

Pitfalls in the Patient Journey

As patients navigate across the Canadian healthcare system, different challenges present themselves at various steps which may prevent optimal treatment.

This short survey sought to understand physicians' perspectives on these challenges and how they could be addressed.

Top challenges identified by physicians

Patient Journey Map

Top opportunities identified by physicians



61%

Patients not recognizing there is a problem or that they may have symptoms of a disease.



Awareness

Ranked #1 by physicians



58%

Invest in disease and symptom awareness campaigns.



50%

Patients not consulting a healthcare professional about their symptoms.



Taking Action



35%

Develop online resources for patients to obtain more information.



Consulting



Diagnosis & Referral



52%

Patient refusal to be initiated on therapy.



Treatment Initiation



38%

Facilitate patient access to counselling and support from other healthcare professionals.



Fulfillment & Adherence



69%

Patients not fully adhering to treatment as prescribed.



Treatment Assessment



36%

Develop and improve patient support programs.

Additionally



Compared to specialists, GPs are more concerned about patient treatment refusal (29% vs **60%**).



Specialists are more likely than GPs to raise the need for front-line HCP education on faster referrals (**36%** vs 14%).

Studying the patient journey by disease area can help to identify key opportunities to improve patient outcomes.

