



Patient Journey Worksheet

A patient journey represents the entire sequence of events that a patient experiences within your practice, from scheduling an appointment for a regular checkup to receiving treatment.

By building out journeys for your patient personas, you can close gaps in care, establishing robust routines that ultimately keep your patient engaged.

Engaging patients where they are builds trust and confidence that keeps patients in the system and encourages them to refer their friends and family to your practice.

1.	Desired Outcome:	
	Micro KPIs that help drive your desired outcome:	
	Owner:	<i>should be one person</i>

2.	Desired Outcome:	
	Micro KPIs that help drive your desired outcome:	
	Owner:	

3.	Desired Outcome:	
	Micro KPIs that help drive your desired outcome:	
	Owner:	

4.	Desired Outcome:	
	Micro KPIs that help drive your desired outcome:	
	Owner:	

5.	Desired Outcome:	
	Micro KPIs that help drive your desired outcome:	
	Owner:	

6.	Desired Outcome:	
	Micro KPIs that help drive your desired outcome:	
	Owner:	

7.	Desired Outcome:	
	Micro KPIs that help drive your desired outcome:	
	Owner:	

8.	Desired Outcome:	
	Micro KPIs that help drive your desired outcome:	
	Owner:	

9.	Desired Outcome:	
	Micro KPIs that help drive your desired outcome:	
	Owner:	

10.	Desired Outcome:	
	Micro KPIs that help drive your desired outcome:	
	Owner:	

11.	Desired Outcome:	
	Micro KPIs that help drive your desired outcome:	
	Owner:	

12.	Desired Outcome:	
	Micro KPIs that help drive your desired outcome:	
	Owner:	