"Safe Travels": Customer Journey Mapping in Radiology

Mayer Rubin MD¹, Yehuda Herman², Brandon Ballane², Monica Rizkalla MD¹, Ekramul Gofur MD¹, Kevin Thompson MD¹, Alexander Somwaru MD DABR¹, Jared Meshekow MD MPH³, Perry Gerard MD MBA FACR¹-²

¹Westchester Medical Center, Valhalla, NY, ²New York Medical College, Valhalla, NY, ³Temple University Hospital, Philadelphia PA
Disclosures

The authors have no financial interests to disclose.
Learning Objectives

• Explain the concept and purpose of customer journey mapping in the radiology department.
• Explore opportunities to utilize customer journey mapping in the radiology department.
• Describe how findings can be utilized and followed-up.
What is Customer Journey Mapping

- The customer journey mapping, in healthcare also called healthcare journey mapping, is an easy-to-read diagram of the many aspects of the patient experience during the healthcare journey.
- It depicts such a snapshot of each phase of the journey and other relevant details.
- Customer journey mapping is a highly effective way to represent complex customer-business interactions and is being used across many industries to improve, diagnose, and innovate.
Benefits of Customer Journey Mapping in Radiology

- Customer journey mapping allow us to:
  - Define the patient journey.
  - Diagnose existing issues in customer experience and identify opportunities for improvement.
  - Align teams for building a better healthcare journey.
  - Improve the timely provision of healthcare and patient-centric care.
  - Maximize patient participation in their diagnostic imaging, which will improve patient experiences in radiology
How to Create a Customer Journey Map

- Pick the process to map.
- Create a timeline of the individual steps a patient will take during the process.
- Identify the actions, motivations, questions and barriers a patient may encounter at each stage.
- Patient experiences and feedback should be solicited and incorporated.
How to Create a Customer Journey Map

1. Identify:
   • Decide upon the process to map.

2. Timeline:
   • Create a timeline of the individual steps a patient will take during the process.

3. Experience:
   • Examine the customer's experience at each stage.
   • Patient experiences and feedback should be solicited and incorporated.
How to Create a Customer Journey Map

• For each step patient actions, motivations, questions and barriers should be considered:

Actions:
• What actions is the customer taking at each stage?
• What must they do to move to the next stage?

Motivations:
• What is motivating the customer?
• What emotions are they feeling

Questions:
• What questions does the consumer have?

Barriers:
• What barriers stand in the way?
Example: Outpatient Lung Cancer Screening (CT Chest without contrast)

Patient is contacted to schedule CT.
- **Actions:**
  - Answer phone/email.
  - Obtain transportation.
- **Motivations:**
  - Assess for the presence of lung cancer.
  - Minimize cost.
  - Find a convenient time.
- **Questions:**
  - How long will it take?
  - How much will it cost?
- **Barriers:**
  - Availability.
  - Difficulty with transportation.

Patient arrives for appointment.
- **Actions:**
  - Find the radiology department.
  - Register at the front desk.
  - Wait.
- **Motivations:**
  - Assess for the presence of lung cancer.
  - Find a comfortable place to wait.
- **Questions:**
  - Where is the radiology department?
  - How long do I have to wait?
- **Barriers:**
  - Difficulty finding parking/radiology department.
  - Long wait time.

Patient is called/CT is performed.
- **Actions:**
  - Move to CT scanner.
  - Get onto scanner bed.
  - Hold correct position.
- **Motivations:**
  - Get off scanner to a more comfortable position.
  - Obtain a high-quality study.
- **Questions:**
  - How should I position myself?
  - How long will scan take?
  - When & how will I get the results?
- **Barriers:**
  - Difficulty lying flat/staying still.
  - Transportation to scanner if patient is short of breath etc.

Patient and physician receive results.
- **Actions:**
  - Register/login to healthcare app.
  - Schedule an appointment with their physician to discuss the results.
- **Motivations:**
  - Obtain study results.
  - Maintain good health, follow-up any significant findings.
- **Questions:**
  - What do my results mean?
  - Is any follow-up needed?
  - Will I need another screening CT?
- **Barriers:**
  - Difficulty making follow-up appointment.
  - Loss to follow-up.
Example: Inpatient Brain MRI with Contrast

Patient is informed study will be ordered.

- **Actions:**
  - Understand need for study.
  - Accept/decline.
- **Motivations:**
  - Optimize health outcome
  - Fear of pathology
  - Benefits of diagnosis.
- **Questions:**
  - What is the purpose/benefit of the MRI?
  - What are the risks?
- **Barriers:**
  - Ability to communicate.
  - Allergy or contraindication to contrast.
  - MRI incompatible metal.
  - Availability of MRI.

Patient is transported to radiology.

- **Actions:**
  - Cooperate with patient transport.
- **Motivations:**
  - Obtain MRI in a timely manner.
  - Minimize discomfort during transportation process.
- **Questions:**
  - How long will this process take?
  - What do I need to do?
  - Will my belongings be safe while I’m away from my room?
- **Barriers:**
  - Lack of patient transport availability.
  - Limited mobility.

Patient Registration at front desk.

- **Actions:**
  - Wait on stretcher
  - Comply with MRI safety screening.
- **Motivations:**
  - Minimize wait time.
- **Questions:**
  - How long will I need to wait?
  - What if I feel ill or have an acute event?
  - Entertainment options?
  - What if I need to use the bathroom?
- **Barriers:**
  - Medical stability of patient.
  - Lack of suitable IV.

Patient MRI is performed.

- **Actions:**
  - Allow/assist transportation to scanner.
  - Hold correct position.
- **Motivations:**
  - Get off scanner to a more comfortable position.
  - Obtain a high-quality study.
- **Questions:**
  - How should I position myself?
  - Length of scan.
  - What if I have an allergic reaction?
  - How long will it take to get the results?
- **Barriers:**
  - Difficulty staying still.
  - Difficulty lying flat.

Patient and medical team receive result.

- **Actions:**
  - Receive results and follow-up recommendations
- **Motivations:**
  - Maintain best possible health.
- **Questions:**
  - What does this mean?
  - What should I do now?
  - Will I need another screening CT?
- **Barriers:**
  - Ability to communicate..
  - Loss to follow-up.
Follow-up:

- The customer journey map is used to identify where issues are occurring. Corrective changes should be tailored to the specific aspect and step of the customer experience affected.
- Healthcare journey mapping is highly customizable. Use of a customer journey map simplifies stratification of data collected after changes are made.
Conclusion

- Customer journey mapping represents a novel and important tool for radiologists to advance imaging healthcare processes and patient care improvement.
- The easy-to-read-visualization of our complex workflow fosters identification of opportunities for improvement, clear interdepartmental communication, and post-implementation follow-up.
References
