Cognitive Therapy Experience Map: Neurofit VR Inc.

UNIVERSITY OF TORONTO
FACULTY OF INFORMATION

CYCLE OF CARE

	ADMISSION	ASSESSMENT	THERAPY	HOME CARE	FOLLOW UP
Medical Practitioner					
DOING	Understand patient's story Review medical history	Meet patient's family Assess patient's medical coverage Define patient's goals Mental & physical check	Personalize therapy Administer exercise Record performance data	Create list of at-home exercises Referral to other services	Report to Ministry of Health Refer patient to other services
THINKING	What is their injury? Am I able to help them? Will their insurance cover this?	Would recovery plan work? Should I adjust their care plan? What has changed since last appointment?	How can I motivate them? Can anybody help them at home? Why did they miss their appointment?	Is the plan working out? Why is insurance so stringent?	
FEELING	+ **Empathetic.** Medical professional is receptive and motivated to help patient.	+ **Happy & hopeful** with the way the recovery plan is going.	− **Overwhelmed** with how to make sense of the different patient data collected.	− **Concerned & upset** with patient's progress.	+ **Satisfied** with patient's improved condition. − **Helpless & angry** about the inability to help patient.
Patient Experience					
RECOVERY GOAL	Find support	Understand next steps	Feel better	Continuous recovery	Get back to normal
NEEDS	**Insurance that covers care needed** Hope for recovery Feel safe	**Positive relationship with practitioner** Education on recovery Communication	**Tailored care** ⊖ Encouragement ⊖ Time and patience Support from practitioner	**Motivation** ⊖ Energy to recover Rehab at home ⊖ Sense of progress	**Return to work** Practice self-care ⊖ Improve mental well-being
BARRIERS	Insurance Number of sessions possible ⊖ Type of therapy possible	Rapport Conflicting personalities Lack of trust Lack of communication	Resources Therapy setting ⊖ Time needed ⊖ One-on-one assistance	Mentality Motivation ⊖ Fear of discomfort Mental health & PTSD	Physical Ability Healing rate & exhaustion Compounded symptoms Continued recovery at home ⊖

Recovery Timeline — **Goes home** ★ — **Insurance runs out** ★

Successful Recovery

Failed Recovery

CYCLE OF CARE

Patient re-enters care

Jason Batten-Carew Rachel Booth Tarik Haiga Adrienn Kassai

⊖ Opportunity for Neurofit to Improve ★ Moment of Truth