



Longevity Patient Journey Canvas

Design each part of your service. Turn every bucket into one clear document for your patients.

Practice: _____ Clinical lead: _____ Version / review date: _____

1 / CALENDAR	2 / TEAMS	3 / CARE	4 / OUTCOMES & DATA	5 / EXPERIENCE
When will care happen? Contact rhythm Map onboarding, results consultations, coaching, progress reviews, and renewal. Testing schedule Separate tests from visits. State what is planned, conditional, or decided after review. Between visits Define patient check-ins, result turnaround, response windows, and triggers for earlier contact. Follow-through Identify who schedules, who follows up, and what the patient needs to do next.	Who is looking after me? Roles & competence List each person's name, credentials, expertise, scope, and responsibility in the care plan. Clinical accountability Identify the lead physician and who can interpret results, prescribe, coach, or coordinate. How to access them Provide contact channels, availability, response times, booking steps, and backup coverage. Handoffs Explain how external specialists and testing partners connect with the core team.	What should I expect? Tests & biomarkers Explain purpose, preparation, limitations, result timing, interpretation, and next steps. Drugs & interventions Explain rationale, evidence, expected benefit, alternatives, risks, side effects, and interactions. Follow-up & safety Specify monitoring, whom to contact about concerns, and when treatment is reviewed or stopped. Outcome expectations Agree on realistic goals, expected timeframes, uncertainty, and what would prompt a change.	How will we see progress? Starting point Record patient-defined goals and relevant clinical, functional, and reported baseline measures. Scorecard Show each priority, baseline, target, timeframe, latest result, and trend. Meaning & action Explain what each measure means, its limitations, and how it informs the plan. Review & access Define update frequency, who reviews the data, what is monitored, and how patients access it.	How does this work in practice? Phlebotomy Explain booking, home or clinic location, preparation, the visit, and how results arrive. Consults & testing Outline virtual and in-person visits, locations, duration, preparation, and what happens afterward. Everyday access Show how to use the app, messaging, scheduling, referrals, and travel or accessibility support. Service recovery Explain rescheduling, delays, missing results, concerns, and the route for feedback.
PATIENT DOCUMENT 12-month Care Calendar A dated schedule of visits, tests, and check-ins, with preparation, owners, response expectations, and next review.	PATIENT DOCUMENT Team Roster Names, roles, qualifications, what each person can help with, how to reach them, and who to contact first.	PATIENT DOCUMENT Care Guide One guide covering selected tests and treatments: what, why, how, benefits, risks, follow-up, and expected outcomes.	PATIENT DOCUMENT Outcomes Scorecard An understandable view of goals, selected measures, trends, interpretation, next actions, and review dates.	PATIENT DOCUMENT Experience Guide A practical walkthrough of appointments, blood draws, testing, digital tools, logistics, and support.
6 / PRICING			7 / TRUST	
What will I invest, and where does the practice earn money? Coverage & total investment Itemize membership or visit fees, included services, exclusions, optional extras, third-party charges, and likely total investment. Explain payment, cancellation, and renewal terms. Financial transparency Disclose practice revenue from drugs, supplements, testing, and referrals where applicable, including markups, commissions, or ownership interests. Explain alternatives and freedom of choice.			What commitments can the patient hold us to? Evidence, consent & transparency Explain evidence strength, uncertainty, alternatives, and conflicts. Support informed choices and the right to decline. Set realistic expectations without outcome guarantees. Privacy, safety & accountability Explain data access, sharing, and permissions; professional roles; safety escalation; and how concerns are resolved. Assign an owner to maintain applicable compliance requirements.	
PATIENT DOCUMENT Pricing and Financial Disclosure An itemized cost summary, inclusions and exclusions, optional expenses, and relevant financial interests.			PATIENT DOCUMENT Our Commitment to You Our commitments to evidence, informed choice, privacy, financial transparency, safe care, and accountability.	

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