

# Tegria

Aligning Experience to Drive  
Scalable, Sustainable Change

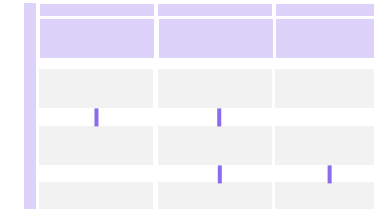
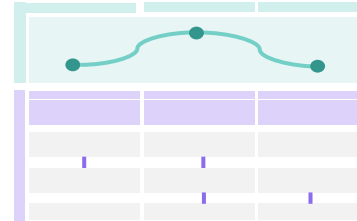
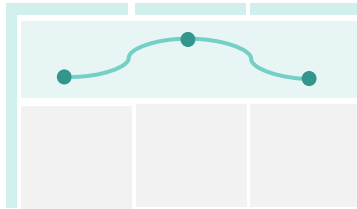
# Experience Alignment Tools: Introduction

These are two examples of **many possible tools** for visualizing experiences so they can be understood across teams

They **can be paired with different methodologies** to support experience alignment throughout different project phases

**They are flexible** to address the problem space at hand

- Structure
- Level of experience fidelity
- Type of content/context



## Journey Maps

*Not just for building empathy*

Visual representation of the steps a person takes to achieve a specific objective

## Service Blueprints

*The big service picture*

Visual representation of a person navigating a flow with supporting **service delivery** components of **people, process and technology**

