

# Experience Mapping

*2019*



# Experience Mapping

## What is Experience Mapping?

- An organic process that maps the patient experience before, during, and after care delivery
- Taking the perspective of the patient, the facilitated session identifies multiple “touchpoints” that create Moments to build trust, confidence, and loyalty
- Affords care teams the opportunity to empathize with the patient’s emotions, expectations, and process that impact their perceptions
- Matches patient experience data with experience improvement and opportunities to exceed expectations
- Co-designs an elevated experience while building ownership for experience excellence

## 5 Design Principles

### Learn

1. **Patient Perspective:** Identify the steps through a particular service from the patient’s view
2. **Discover:** For each touchpoint, identify the patient’s most likely expectations and emotions, especially fears and anxieties

### Create

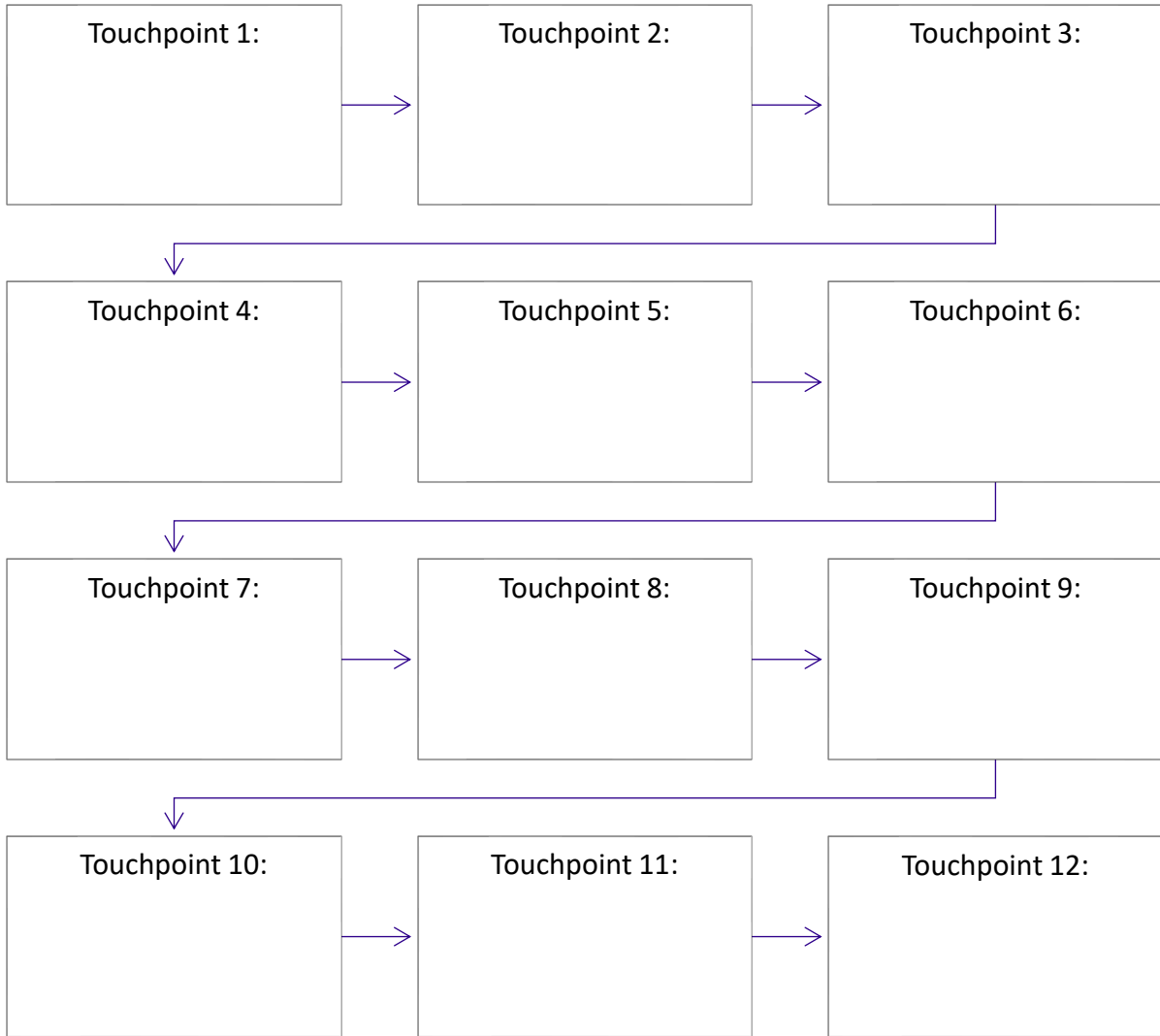
3. **Strengths and Opportunities:** Identify the experience standard you want all patients and their loved ones to have while under your care. Based on what the patient is likely experiencing:
  - What are the strengths of the current people, process, environment, and technology?
  - What are the irritants of the current people, process, environment, and technology?
4. **Experience Design:** Design touchpoints, communication, processes, and WOW ideas to elevate the experience for the patients and their loved ones, paying particular attention to first and last experiences and moments of transition to drive memory

### Realize

5. **Identify Barriers and Build Accountability:**
  - What are the barriers?
  - What can be done in 30, 60, 90 days?
  - How will you measure success?
  - What training/development is necessary?
  - What needs to be communicated and by when?

## Experience Mapping of

In the chart below, write the steps involved in the experience sequence.



**For each Touchpoint, use the following card:**

Touchpoint #: \_\_\_\_\_ Touchpoint Description: \_\_\_\_\_

Patient's likely expectations, emotions, fears, and anxieties:				
	People	Process	Environment	Technology
Strengths				
Irritants				
Communication Needs				
WOW Opportunities				

Reflect on key moments that drive memory:

First Impression	Transitions	Last Impressions
Peaks	Peaks	Peaks
Pits	Pits	Pits

## About the Healthcare Experience Foundation

**Mission:**

Transforming the healthcare experience

**Vision:**

Shaping cultures through innovation so every person can receive and deliver the best healthcare

## Stay Connected



