

TOUCH **POINTS** 



Banners





**Posters** 



Website



Brochure



Website



Medical staff



Guide



**HPOA** form



E-sign app





Medical staff



E-mail



SMS



Clinic

**USER NEEDS** 



Patients need to know what an HPOA is, where is it needed, and the potential benefits of signing one

Patients need scenarios they can relate with to understand where an HPOA might be needed



They also need clarity around the process, the people involved and the various requirements to successfully have an HPOA on file



Patients need to know where to access the form, and what are the steps to complete the process.



Patients need to know information on what traits to look for in an agent, and what roles will the agent play.

Patients need to feel supported in how to discuss this issue with their potential agent



The agents need to be aware of their roles and responsibilities in order to be available in the times of crisis



E-sign

app

Patients need a filing and submission process that is streamlined and with enough guidance so they complete it by themselves



Patients also need to know that the process was successful



Doctors need to access to information of the medical decision makers within 1-2 mins