

# The Patient Journey

## 8 CDP Touchpoints from Diagnosis to Recovery

In healthcare, every interaction a patient has, from the moment of diagnosis to the day of discharge, generates critical data across disconnected systems.

A **Customer Data Platform (CDP)** stitches these fragmented signals into a single, real-time patient profile, enabling care teams to deliver personalised, timely, and consistent experiences across every touchpoint in the care journey.



### 1. Diagnosis

Initial assessment, patient record created.

**CDP event:** profile created (EHR ingested)

### 2. Lab & Imaging

Diagnostics ordered, results unified in profile.

**CDP event:** Results recorded (Lab + PACS streams)



### 3. Care Plan Set

Treatment protocol assigned, consent captured.

**CDP event:** care plan activated (Goals + consent logged)

### 4. Treatment Delivered

Medications, procedures, or therapy administered.

**CDP event:** treatment given (Pharmacy + clinical data)



### 5. Patient Engagement

Portal logins, app check-ins, education content viewed.

**CDP event:** patient activity (Portal + mobile streams)

### 6. Remote Monitoring

Wearable + RPM data streamed into CDP.

**CDP event:** vitals recorded (IoT / wearable APIs)



### 7. Follow-Up Visit

Clinician reviews progress, plan adjusted if needed.

**CDP event:** visit completed (Appointment + notes)

### 8. Recover & Discharge

Outcome scored, summary unified in patient 360.

**CDP event:** patient discharged (Outcome + PROMS data)



Ready to deliver truly connected patient care?

Discover how unified data and real-time insights can transform outcomes across the entire care journey.

- Explore [Lemnisk's Healthcare CDP](#)

