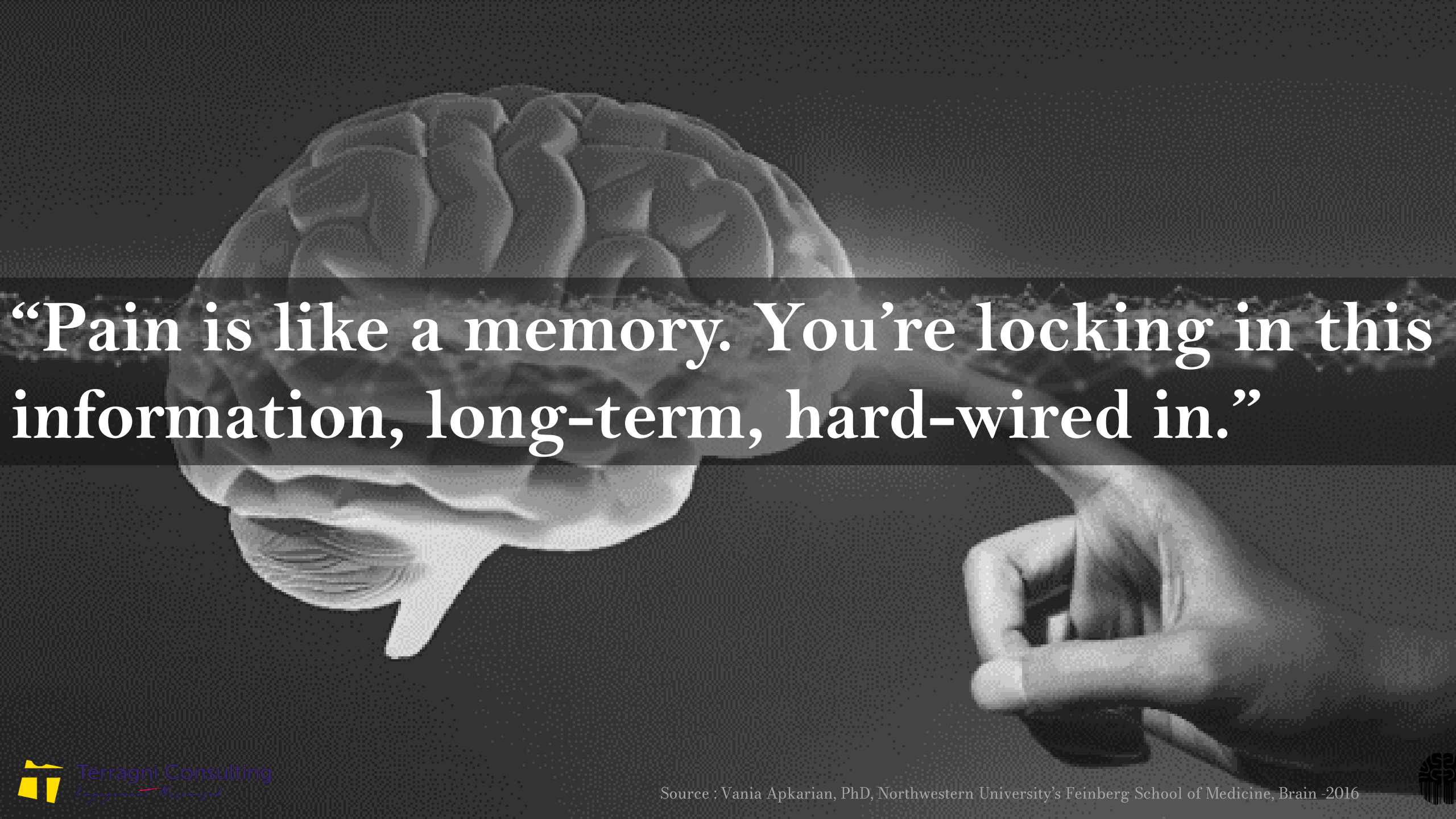


# Patient Experience India Story



**Terragni Consulting**  
*Engagement Maximized*

A grayscale image of a human brain, viewed from the side, with a hand pointing at it from the right. The background is dark and textured. A quote is overlaid in white text across the middle of the image.

