PATIENT ARCHETYPES

s part of RAPP's ongoing commitment to journey-based intellectual property, our latest customer experience management research, or CXM study, focuses on the healthcare vertical with an emphasis on chronic conditions. This study unearths and quantifies points of pain, influence and channel preference of patients newly diagnosed, recently treated and active in treatment, as well as intelligence around medication adherence, health technology and beyond.

While the patient experience for those with chronic conditions is wildly diverse across the diagnosis and treatment journey, our journey analysis revealed 6 key patient archetypes, each representing an unique approach to overall health and condition management.

The archetypes reflect the distinctive, yet evolving, motivations, needs, fears, and care preferences of the patients understanding these nuances is critical to providing patients the personalized care and guidance that will best serve their long-term health goals and outcomes.

COMPLACENT TRADITIONALIST

managing their condition

Follows general preventative care, attending checkups and conforming to

recommended treatment plans

Feel **hopeful** throughout the journey, especially when



Middle class, married, senior male

- Adopts traditional, rather than alternative, care plans
- Proactively manages health with
- Leverages the internet for condition and treatment options
- beneficial habits

DEFEATED TRADITIONALIST

Struggles with managing their health, often perceiving their health and wellness as a burden

Report that their mental health has

been impacted



Middle class, married, middle-age female

- Stays on top of their health with preventative care
- Modifies lifestyle to manage their physical

APATHETIC AVOIDER

• Utilizes digital and mobile services to navigate care

HOLISTIC & PROACTIVE

Prefers holistic interventions aligning with personal values and beliefs, but occasionally experiences difficulties when looking after their health

Mediate, manage,

and reduce stress



Upper-middle class, married, middle-age female

HOLISTIC & PROACTIVE (Effective)

Proactively looks after their health, practicing a well-rounded lifestyle and leaning on alternative treatments

Greatly prefer alternative/homeopathic/





generational household

seeking care

Unconcerned about their health and would

only inquire care when experiencing emergency warning signs Never sought therapy or



professional counseling for well-being



Lower-middle class middle-age female in a multi generational household • Self-diagnoses symptoms prior to

- Occasionally limits harmful substances Prefers to interact with medical staff in

REACTIVE TREATER

Seeks medical attention at the first sign of pain, promptly initiating treatments upon diagnosis

Never monitor their family medical history or activities



Lower-middle class, married, middle-age female

- Open to innovative, complementary medicines Makes necessary lifestyle choices to reduce health risks
- Uses health apps to seek personalized care

PATIENT JOURNEY

The path of diagnosis to treatment & condition management, and steps along the way

SYMPTOM AWARENESS Actively researching symptoms before seeking

medical care



or self-treatment for their symptoms

Researches OTC medications



Places emphasis on researching symptoms to identify possible medical conditions



Schedules an

Researches insurance

Researching Providers to schedule an appointment for a doctor's visit



appointment with the Provider once they experience symptoms





Receiving diagnosis and health evaluation from Provider

DIAGNOSIS

Driven to learn more about the condition and



At times, seeks informal opinions about their diagnosis

treatment options

understanding associated causes, symptoms, and treatment options

Learning more about the condition and further

TREATMENT INVESTIGATION

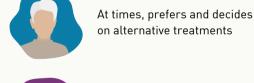
Places emphasis on preparing for lifestyle modifications to manage the condition



from another Provider on treatment options

Often gets a second opinion





TREATMENT INITIATION

Filling the first prescription and taking the first dose



CONDITION MANAGEMENT

adhering to drug therapy regimen

Ongoing use, managing possible side effects, and

undergoing similar treatment

with other patients who are

Interested in finding community

progression Uncertain the future 69%

Illness

62%

about



Dying Being a from the condition Not being there for family 43%

TOP FEARS AND ANXIETIES across archetypes





Always maintains necessary lifestyle changes to make sure they are adhering to the treatment plans





Medication side effects





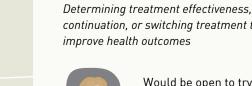
Lack of motivation











continuation, or switching treatment to improve health outcomes

TREATMENT ADJUSTMENT



Interested in understanding how others respond to similar

Would be open to trying

non-pharmaceutical or new options to treat their condition



treatments

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