A (UTI) Journey

Overview
Journey mapping (JM) is a data-driven methodology for developing a continuous holistic view of how well an organization is performing at each and across its touchpoints with a patient, relative to the patient’s expectations and concerns. By plotting the flow of events and data across touchpoints and information systems, JM helps identify interoperability gaps and optimization opportunities.

Modeling Objects
A journey captures emotional states and factual data at patient-provider touchpoints throughout an episode - from outset to closing. A persona is a data model for representing a subset of journey participants that share subjective and concrete attributes. A touchpoint (TP) is a direct (office visit) or indirect (email) interaction of patient and provider. TPs are further classified and rated based on relevant attributes.

A Patient Persona
Demographics:
Female, 50, White
Urban
English Speaker
Graduate Education

Technographics:
Savvy internet user for research on her medical condition/s.
Savvy user of 2 patient portals she currently has access to: MyChart and MyCigna.

Chronic Condition
Auto-immune illness
diagnosed 30 years ago
Recent Medical history
5 months per this journey - 5 day hospital stay (ER, ICU) due to UTI that progressed to sepsis.

Providers
Primary care physician and autoimmune specialist practice in the same university medical center, use EPIC. Independent UCC not integrated with patient’s center EMR.

Journey Mapping Methodology and Improving Continuity of Care

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Touchpoints
Direct
Indirect
Office visit
Phone
Fax
UCC
Email
EHR
Physician

Attributes for Analytical Touchpoints:
Community of Person:
- Direct
- Indirect

Types:
- Direct
- Indirect

Urgency Level:
- Required
- Not Required

Continuity Insights

Findings
E-Mail plays a key role in present patient communications.

Issues
Community gaps in communications between UCC and medical center might be time sensitive.

Opportunities
- Should abnormal lab results trigger alerts?
- Should a patient be able to schedule an E-Mail in physician!

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