“Pain is like a memory. You’re locking in this information, long-term, hard-wired in.”





**Pain avoidance takes precedence over pleasure seeking**

**Customers actively seek to avoid products, teams and organizations that create pain (real as well as perceived)**

# Sludge ?

makes life difficult to navigate and can be frustrating

**Friction and misguided intentions**

**Make beneficial action difficult**

**Encourage harmful behaviour**

**Long and confusing fine print**

**Misleading messages that put psychological pressure**

**Large amounts of complex paperwork**

**Underestimating cost of add-ons**

**Information overload**



# Sludge – an example

makes life difficult to navigate and can be frustrating

Are “smart technologies,” simply replacing old steps with new ones?

Is physical effort being replaced with cognitive complexity leading to “errand paralysis”?



- 1 Effort is real pain**
- 2 Effort is more than physical exertion and time spent**
- 3 Effort has cognitive costs and is emotional**
- 4 Reducing Effort drives profitable customer behaviour**
- 5 Measuring Effort in totality requires non-conscious insights**



# The Journey



Appointments  
and  
Admissions

Examination  
and  
Diagnosis

Treatment  
and  
Care

Billing

Discharge





# Patient Experience

## AIM

Exceptional patient and family experience of in-patient hospital care (safe, effective, patient centred, timely, efficient, equitable)

### Primary Detractors

Friction

Perceived Lack of Fairness

Perceived Lack of Control

### Secondary Detractors

Complex processes

Confusing signages and directions

Lack of support from staff

Inadequate facilities for patient family members

Inadequate clarity on diagnosis

Confusing and unclear bills

Rushed consultations with doctors

Perceived lack of involvement in deciding the treatment

Lack of clarity on treatment and care options





# The Patient Journey



Significant improvements have been perceived by the patients in the way hospitals now deal with them

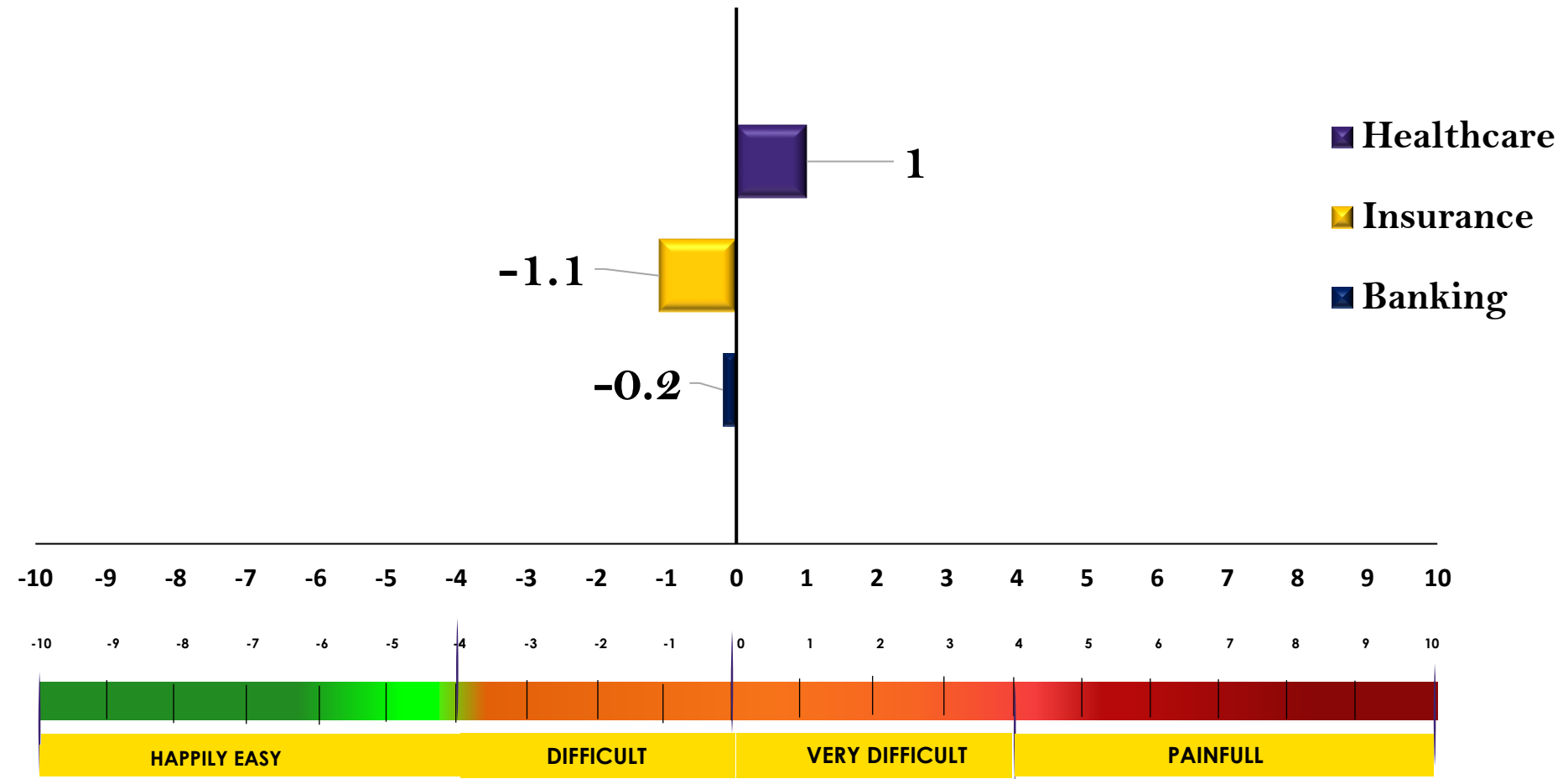
The journey is however perceived as one of **high cognitive stress** even when clinical outcomes are well met