# Journey Maps: Journey Structure & Experience Impact

## High-Level Journey Structure

Segments journey into phases based on patient goals for alignment with

- Business goals
- Operational metrics
- Initiatives in progress

## Patient Experience Context

- Journey timeline

## Emotional Status & Pain Points

- Shows the emotional arcs of the journey

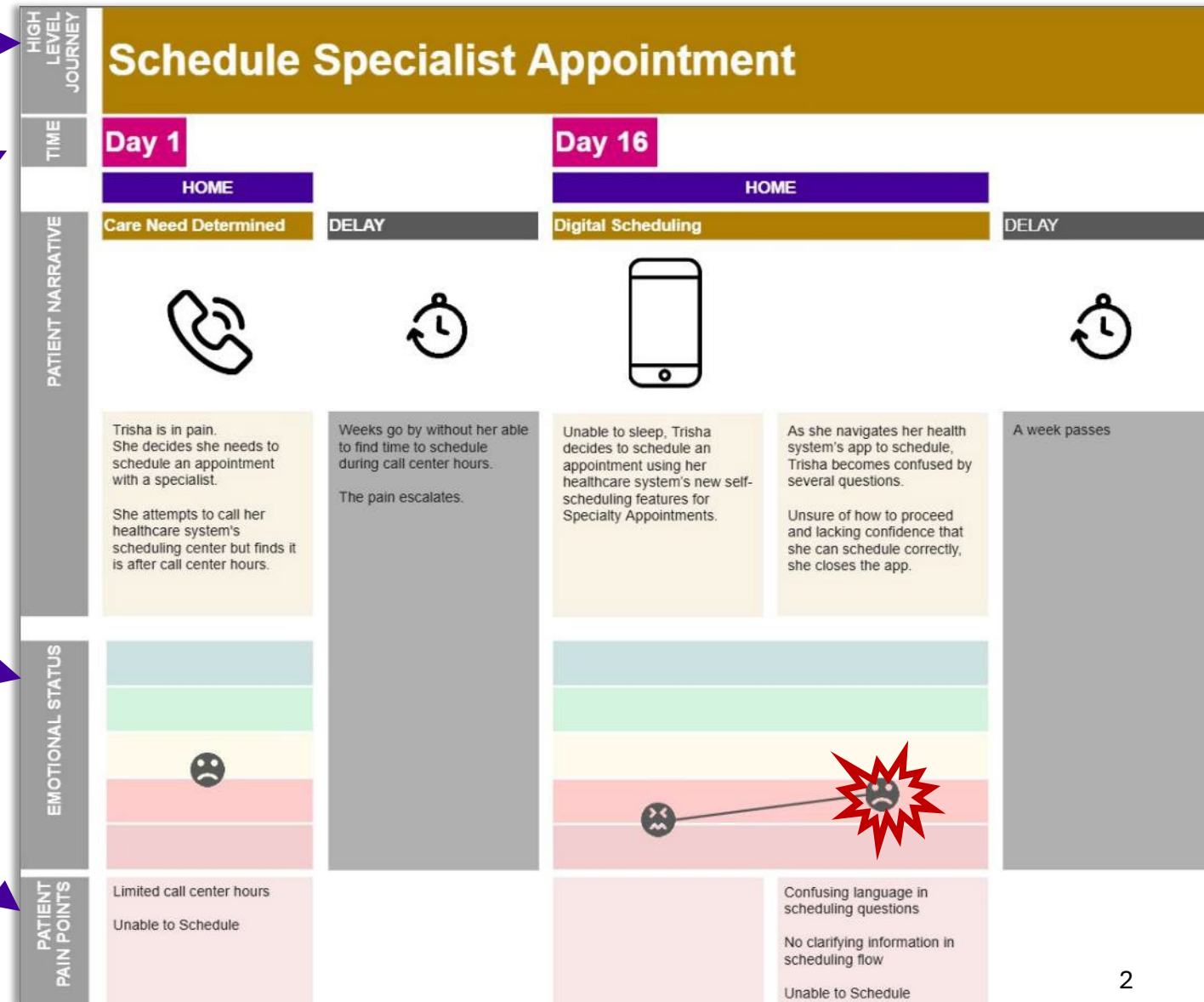
## Explosive Moments



Where pain points stack & compound

- Opportunities for interventions
- Focus Areas for Intervention Prioritization

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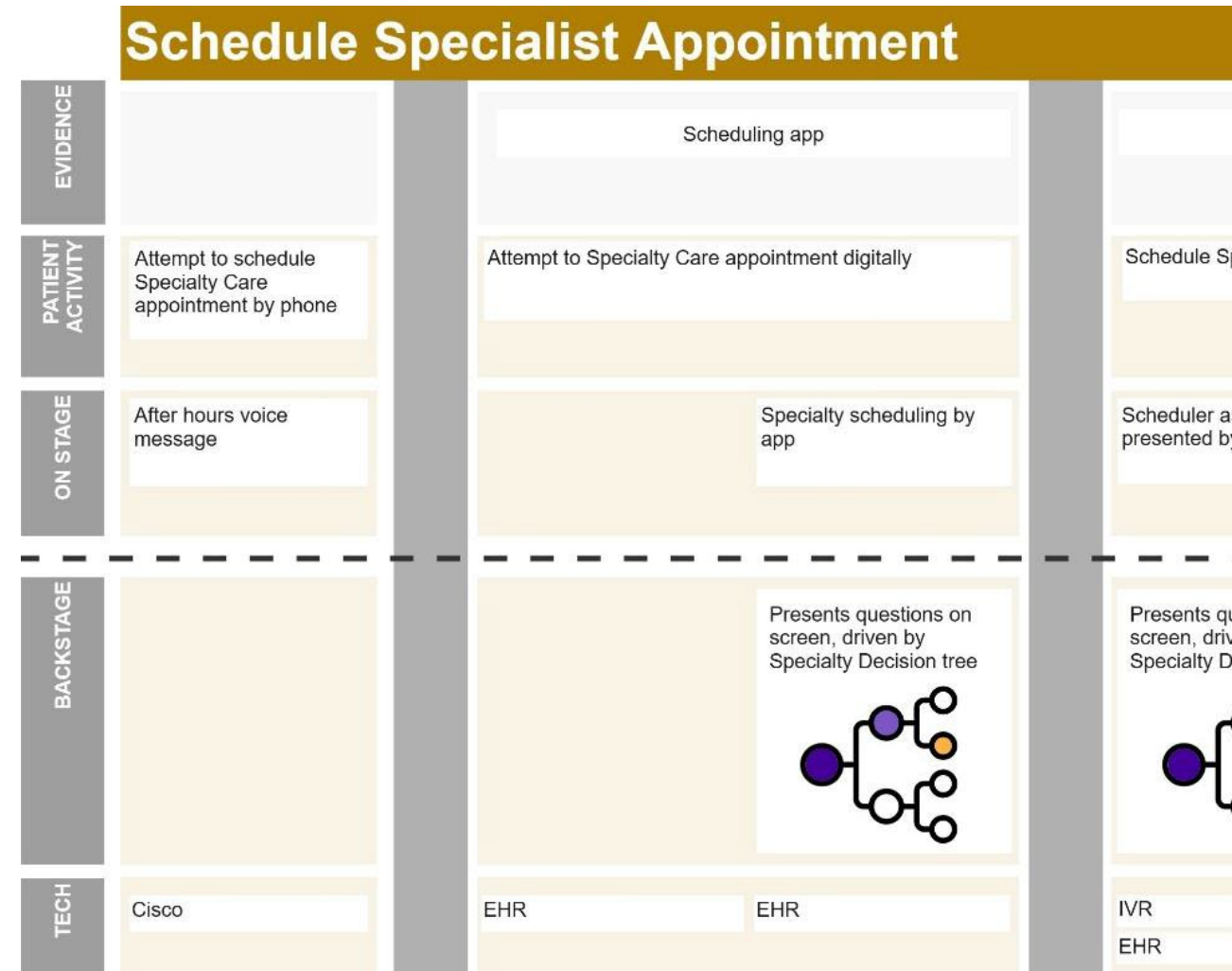


