



clear digital media

| | Awareness | Consideration | Acquisition | Service | Retention |
|-------------------------------|-----------|---------------|-------------|---------|-----------|
| Patient Goals | | | | | |
| Patient Actions | | | | | |
| Touchpoints & Channels | | | | | |
| Patient Thoughts/ Emotions | | | | | |
| Pain Points | | | | | |
| Opportunities to Improve | | | | | |