

## Challenge 3: Standardising Diabetes Care Pathways



Sanjay Patel - Standardised Care Pathways

### Demographics

Age: 45

Gender: Male

Ethnicity: South Asian (Indian)

Location: London, UK

Occupation: IT Consultant

Family Status: Married with young children

## Technical Skills and access

	Skill Level (0-10)	Access (0-10)
Preference for Digital Services	8	9
Health Apps	8	8
Health Portal (Web)	7	6
Telehealth & Video Consultation	8	8
Wearable & IoT Devices	7	7

## Biography

Sanjay is a software engineer diagnosed with type 2 diabetes five years ago. He juggles a demanding job with a young family, making it challenging for him to maintain a balanced diet and regular exercise. Despite being aware of the importance of managing his condition, he often struggles to stay on track.

## Medical Conditions

- Type 2 diabetes
- Possible related conditions (e.g., hypertension, high cholesterol)

## Behaviours when interacting with services

- Regularly uses health apps and devices to monitor blood glucose levels
- Seeks nutritional information and exercise routines online
- May attend diabetes management classes or support groups

## Goals

- To effectively manage diabetes while balancing work and family life
- To integrate healthy habits into a busy lifestyle
- To find tools and resources that assist in diet, exercise, and medication management

## Pain Points

- Difficulty maintaining a balanced diet due to a hectic schedule
- Challenges in finding time for regular exercise
- Managing stress related to work and family responsibilities
- Navigating healthcare appointments and treatment plans

## Key Challenges

- I need a diabetes management solution that is flexible and fits into my busy lifestyle, allowing me to track my progress without feeling overwhelmed.
- I want easy access to personalised dietary and exercise recommendations that consider my preferences and schedule.
- I require better communication with my healthcare providers to ensure that I fully understand my treatment plan and any necessary adjustments.
- I seek a comprehensive system that integrates my medical history and personal goals, allowing me to manage my condition proactively and effectively.

# Empathy Map

## Says:

- "I know managing my diabetes is important, but it's hard to stay consistent with my busy life."
- "I wish I had more time for exercise and planning meals."
- "I'm comfortable using apps and devices, but I don't want them to take over my life."
- "I need solutions that are easy to integrate into my day without adding extra stress."

## Thinks:

- "Am I doing enough to prevent complications from my diabetes?"
- "There must be a way to manage my condition without feeling overwhelmed."
- "How can I better balance my health needs with my family and work responsibilities?"
- "I need to stay in control of my health, but it's tough to manage everything at once."

## Does:

- Frequently uses health apps to track blood glucose levels and medication.
- Searches for diet plans and exercise routines online but struggles to stick to them.
- Occasionally skips exercise or opts for convenience foods when work or family demands are high.
- Attends medical appointments but sometimes feels uncertain about his treatment plan.

## Feels:

- Frustrated by the lack of time to focus on his health.
- Anxious about potential complications from poorly managed diabetes.
- Overwhelmed by the number of health tasks he needs to manage daily.
- I hope that I can find a solution that helps him stay on top of his diabetes without adding extra pressure.