USING VISUAL METAPHORS TO DESCRIBE PATIENT JOURNEYS
WE NEED TO STUDY THE “WHOLE MIND” TO UNDERSTAND THE LIVED EXPERIENCE OF DISEASES AND MEDICATION

Cognitive/Rational:
- Comprehension
- Preference
- Relevance
- Logic
- Recognition
- Attribution

Sub/Unconscious/Emotional:
- Meaning
- Feeling
- Resonance
- Motivation
- Identity
- Affinity
METAPHOR ELICITATION LEVERAGES IMAGES AND METAPHERS TO ACCESS PEOPLE’S SUBCONSCIOUS
THE UNDERSTANDING OF ONE THING IN TERMS OF ANOTHER
DISEASE AS THE ENEMY

“TREAT ALL MY PATIENTS AGGRESSIVELY”
PHYSICIAN AS A WARRIOR CAPTAIN

“SHE’S A GOOD FIGHTER”
PATIENT AS BATTLEGROUNDD

“THE FIGHT ON CANCER”
ONLINE METAPHOR ELICITATION
STEP ONE: CHOOSE AN IMAGE
You indicated having been diagnosed with early stage diabetes. Please select one image that captures your thoughts about your health.

STEP TWO: DESCRIPTION
“A snail moving across a barren sand lot, or maybe the desert?”

STEP THREE: INTERPRETATION
“Seems that my health is slowly improving, but not at the rate I wish it to...as in a snails pace, very similar to the pictured snail.”
RHEUMATOID ARTHRITIS
“Living with RA makes me feel like I’m trapped in a body that’s always wracked with pain which makes me a lot less likely to do a lot of different things. I can’t enjoy walking with my wife, or doing anything strenuous.”

“Through the illness you feel that your life quality is restricted and you feel caught. The attacks of the disease came and went and you were always trapped by them.”

“It’s like being lost in a maze with no exit. I get better and I get worse, but I’ll never get out or totally better, which makes me depressed and never clear-headed.”

“This image of a chained gate is an ideal anachronism of what it feels like to be trapped in an endless cycle of pain and being a prisoner to the disease on a daily basis. There is no escape so you feel locked in.”

“I feel trapped for not being able to do what I want to do. An animal that should be free, but like me is trapped inside a cage. For him, this is a real cage, for me, this cage is my own body.”
RA MEDICATION AS ESCAPE: GETTING BACK TO “NORMAL” LIFE FOR A LITTLE WHILE

SMOOTH SAILING

“The image shown above makes me feel calm and without pain just like when sailing in smooth waters on a nice sunny and wind free day, I feel calm and collective and pain free.”

A MOMENT TO RELAX WITHOUT PAIN

“That I am also almost free of pain due to the medication and that I can rest in a more relaxed way and think of something else once in a while other than of the disease. Just to chill without pain sometime.”

FINDING SALVATION

“Gas station in a desolate place. Coming across a source of gasoline in a desolate place made me think of finding salvation for my joints.”

ESCAPE FOR A SHORT TIME

“Because for the most part I feel that the drug does not give me enough relief that I feel free of it but it often offers enough relief that I can feel I can escape albeit only for a short time.”

AN ESCAPE TO NORMAL LIFE

“When I take the medicines I feel my body reacting well to them and I realize myself being able to hang around with friends, visiting places and enjoying good moments.”
DEPRESSION
DEPRESSION AS DROWNING: PATIENTS STRUGGLE TO STAY AFLOAT

“I feel like this everyday. It’s hard to live with depression. Sometimes it feels like you’re drowning in your sadness. It’s tough to survive day to day.”

“Most of the time I feel like I am treading water with no hope of a raft; therefore, I am sinking and will eventually drown.”

“Sometimes I feel like I’m drowning and the depression is winning. Other times I feel like I am just treading water in order to just stay alive. Depression affects everything in your life.”

“Sometimes I feel like I’m underwater and constantly pushing against barriers put in my way. I am trying to get done what I need to do in my life.”
DEPRESSION MEDICATION AS PERPETUITY: MEDICATION DOES NOT IMPROVE DEPRESSION SYMPTOMS

GOING AROUND IN A CIRCLE

“More medicine would make me feel like going around in a circle and getting nowhere. I feel like everything is passing by without including me in everything.”

NO END IN SIGHT

“I am walking through a long mountain tunnel. There is no start & no end in sight! I feel as if I am walking through a whole mountain chains.”

RUNNING AND GETTING NOWHERE

“The add on medication makes me feel like I am running and not really getting anywhere. This is a metaphor for my life as well. Running and running and getting nowhere.”

YET ANOTHER JOURNEY

“A chameleon is what you have to become to deal with each days’ problems. Trying yet another medication that may or may not work and takes forever to accumulate in your system is yet another journey that most likely will go nowhere.”
HIGH CHOLESTEROL
“I feel that I have a strong foundation that holds together at the moment but it is beginning to age and rust just like my health, But I will not let the chain which represents my health, break.” (Male)

“Am definitely in the same predicament as my health at my age is an ongoing concern and is monitored daily. Juggle diet and health decisions every day.” (Male)

“My health is good at times and then at other times I don't feel very well at other times. It is very up and down.” (Female)

“I have to try to keep my health in balance by good diet and good health habits in general and thereby keep myself on an even keel.” (Female)
CHOLESTEROL MEDICATION AS SECOND LIFE: CLEANS AWAY THE PAST AND LETS YOU START FRESH

“it gives you a clean slate if you properly take the medication then you will not have a lot of barriers to normal activities as the drug will clear the slate for the condition you are managing” (Male)

“Attempting to wipe the slate clean for a fresh start. Sometimes this is not possible but one has to try. Many people feel this is the answer to all their problems.” (311, Male, CA)

“This machine represents the cholesterol medication I take to clean my blood vessels. The dirt that it removes compares to the plaque that the medication dissolves. I operate the machine in that I am responsible for keeping my arteries clean.” (Female)

“While medication can not change the past, it does give me a new starting point, a second chance to live a healthier more active life.” (Male)
# Metaphor Scorecard

<table>
<thead>
<tr>
<th>Disease Experience</th>
<th>Medication Provides</th>
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</thead>
<tbody>
<tr>
<td><strong>Rheumatoid Arthritis</strong></td>
<td><strong>Entrapment</strong></td>
</tr>
<tr>
<td><strong>Depression</strong></td>
<td><strong>Drowning</strong></td>
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<tr>
<td><strong>Cholesterol</strong></td>
<td><strong>Balancing</strong></td>
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METAPHOR ELICITATION APPLICATIONS IN PHARMA

- Disease State
- Patient Journey
- Brand Mapping
- Positioning Concept Testing
- Communications Testing
- Patient/Physician Segmentation
APPLICATIONS WITH PHYSICIAN AND PATIENT SAMPLE