# Service Blueprints: Completing the Full Service Picture

Service Blueprints depict **the full depth of the service** across **people, process and technology**

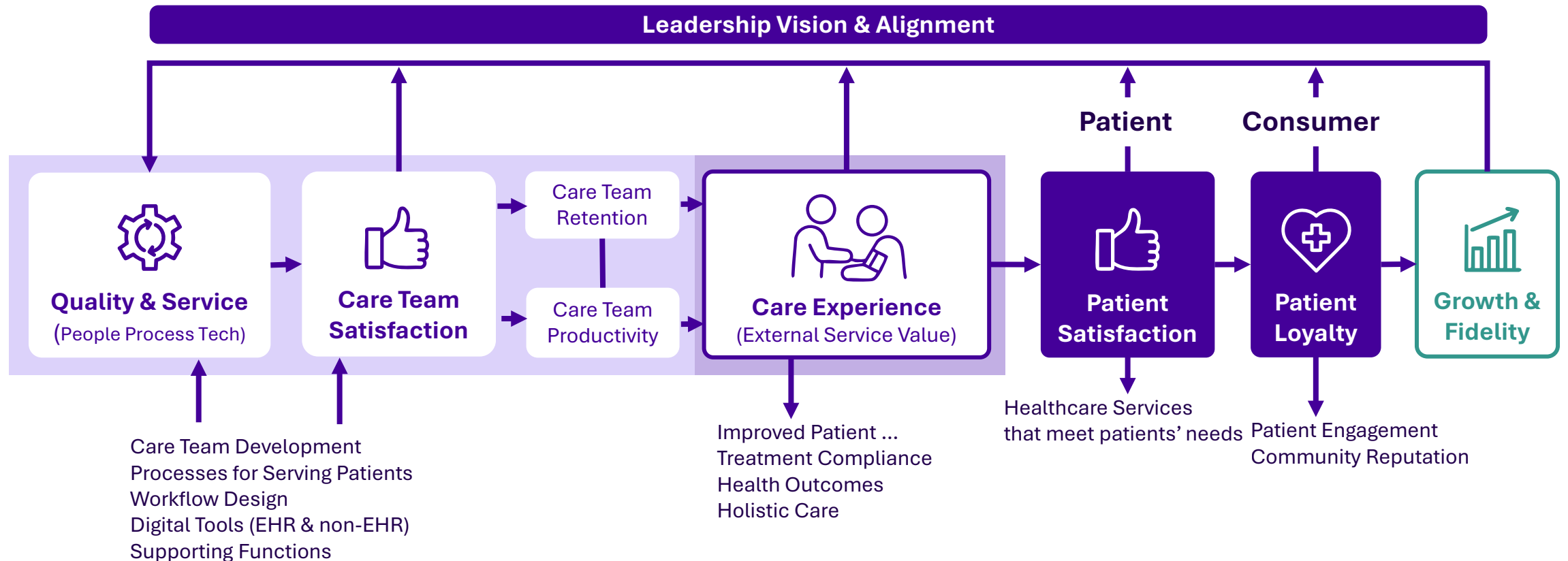
## Elements

- Patient Activities & Touchpoints
- Front and backstage Care team activities
- Support needs
- Technology
- Etc.



# Operating Strategy & Service Delivery System

Supporting healthcare systems to deliver top-level service experience and care to patients



# Questions?

**Erika Smith**, PharmD, FACHE, FASHP  
Executive Director, Transformation & Integration  
Froedtert ThedaCare Health  
[Erika.Smith@Froedtert.com](mailto:Erika.Smith@Froedtert.com)

**Anna Schwinn**,  
Healthcare Service Designer  
[Anna.Schwinn@tegria.com](mailto:Anna.Schwinn@tegria.com)

**Kristal Wittmann**, DHSc, CXPX  
Director, Access & Experience  
[Kristal.Wittmann@tegria.com](mailto:Kristal.Wittmann@tegria.com)