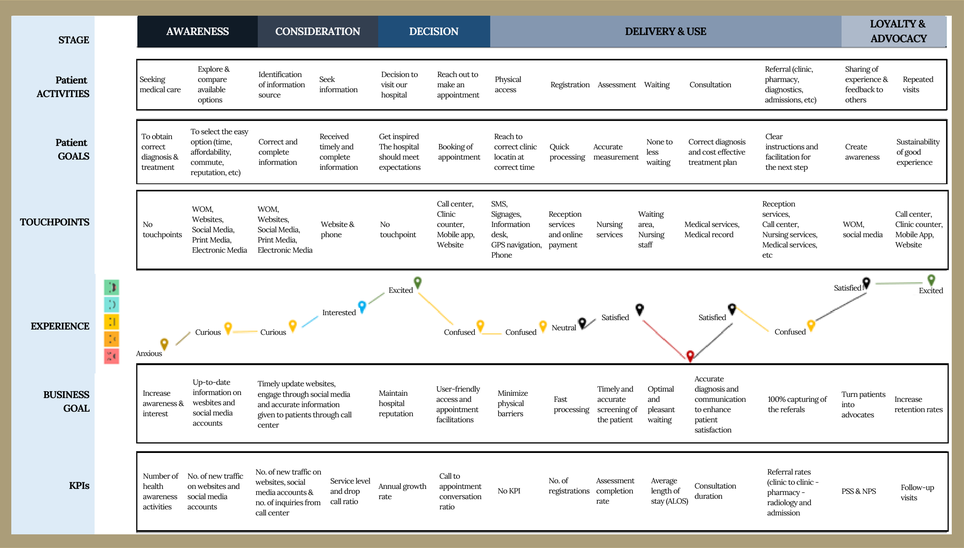
Persona A



Persona B



PATIENT JOURNEY MAP



CONCLUSION

Through the conducted study, it has become evident that the determinants of patient experience in a hospital setting are influenced by various factors, which can differ significantly for different patient personas. ***A Patient Journey Map provides an effective, visual, and measurable tool*** that enables healthcare providers to identify and understand these varying needs, leading to continuous improvement in overall patient experience and satisfaction.

REFERENCES

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2. **Reporting of patient journey mapping in current literature: a scoping review protocol: JBI Evidence Synthesis 20(5):p 1361-1368, May 2022**

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