

Stage	Undiagnosed	Diagnosed	Research (Early Stage)	Ownership	Empowerment	Research (Late Stage)	Action	Familiarisation #1	Triage	Consultation	Familiarisation #2 (on-site)	Treatment (15-30 sessions)	Discharge	Continuous Care
Conversion Opportunity	LOW	LOW	MEDIUM	MEDIUM	MEDIUM	HIGH	HIGH	VERY HIGH	VERY HIGH	CONVERTED	CONVERTED	CONVERTED	CONVERTED	MEDIUM
Patient Pain Points	<ul style="list-style-type: none"> <li>N/A as the patient is unaware of their condition at this stage, but is likely seeing the symptoms and changes in their behaviours or how their friends, family, and colleagues are behaving towards them, and how they are finding their lives becoming more and more out of control</li> </ul>	<ul style="list-style-type: none"> <li>So much information on treatments and conditions it feels quite overwhelming</li> <li>Hard to know who to talk to in order to get help or information</li> <li>No idea 'what good looks like' so hard to know what options to choose</li> <li>Worried about telling friends and family</li> <li>Worried about the future, impact on work/ life</li> </ul>	<ul style="list-style-type: none"> <li>Not knowing where to start to look for options</li> <li>Concerned about stigma of the condition</li> <li>Feeling overwhelmed with the amount of information but not knowing what is right for 'me'</li> </ul>	<ul style="list-style-type: none"> <li>Finding the first step to start moving towards help</li> <li>Finding support and understanding</li> <li>Opening up to friends and family for their support and help is difficult, not sure how they will react</li> <li>Worried about being alone</li> </ul>	<ul style="list-style-type: none"> <li>Patient feels 'traditional' options have not worked or had little impact</li> <li>Not sure who to trust as professional advice has not yielded significant results</li> <li>Feels like the condition is just being 'managed' when in fact they want a 'cure'</li> </ul>	<ul style="list-style-type: none"> <li>Already very knowledgeable about their condition and not sure where else to look for treatment options</li> <li>Worried about the future, maybe there are no more alternatives left</li> <li>Concerned about being a burden on friends and family</li> <li>Concerned about how else to find treatments</li> <li>Getting desperate</li> <li>Condition is now unmanageable</li> </ul>	<ul style="list-style-type: none"> <li>Unfamiliar with TMS and has concerns/questions over all aspects of the treatment, from cost to safety, success rates and side effects</li> <li>Location is a concern and whether travel or side effects will impact any other parts of their life (such as work)</li> </ul>	<ul style="list-style-type: none"> <li>Understands the theory behind TMS but would like to see for themselves how it works in practice</li> <li>Would ideally like to hear directly from similar patients who have had success with TMS</li> <li>Has specific questions around the process of TMS and the science of the brain and wants to be reassured by a practitioner on their credibility</li> </ul>	<ul style="list-style-type: none"> <li>Gained a good level of knowledge about TMS but may have more complex technical or medical questions</li> <li>Worried if they will make it through the treatment criteria</li> <li>Worried about the financial impact vs the success rate</li> <li>Worried about what happens if treatment doesn't work</li> <li>Unsure if they are making the right decisions</li> </ul>	<ul style="list-style-type: none"> <li>Not yet fully secure in understanding of the nature of the treatment and doubts over personal suitability</li> <li>Fearful there will be a reason not to proceed with TMS despite having carried out detailed research and reached this point</li> <li>Potentially unsure of using Skype or similar technologies</li> <li>Worried about privacy and discretion</li> <li>Worried about telling support network that they may not be accepted</li> </ul>	<ul style="list-style-type: none"> <li>Anxious about starting treatment (practical logistics such as where to go, how to get there, how long it will take, who to talk to, will they be expecting me)</li> <li>Anxious they have committed but have some new thoughts and questions for the practitioner</li> </ul>	<ul style="list-style-type: none"> <li>Coping with mixed emotions - anxiety at attending first treatment session and hopes at treatment success</li> <li>If not familiarised, having to travel to unfamiliar location, meet new