Having the staff compensate for the complexity of processes creates person dependency, bottlenecks and **stress for the staff** themselves

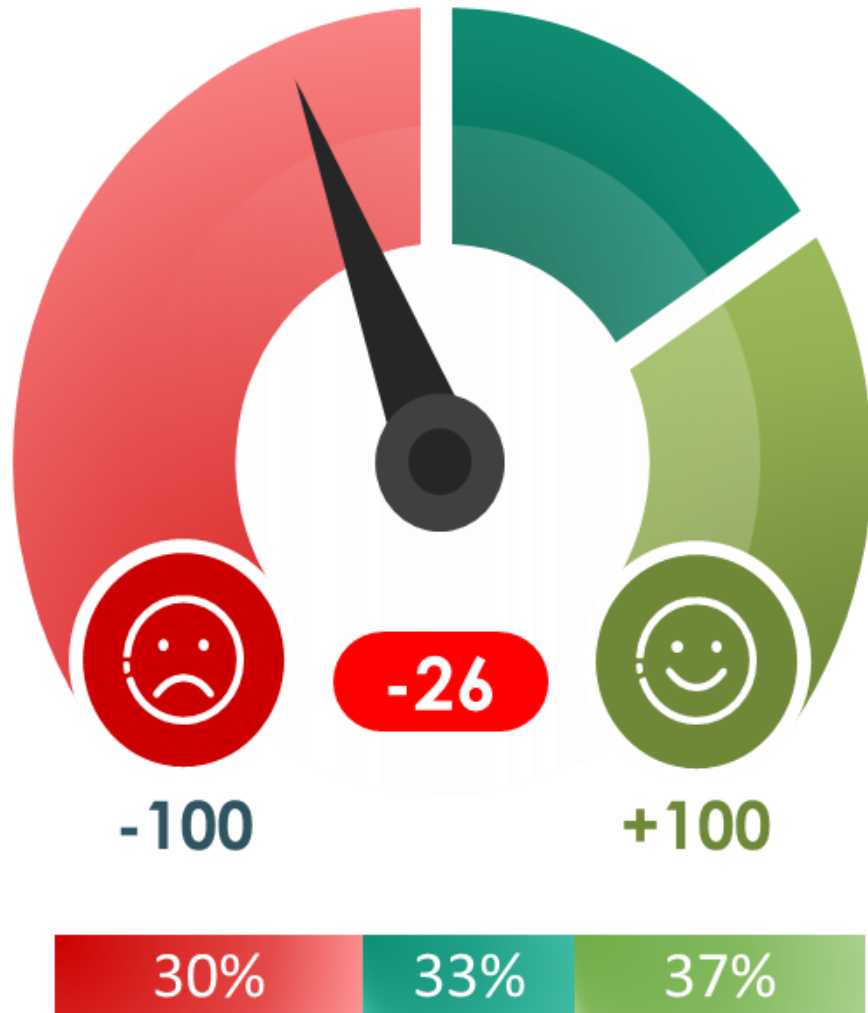
The **complexity and friction** in the end-to-end journey make for a **stressful experience**



