

The Peri-menopause Journey Map



AHA-MOMENT



SEEKING INFORMATION



HEALTHCARE SUPPORT



DIAGNOSIS & TREATMENT



IMPACT



LONGTERM EFFECTS

KEY QUESTIONS

When & how do women first realize they could be in perimenopause or ill?

Where do they look for information?

Where do they look for help?

Insurance covered

Where do they look for help?

Self-paid

Why do the following occur:

No Diagnosis

Why do the following occur:

Diagnosis without Treatment offered

Why do the following occur:

Diagnosis with Treatment offered

Without symptoms relieved, what are the major risks and consequences on:

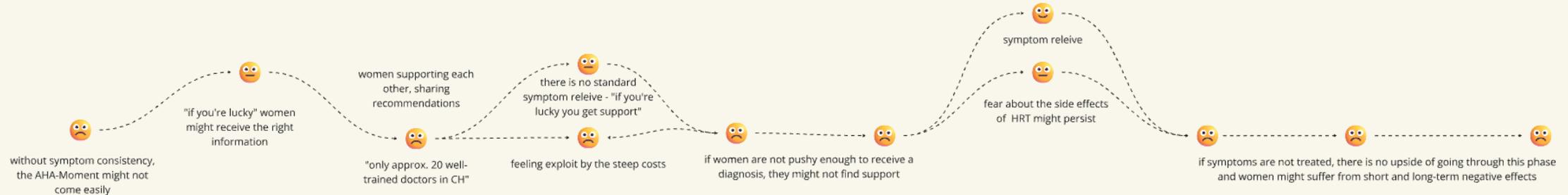
Private Life

Without symptoms relieved, what are the major risks and consequences on:

Professional Life

What are the long-term effects if the status quo remains?

LIVED EXPERIENCE



FOCUS AREA 1

Women are mainly dependent on self-educating about peri-menopause. Alternatively they might learn about peri-menopause through their network friends and family. They might have to self-diagnose, draw on information based on social media, google, AI or pop-culture (movies, etc.), or informal conversations. Bestselling books on peri-menopause are becoming more available, which might be pointed out to them through their network or come up on online search. "If women are lucky, they might be pointed to the right type of information that will help them to identify, diagnose, go through peri-menopause and get symptom relief."

FOCUS AREA 2

The healthcare system is scattered and women might look for professionals treating individual symptoms (house doctors, pharmacists, physical therapists, psychologists). Doctors and healthcare professionals think in silos and are undereducated holistically in the symptoms, tools, or medications available. "If women are not pushy enough to receive a diagnosis, they might not find support."

FOCUS AREA 3

There are no formal check-ups recommended or covered by insurance, so women might end up spending a lot of money in order to receive a diagnosis and get treatment. "There is no standard for peri-menopause - if you're lucky you get support." "Women are feeling exploit by the steep costs of alternative medicine, diagnosis or specialized professionals. Either they pay a lot of money, or they are not receiving help."

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