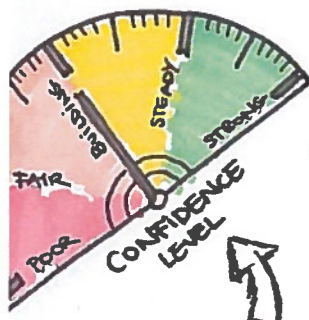
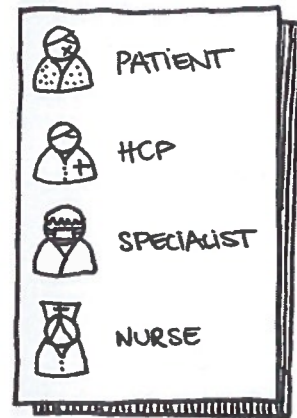
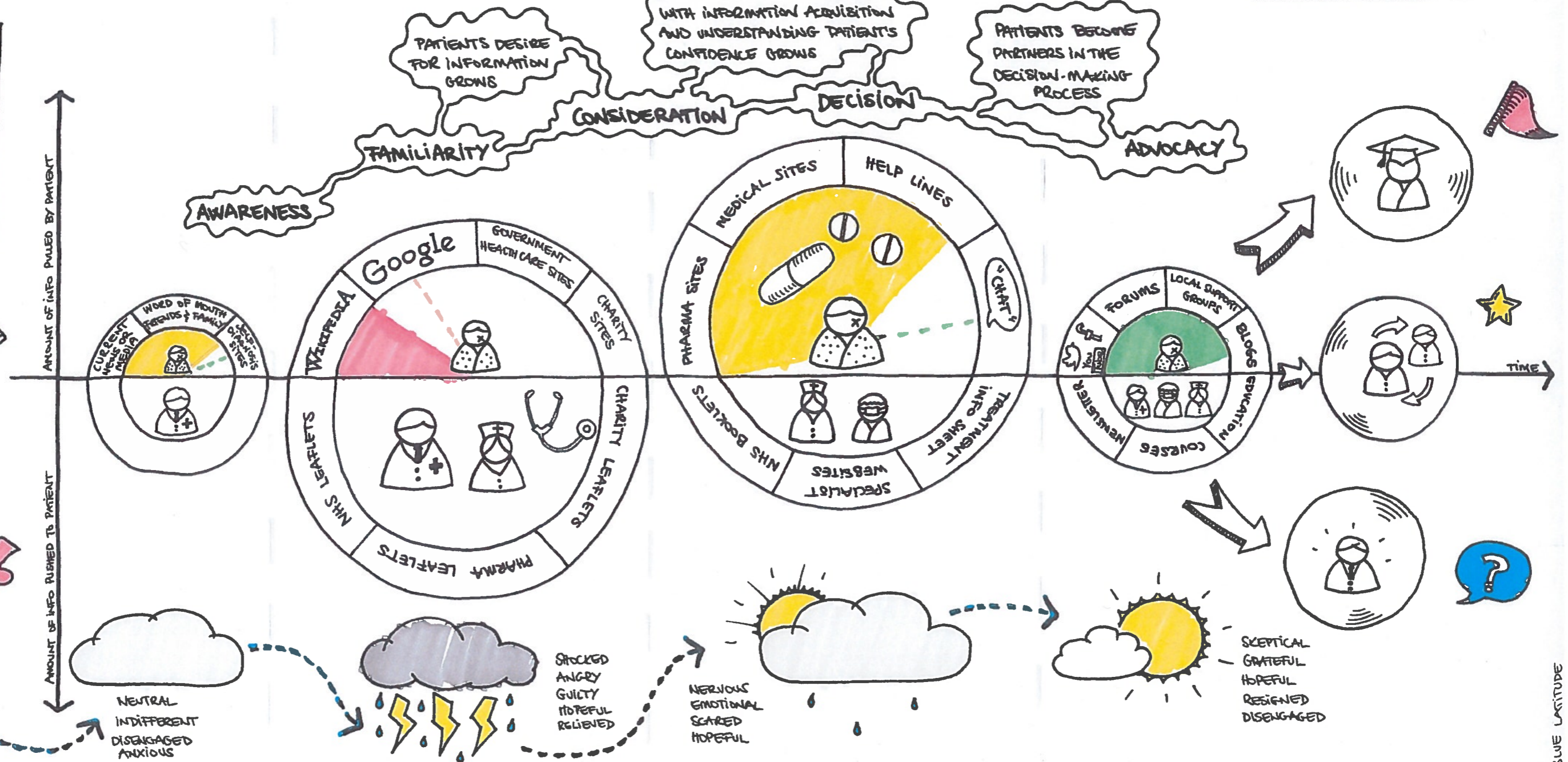


PATIENT INFORMATION JOURNEY

PRE-DIAGNOSIS → DIAGNOSIS → TREATMENT → RECOVERY REMISSION MANAGEMENT



BUILDING UP KNOWLEDGE
Handle Emotions



INFORMATION SEEKING DOESN'T HAPPEN IN VACUUM. IT IS MOTIVATED BY SOME WIDER TASK AND DETERMINED BY THE CONTEXT. IT IS MOTIVATED BY A NEED WHICH MAY BE AS A RESULT OF A CONDITION OR A SITUATION, INITIATED BY A TRIGGER, AND THE ACTUAL BEHAVIOUR (CHOICES, DECISION MAKING, ATTITUDES, ETC) ARE HIGHLY INFLUENCED BY CONTEXT.

INFORMATION SEEKING PROCESSES WILL NOT ONLY INDUCE BEHAVIOUR CHANGES AND TRANSFORM THE WAY PEOPLE WILL USE THE INTERNET, BUT IT WILL ALSO LEAD TO THE REVOLUTION OF THE EXISTING PLATFORMS THAT ARE INFORMATION INTENSIVE.

THE JOURNEY FROM PRE-DIAGNOSIS TO RECOVERY MANAGEMENT INFLUENCES THE INFORMATION SEEKING BEHAVIOUR - DUE TO THE CONTEXT (PHASE) AND THE INFORMATION THAT IS PASSIVELY (PUSHED) TO THE PATIENT.

THE INTERNET'S EASY ACCESS TO INFORMATION, DATA, AND 'PEOPLE LIKE ME' FACILITATES THIS JOURNEY - BUT ONLY WHEN CONTENT AND SERVICES EXIST. THERE ARE STILL GREAT VOIDS OF INFORMATION/CONTENT AND SERVICES THAT ARE REQUIRED/DESIRED BY PATIENTS (SECONDARILY BY HCPs AND CAREERS) TO UNDERSTAND AND MANAGE THEIR CONDITIONS AND TREATMENT OPTIONS.