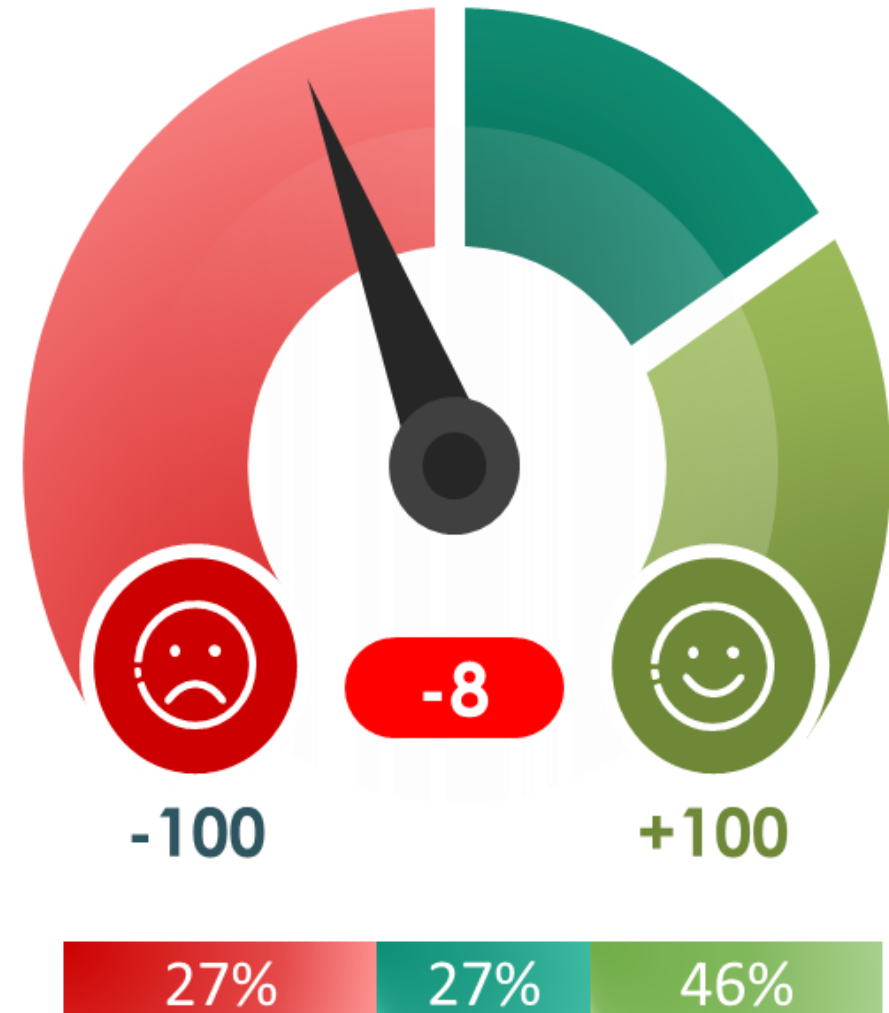
# PERCEIVED EFFORT



# Recommendations behaviour



*Patients' Family*



*Patient*



# Word-of-Mouth



PATIENTS FAMILY MEMBERS  
WILL NOT RECOMMENDED A HOSPITAL  
BECAUSE OF "END-OF-JOURNEY"  
STRESSFULL EXPERIENCE



# Respondents Desire



# Key Questions To Ask...





**Behaviour shift to seek**

**Word-of-mouth**

**Barriers to behaviour**

**Friction**

**Motivators**

**Engagement at journey peaks**





# Solving Complex Human Engagement Challenges

To know more write in to  
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Terragni Consulting

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