



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Patients may say they appreciate the clinic's convenient location, friendly staff and range of services.

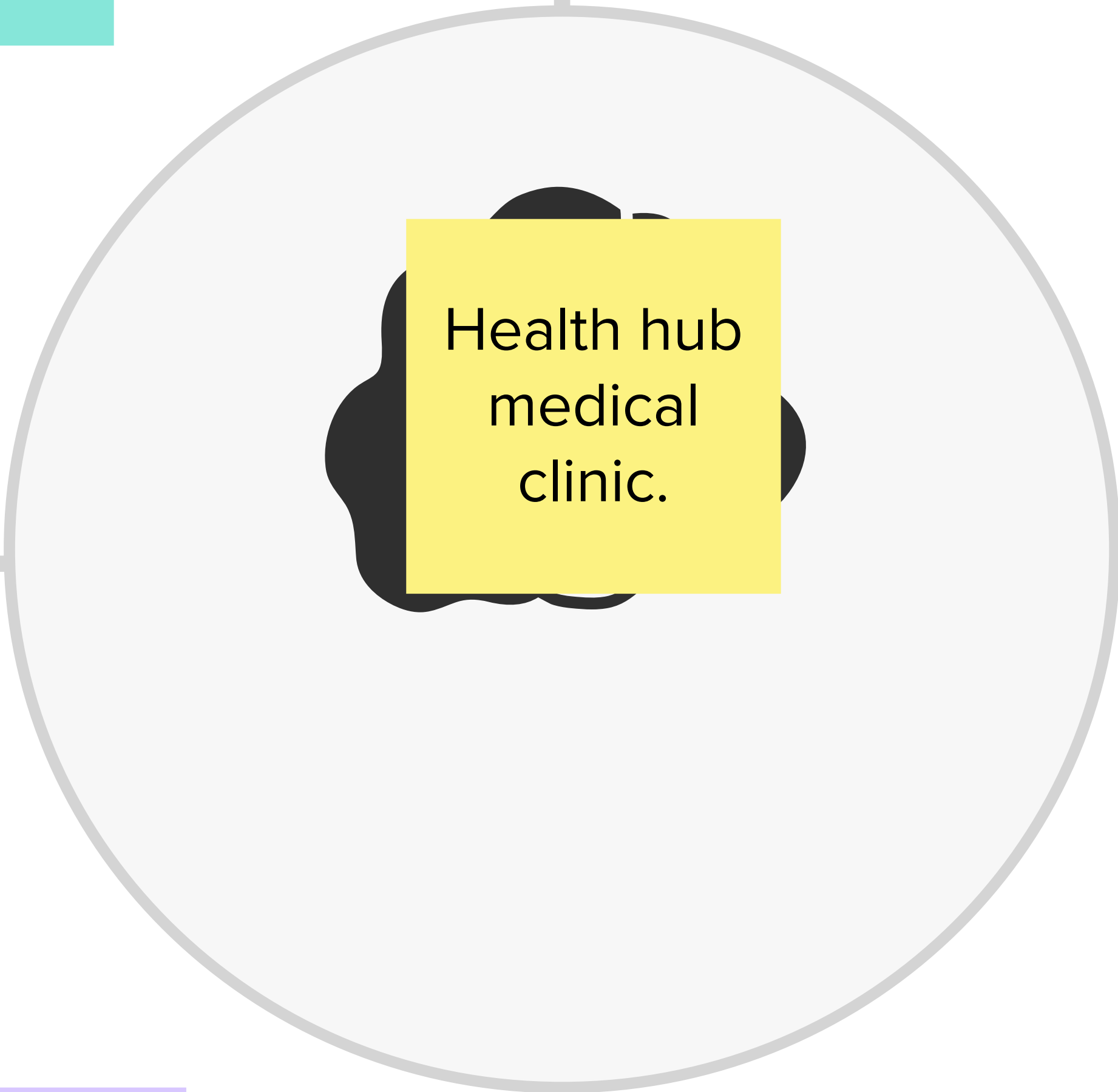
Patients may be thinking about the quality of care they receive, whether the clinic is update with the latest medical technology and if their insurance covers the services.

Patients may express their symptoms or concerns to the receptionist.

They might mention positive experiences with specific doctors or treatments.

Pain or discomfort: patients may be influenced by the severity of their medical condition,which could lead to seeking immediate care.

Previous experiences;past experiences with the clinic or other healthcare providers can shape perceptions and behaviour. Positive experiences may lead to loyalty, while negative ones could deter them.



Patients likely schedule appointments, wait in the reception area, and interact with clinic staff. They might also research the clinic online or ask for recommendations from friends and family.

They may fill out forms or provide insurance information.

Fear or anxiety: Some individuals may have fear or anxiety related to medical procedures, which can affect their behaviour and willingness to seek care.

Some patients might engage in small talk with fellow patients.

Wait times: the perception of how long they'll have to wait for appointments, in the waiting room, or to receive test results can influence their choice of behaviour.

Other Feelings:Trust in the expertise and care of the medical staff.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?