



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?

Accepts
new
patients

Show real
interest in
patients

It helps
family
medicines

Provide
vaccinations

Expect advice
from
Professionals

Caring
attitude and
helpful
demeanors



Patients are one who needs
better services of HealthHub
Medical Clinic

Focused On
outpatient
services

Active
listening

Blood
banking
services

Low cost of
medical
services

Care and
connection

Demand
more time
than others



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?