people and experience treatment</li> <li>Worried about returning back to the same environment after each session</li> <li>Worried about safety and side effects and unforeseen impact on work/life or friends and family</li> </ul>	<ul style="list-style-type: none"> <li><b>Successful:</b> Relieved and happy but unsure about extent of success</li> <li><b>Unsuccessful:</b> Disappointed, unsure of next steps, regretful at level of expenditure. Angry that seemingly nothing works to help treat their condition</li> <li><b>Both:</b> Feeling of disconnection with practitioners</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing cost and inconvenience of clinic travel for 'top-up' sessions</li> <li>Impact on family and friends (support network)</li> <li>Do I need continuous care?</li> <li>Will I be able to access the same services and practitioner?</li> </ul>
Patient Needs	<ul style="list-style-type: none"> <li>May not be aware they are suffering from any condition, usually it is a slow process and changes are not noticed by the individual until the effects of their condition start to impact loved ones, friends or work</li> <li>Needs an external source to show them guidance</li> </ul>	<ul style="list-style-type: none"> <li>Mixed emotions as they recognise they need help, but at a point where their condition has impacted their life significantly</li> <li>Needs help putting a plan together to take some action</li> <li>Needs support and reassurance</li> <li>Needs to find ways of finding hope</li> </ul>	<ul style="list-style-type: none"> <li>Needs direction and guidance</li> </ul>	<ul style="list-style-type: none"> <li>Needs trusted advice Likely to follow professional advice at this stage (looking for hand holding and guidance)</li> <li>Follow a well trodden path of medical assistance</li> <li>Realisation that 'I am not alone' and help is available</li> </ul>	<ul style="list-style-type: none"> <li>Needs to find a specific solution as standard options are not working</li> <li>Beginning to think outside the box</li> <li>Relies more on friends and well known advocates of alternate solutions</li> <li>Wants a change of life now, not just managing a condition</li> </ul>	<ul style="list-style-type: none"> <li>Needs to find help and hope from new sources as they are feeling increasingly despairing and running out of energy to keep finding new treatments and combinations of treatments</li> </ul>	<ul style="list-style-type: none"> <li>Needs reassurance in order to overcome the pain points</li> <li>Needs detailed, authoritative information to provide an evidence base of option for me</li> <li>Confidence that it reflects my own research</li> </ul>	<ul style="list-style-type: none"> <li>Need to know what the treatment feels like whether it might hurt</li> <li>Need to feel reassured by the people and environment that this is the right treatment option for me</li> <li>Confidence that it reflects my own research</li> </ul>	<ul style="list-style-type: none"> <li>Need to feel reassured about the process.</li> <li>Need to know all of my questions can be answered in full</li> <li>Needs to feel comfortable and in good hands</li> </ul>	<ul style="list-style-type: none"> <li>Need to feel fully confident in the level of medical expertise</li> <li>Need to know I am a good candidate for TMS and there is no reason not to proceed</li> </ul>	<ul style="list-style-type: none"> <li>Reassurance they made the right decision</li> <li>Clear direction on the process and what they need to do</li> <li>Confidence that they know precisely what will happen at the first treatment session</li> <li>Confidence that it reflects my own research</li> <li>Confident that they will be prepared for their first session</li> </ul>	<ul style="list-style-type: none"> <li>A warm welcome from comforting, friendly staff</li> <li>Conversation that will 'de-stress' the situation</li> <li>Opportunities to ask as many questions as needed</li> <li>Full, detailed, knowledgeable answers to questions</li> </ul>	<ul style="list-style-type: none"> <li><b>Successful:</b> Reassurance about next steps and maintaining improvement into the future</li> <li><b>Unsuccessful:</b> Reassurance they did the necessary due diligence and that they might do next</li> <li>Safe environment in which to return after the final sessions</li> <li>Opportunity to continue engagement with the clinic</li> </ul>	<ul style="list-style-type: none"> <li>Clear information on the benefits of continuous care</li> <li>Access to speak to a practitioner in order to talk through the benefits and negatives of continuous care</li> </ul>
