

Template — Mapping Influencers and Decision Makers (2 of 2)

Patient Treatment Journey	Primary Care	Secondary Care	Clinic staff (Nurse)	Pharmacist	Medicine Vendor	CHW	Family/ Friends
Trigger / Information Gathering	No Role	No Role	No Role	No Role	Role	No Role	No Role
Diagnosis / Evaluation	Role	No Role	No Role	No Role	No Role	Role	No Role
Treatment Choice	Role	Role	Role	No Role	No Role	Role	Role
Product/ Brand Choice	Role	Role	Role	No Role	No Role	Role	Role
Post-Treatment Evaluation	Role	No Role	No Role	No Role	Role	No Role	Role



Decision Maker / Influencer plays a role at this stage



Decision Maker / Influencer plays no role at this stage