

Healthcare Patient Journey Mapping Document

Project Overview

[Brief description of the automated marketing and its objectives]

Target Patient Persona

- Name: [Sample Name]
- Age: [XX]
- Demographics: [Details]
- Healthcare Needs: [Details]

Patient Journey Stages

Stage	Patient Goal	Touchpoints	Automated Marketing Actions	KPIs
Awareness	[Goal]	[Website, Social Media]	[Automated Emails/SMS]	[Open Rate, Click Rate]
Consideration	[Goal]	[Appointments Page]	[Targeted Content]	[Downloads, Session Time]
Appointment Booking	[Goal]	[Online Portal]	[Reminders, Confirmation Emails]	[No-show Rate, Bookings]
Pre-Visit	[Goal]	[Email, SMS]	[Instructions, Reminders]	[Engagement Rate]
Visit	[Goal]	[In-person]	[Check-in Alerts]	[Patient Satisfaction]
Post-Visit	[Goal]	[Follow-up Email]	[Feedback Forms]	[Feedback Completion]
Retention	[Goal]	[Newsletter]	[Health Tips, Recall Reminders]	[Repeat Appointments]

Automation Content Samples

Sample Email Subject:

[Your Upcoming Healthcare Appointment]

Sample SMS Reminder:

[Reminder: Your appointment is scheduled for [date]. Reply YES to confirm.]

Notes & Considerations

- [Patient data privacy requirements]
- [Compliance regulations]
- [Personalization best practices]