Patient Emotion	Confused	Overwhelmed, Despair	Hope	Control	Curious	Desperate	Hope	Curious	Anxious	Anxious but hopeful	Anxious and curious	Anxious but reassured	Hope or Disappointment, depending on results of treatment	Hope
Patient Engagement in TMS	VERY LOW	VERY LOW	LOW-MEDIUM	MEDIUM	MEDIUM-HIGH	HIGH	HIGH	VERY HIGH	ENGAGED	ENGAGED	ENGAGED	ENGAGED	ENGAGED	HIGH
Processes	<ul style="list-style-type: none"> <li>Not realising there is a problem</li> <li>Condition may show itself in other symptoms that start to effect work and home (eg lack of sleep, emotionally volatile, unable to concentrate etc)</li> </ul>	<ul style="list-style-type: none"> <li>Realising things need to change</li> <li>Talk to close friends or family</li> <li>Generalised web searches to research symptoms</li> </ul>	<ul style="list-style-type: none"> <li>Self Education                             <ul style="list-style-type: none"> <li>MedTech (apps)</li> <li>Forums</li> <li>Websites</li> <li>Blogs/articles</li> </ul> </li> <li>NHS Healthcare eg                             <ul style="list-style-type: none"> <li>ECT</li> <li>CBT</li> <li>Medication</li> <li>Talking therapies</li> </ul> </li> <li>Alternate therapies eg                             <ul style="list-style-type: none"> <li>Exercise</li> <li>Mindfulness</li> <li>Reiki</li> </ul> </li> <li>Private Healthcare                             <ul style="list-style-type: none"> <li>Psychotherapy</li> <li>ECT</li> <li>CBT</li> <li>Counselling (individual and family)</li> <li>Other Talking therapies</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Decide to make a change</li> <li>GP interaction, potential referral for therapy</li> <li>Medication prescribed</li> <li>Emotional appreciation of the impact on others</li> <li>Traditional paths of treatment explained by GP, counsellor or psychotherapist</li> </ul>	<ul style="list-style-type: none"> <li>Losing faith with medical professionals, starting to trust own judgement</li> <li>Tried several options including medication with little to no results</li> <li>Curious about new solutions</li> <li>Often maintains a trusted relationship with a specialist (eg psychotherapist)</li> </ul>	<ul style="list-style-type: none"> <li>Final resort</li> <li>Realises it will take dramatic action to see dramatic results</li> <li>Discovers TMS from online article, search result, TV, print or radio advert etc</li> <li>Looking for alternative solutions both emotional and scientific options</li> <li>Credibility and information is very important as treatments at this stage can seem extreme or not mainstream</li> </ul>	<ul style="list-style-type: none"> <li>Looks for TMS in a local area</li> <li>Aware of costs and success rates but still needs reassurance</li> <li>Contacting centres, support groups, clinics</li> <li>Contact via live chat, phone, email, web form</li> <li>Discusses with friends and family</li> <li>Discusses with specialist (eg psychotherapist)</li> <li>Develops a conversation relationship with patient advisor</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity to speak to a practitioner in order to ask questions and gain reassurance</li> <li>Enables price-sensitive patients to undertake due diligence prior to making financial commitment</li> <li>Familiarisation helps build trust and reassurance early on, which reduces the barriers to conversion</li> </ul>	<ul style="list-style-type: none"> <li>Mending Minds Questionnaire</li> <li>Patient Advisor responds to out of hours patient enquiries, email, phone or immediate live chat</li> <li>Contact logged within Insightly</li> <li>Initial call with Personal Advisor who sends follow up email with self-assessment form link, collateral on treatment, payment, patient stories etc</li> <li>Follow up call from Patient Advisor (usually one day later)</li> <li>If no response, follow up 2-3 days later</li> <li>Assessment complete and reviewed by Patient Advisor (potential disqualification or further information)</li> <li>If successful, a consultation is booked and patient is informed</li> <li>Invoice is sent (payment before consultation required)</li> </ul>	<ul style="list-style-type: none"> <li>Understanding and accepting the process</li> <li>Committing financially</li> <li>Understanding and dealing with the impact of their