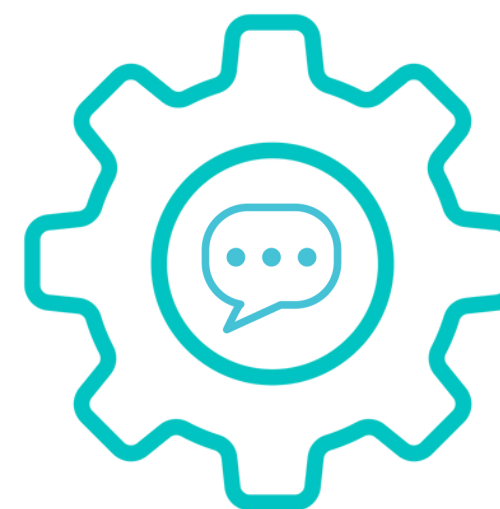


MOTIVATIONS
(what do they need?)



MOODS
(how are they feeling?)



MECHANICS/MESSAGING
(what are we doing/saying?)



MINDSETS
(what are they thinking?)



MOMENTS
(what is happening?)



MAGIC
(how can we elevate?)



The objective of this worksheet is to better understand, map, and elevate the experience of both your patients and medical professionals.

This DIY worksheet will guide you through six essential dimensions of experience — the 6 M's — across every key stage of the journey: from first referral through to discharge and follow-up.

By mapping each “M” for patients (as your primary customers) and doctors/specialists (as critical stakeholders in experience delivery), you'll identify where friction occurs, where experience excels, and where small changes can make a big impact.

THE 6 M's EXPLAINED

1. MOTIVATION

What is driving this person at this point in the journey?

- Patients: Are they seeking answers, relief, reassurance, convenience, or speed? What problem are they hoping you'll solve?
- Doctors/Specialists: Are they motivated by timely care for their patient? Seamless referral processes? Protecting their reputation? Efficient use of their time?

 Ask: What outcome do they want from this moment?

2. MINDSET

What are they thinking as they approach this stage?

- Patients: Might be thinking “Will I be waiting long?” or “Do they have my details right?”
- Doctors/Specialists: May be thinking “Will this hospital follow up with me?” or “Will I get real-time updates?”

 Ask: What assumptions or expectations do they bring with them?

3. MOOD

How are they feeling emotionally at this moment?

- Patients: Emotions range from anxious or overwhelmed to hopeful or confident.
- Doctors/Specialists: Could feel frustrated, rushed, or relieved, depending on how well the system supports them.

 Ask: What is their emotional state right now?



4. MOMENTS

What are the key touchpoints or interactions at this stage?

- Patients: These could include check-in, nurse introductions, consent forms, procedure prep, or discharge conversations.
- Doctors/Specialists: Think about referral submission, handover to the day hospital team, pre-op communication, or post-op reporting.

💡 Ask: What interactions define the experience here — and do they work?

5. MECHANICS

What systems, processes, or tools are supporting (or slowing down) the experience?

- Patients: Online forms, appointment reminders, wayfinding signage, wait times, or digital check-ins.
- Doctors/Specialists: Access to patient info, communication loops, efficiency of bookings, accuracy of documentation.

💡 Ask: What operational elements are helping or hindering the experience?

6. MAGIC

What makes this moment feel unexpectedly great? What turns 'fine' into 'remarkable'?

- Patients: Warm welcomes, proactive reassurance, follow-up calls, little touches of personal care.
- Doctors/Specialists: Being kept in the loop, staff who anticipate needs, feeling like a trusted partner.

💡 Ask: Where can we go above and beyond — in ways that matter?

🔧 How to Use This Tool

- Choose a stage in the journey (e.g. Arrival, Pre-Op, Recovery, Discharge).
- Map each of the 6 M's for:
 - The patient
 - The doctor/specialist
- Look for gaps, tensions, or inconsistencies — then identify where simple fixes or standout moments could transform the experience.

MAPPING THE CUSTOMER JOURNEY TO ACHIEVE RADICAL CUSTOMER OBSESSION



MOTIVATIONS

(why are they in need?)



MINDSETS

(what are they thinking?)



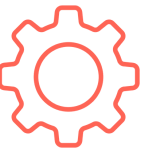
MOODS

(how are they feeling?)



MOMENTS

(what is happening?)



**MECHANICS/
MESSAGING**

(what are we doing/saying?)



MAGIC

(how can we spark joy?)

