



GUIDE
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Patient journey mapping 101

Map the real path from first symptom to loyal patient, and find where growth leaks.



The six stages patients actually move through

1. Trigger: a symptom, a referral, or a life event starts the search.
2. Research: search engines, reviews, and asking around.
3. Shortlist: two or three providers compared on trust, access, and cost.
4. Book: the moment of friction where most enquiries are won or lost.
5. Treat: the clinical experience, which is also a marketing experience.
6. Advocate: reviews, referrals, and return visits, or silence.



Find the leak, fix the leak

At each stage, write down the patient question, your current touchpoint, and the drop-off. The biggest drop-off is your highest-leverage fix, and it is almost always at Book.

Questions to answer per stage

- What is the patient trying to decide here?
- What touchpoint do we own, and is it good enough?
- How many people reach this stage, and how many move on?

A journey map is not a poster for the wall. It is a list of leaks ranked by how much revenue they cost you, refreshed every quarter.