choice</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity to visit the clinic, meet the practitioners and see the treatment equipment in context ahead of time and without the additional stresses of a first treatment session</li> <li>Gets questions out of the way to ease time pressure on first treatment session</li> </ul>	<ul style="list-style-type: none"> <li>Sense of finally taking the action they have building towards</li> <li>Meet and establish relationship with practitioner(s)</li> <li>Progress logged over time</li> <li>Adapting to new daily schedule during treatment period</li> <li>Regular contact with practitioners builds a personal relationship, goals are set and routines are in place</li> </ul>	<ul style="list-style-type: none"> <li><b>Success:</b> Extreme happiness, instant advocate of the treatment and will be requested to leave feedback</li> <li><b>Unsuccessful:</b> Deep disappointment that treatment didn't work</li> <li>Some patients still leave good reviews even if the treatment is unsuccessful, these are mainly due to the excellent care and professionalism received</li> </ul>	<ul style="list-style-type: none"> <li>6 month update call</li> <li>Option for 'top-up' sessions (Continuous care)</li> </ul>
Observations	<ul style="list-style-type: none"> <li>Undiagnosed patients will be too far away from any conversion opportunities as they have not diagnosed their condition or started their research path</li> </ul>	<ul style="list-style-type: none"> <li>Interviews and research suggest there is no opportunity for Smart TMS at this stage. TMS is not widely known in the UK and there are alternate options and traditional routes that the patient is most likely to explore first (eg NHS and medical care professional advice)</li> </ul>	<ul style="list-style-type: none"> <li>Friends/Family are likely to make enquiries at an early stage process and this can progress a conversion as they take control away from the patient or can act as a catalyst for action, they are the credible, reassurance patients</li> <li>Trusted specialists are a strong channel partner option for expediting a patient through to the action stage</li> </ul>	<ul style="list-style-type: none"> <li>Possible opportunity to engage patients at this stage, but cost may be an issue as other options (such as NHS) will be free</li> <li>Influenced by friends and family at this stage who will often help research and provide options as a trusted source</li> <li>Targeted comms to influencers, channel partners and patient themselves required at this stage</li> </ul>	<ul style="list-style-type: none"> <li>Many patient stories suggest they have tried multiple treatments and have suffered from their condition for many years, they get to a stage where they need a solution/cure</li> <li>Finding TMS treatment is a challenge as it is mostly referred to as 'alternative' treatment and is not on the traditional treatment path of a patient</li> </ul>	<ul style="list-style-type: none"> <li>The patient is weighing up the cost/value/benefit question at this stage</li> <li>There is likely to be some form of prompt for TMS at this stage, either a recommendation or stumbled upon by accident because they will have exhausted all 'traditional' routes and will be looking at 'alternative' options</li> </ul>	<ul style="list-style-type: none"> <li>Biggest areas of concern are cost, success rate and treatment process</li> <li>Patients are likely to call directly if they are at this stage</li> <li>If they are on a 'fast track' path, it may well be a relative or friend that makes initial contact with Smart TMS</li> <li>Specialist referrals are one of the highest conversion rates because they are trusted source for the patient</li> </ul>	<ul style="list-style-type: none"> <li>Practitioners say familiarisation is very beneficial for patients and conversions are more likely if the patient is able to discuss questions directly with a practitioner before a patient commits to treatment</li> <li>Familiarisation helps build trust and reassurance early on, which reduces the barriers to conversion</li> </ul>	<ul style="list-style-type: none"> <li>Patient advisors mentioned there is no system to manage follow-ups</li> <li>Patient Advisors would like to be more up to date with treatments and mental health trends</li> <li>There are several systems to manage (Payment Systems, Mending Minds, Diary Systems)</li> <li>Cost is usually spoken about, as well as the