







The Patient Experience

MOMENTS OF TRUTH		ACTION what are you going to do?	WHO is going to do it?	WHEN are you going to do it?
 First digital contact	1			
	2			
	3			
 First human contact	1			
	2			
	3			
 First consultation	1			
	2			
	3			
 Treatment coordination	1			
	2			
	3			
 Treatment plan presentation	1			
	2			
	3			
 End of treatment conversation	1			
	2			
	3			