



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?

Efficiency in billing directly impacts our ability to provide quality healthcare.

We aim to maintain compliance with healthcare billing regulations.

Clarity in patient billing contributes to a better patient experience.

Monitors billing processes closely to identify and address areas for improvement.

Implements data security measures to protect patient information.

Actively seeks insights from Zoho Books to enhance financial reporting.

Are there training resources available to maximize our utilization of Zoho Books?

What are the best practices for integrating Zoho Books into our existing workflow?

How can Zoho Books help us monitor and manage insurance payments effectively?

Concerned about data security and confidentiality in the billing process.

Motivated to uphold compliance with healthcare billing regulations.



Relieved to have a user-friendly interface in Zoho Books for billing tasks.



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?