treatment process</li> </ul>	<ul style="list-style-type: none"> <li>Those that continue with consultations will usually go through the whole treatment unless there are side effects or no signs of improvement occur after 15 sessions</li> <li>Consultations can seem short and lacking value for the patient as they pay a significant amount to have them</li> </ul>	<ul style="list-style-type: none"> <li>On site familiarisation is available but not all patients take it up</li> <li>On site visits can be very beneficial for the patient and the speed of treatment because it helps put the patient at ease before the treatment process begins</li> </ul>	<ul style="list-style-type: none"> <li>Patients are embarking on building a new relationship with TMS practitioner(s)</li> <li>Professional, medical context but dealing with personal hopes and goals.</li> <li>Addition patients often relapse in the first weekend of treatment and often binge before treatment</li> </ul>	<ul style="list-style-type: none"> <li>Most likely to write a review at this stage in both successful and unsuccessful states</li> <li>There is a lack of professional support after discharge</li> <li>Emotionally very difficult for the practitioners when treatment doesn't work for the patient</li> <li>Despite some unsuccessful treatment, there is strong advocacy of the team and professionalism</li> <li>Practitioner mentioned it would be nice to be able to leave the patient with something at the end of treatment as a reminder of their progress and to support their onward journey</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity for introduction of additional treatments</li> <li>Opportunity to expand the support services of Smart TMS - several patients continue psychotherapy</li> <li>Opportunity to assist patients with the continued development of their goals</li> </ul>
Marketing Messages	N/A	N/A	<ul style="list-style-type: none"> <li>Friend/family support</li> <li>Businesses/corporates messaging for employees</li> <li>Partner with 'first contact' organisations</li> <li>General TMS awareness</li> <li>Patient stories</li> </ul>	<ul style="list-style-type: none"> <li>Target local specialist supports (eg psychotherapists)</li> <li>Target areas within a 2hr drive radius of clinic centres</li> <li>Use local information wherever possible</li> <li>TMS credibility and safety</li> </ul>	<ul style="list-style-type: none"> <li>Credibility and practitioner profiles and experience</li> <li>Personal, fast and painless (feels like private healthcare)</li> </ul>	<ul style="list-style-type: none"> <li>TMS as a solution not just a management treatment</li> <li>Positive future life impacts</li> <li>Patient stories</li> <li>PR and widespread coverage</li> <li>Cost and success rates</li> </ul>	<ul style="list-style-type: none"> <li>Science and data content</li> <li>Success rates</li> <li>Patient stories</li> <li>Personal, friendly contact options (callback, phone, chat, website contact etc)</li> <li>Landing pages for specific search terms</li> </ul>	<ul style="list-style-type: none"> <li>Supporting collateral for science and data based content, success rates, process diagram, FAQ for common concerns</li> <li>Expectation management</li> <li>Reassurance and trust</li> <li>Logistics and practicalities (eg travel, hotels etc)</li> </ul>	<ul style="list-style-type: none"> <li>Reassurance and clear content</li> <li>Clear payment information</li> <li>Expectation management</li> </ul>	<ul style="list-style-type: none"> <li>Reassurance</li> <li>Personal relationship</li> <li>Patience and knowledge</li> </ul>	<ul style="list-style-type: none"> <li>Reassurance, trust and building a comfortable experience for the patient</li> <li>Expectation management, practicalities, simplifying the physical journey from the virtual journey</li> </ul>	<ul style="list-style-type: none"> <li>Consistent reassurance</li> <li>Goal setting and managing expectations</li> <li>Clear and continuous process and instruction</li> </ul>	<ul style="list-style-type: none"> <li>Support</li> <li>Next step options</li> <li>Feedback and building advocacy</li> </ul>	<ul style="list-style-type: none"> <li>Benefits of continued treatment</li> <li>Reassurance</li> <li>Continuous journey to patient goals</li> <li>Supportive</li> </ul>

**Fast Track** Friends and family will often take action on behalf of a loved one

**Fast Track** A specialist referral can result in direct patient action