

Stage 1: Getting a health insurance plan

Stage 2: Looking for a healthcare provider

Emotions

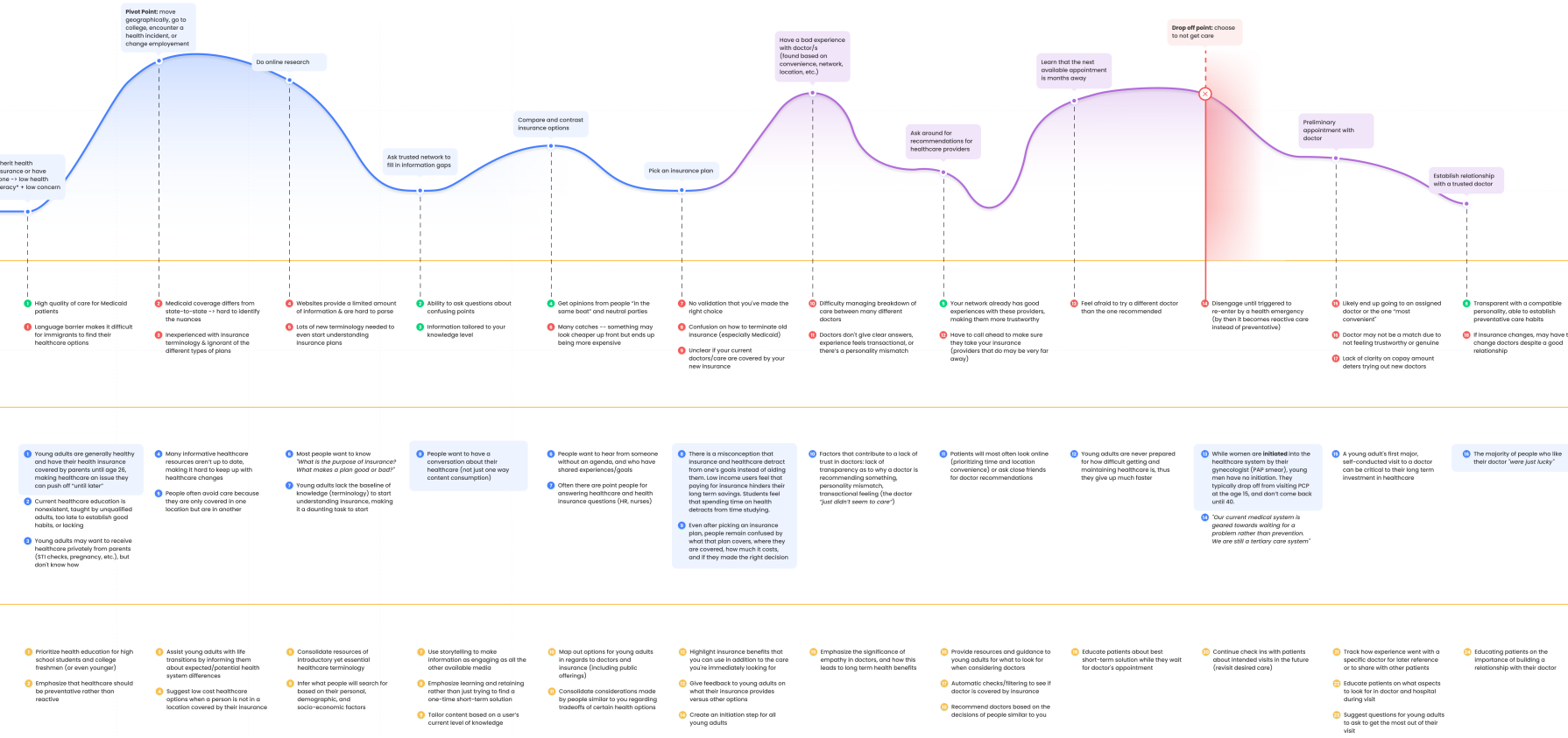
Confused

Satisfied

Pains & Gains

Insights

Opportunities



* Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information needed to make appropriate health decisions