

Key moments & Roadblockers tool: A Practical Guide and Visual Template

The **multi-stakeholder journey** is the structured representation of the full pathway of a patient (from first symptoms to receiving an accurate diagnosis and optimal treatment) within the healthcare ecosystem, mapping each stage and every actor involved in it. It can be built with as much granularity as needed: including timelines, and local or regional inputs reflecting the specifics of different healthcare systems.

Mapping the full journey allows for the systematic identification of:



Key moments or touchpoints are the critical decision points where an action can change the course of the patient's journey.

Example: The moment a primary care physician decides to refer to a specialist.



Roadblockers refers to the obstacles, evidence gaps, or pain points that slow down or interrupt the flow of the journey.

Example: Unclear protocols, lack of local evidence, or barriers to accessing diagnostic tests.

This matters even more in the rare diseases' context

Diagnostic delay is the norm rather than the exception and awareness of the condition can vary widely even among HCPs. **Evidence is often scarcer, treatment pathways less standardized, and referral networks less mature.**

Mapping the journey is often the only way to make visible a pathway that would otherwise remain fragmented across silos and individual experience.

Strategic recommendations after the mapping



Prioritizing roadblockers based on their potential impact on patient outcomes and the feasibility of addressing them in the short to medium term.



Linking each finding to a concrete Medical Affairs action (for example, an evidence-gap roadblocker may translate into an evidence generation plan; a referral key moment may translate into a clinical decision-support tool).



Reviewing the journey periodically, as the care landscape evolves (new treatments, updated clinical guidelines, new actors entering the system).



Sharing it as a living tool with relevant internal and external teams, to align efforts around the same critical points identified.

Multi-Stakeholder journey | Key moments & Roadblockers Tool

STAGE OF THE JOURNEY: The specific point in the journey being analyzed. Keep stages granular enough to be actionable (i.e. 'diagnosis' is too broad; 'referral from primary care to specialist' is actionable).



Allied HCPs (i.e. nurses)
Physician
Payers
Hospital pharmacy
Advocacy Bodies
Patients
...

ACTORS INVOLVE: List every stakeholder present or influential at this stage



KEY MOMENT

1. Description

A concise, factual description of what happens at this point.

2. Root Cause

Ask your team why does this key moment or roadblocker exist?

3. Impact on the patient / system

What happens if this roadblocker is not addressed, or this key moment is not leveraged? This is what will later support prioritization.

4. Supporting source

Where does this insight come from? (i.e. literature, advisory board, etc.)

5. Suggested action / intervention type

This is the bridge between the diagnostic tool and the Strategic Medical Plan's tactical plan.



ROADBLOCKER

1. Description

Example: Primary care physicians frequently attribute early symptoms to more common respiratory conditions, delaying referral.

2. Root Cause

Example: Lack of awareness/ education (low index of suspicion for PH-ILD among primary care physicians).

3. Impact on the patient / system

Example: Diagnostic delay to years, suboptimal treatment selection, avoidable disease progression, unnecessary costs to the system, etc.

4. Supporting source

Example: Advisory board, Q2 2026; supported by published diagnostic-delay literature.

5. Suggested action / intervention type

Example: Training and awareness materials for primary care on PH-ILD red-flag symptoms.

Usage note: Fill in each box following the guidance/instructions included inside it. Right next to it, you'll find a **worked example shown as a roadblocker analysis**, to illustrate what a completed entry should look like.