



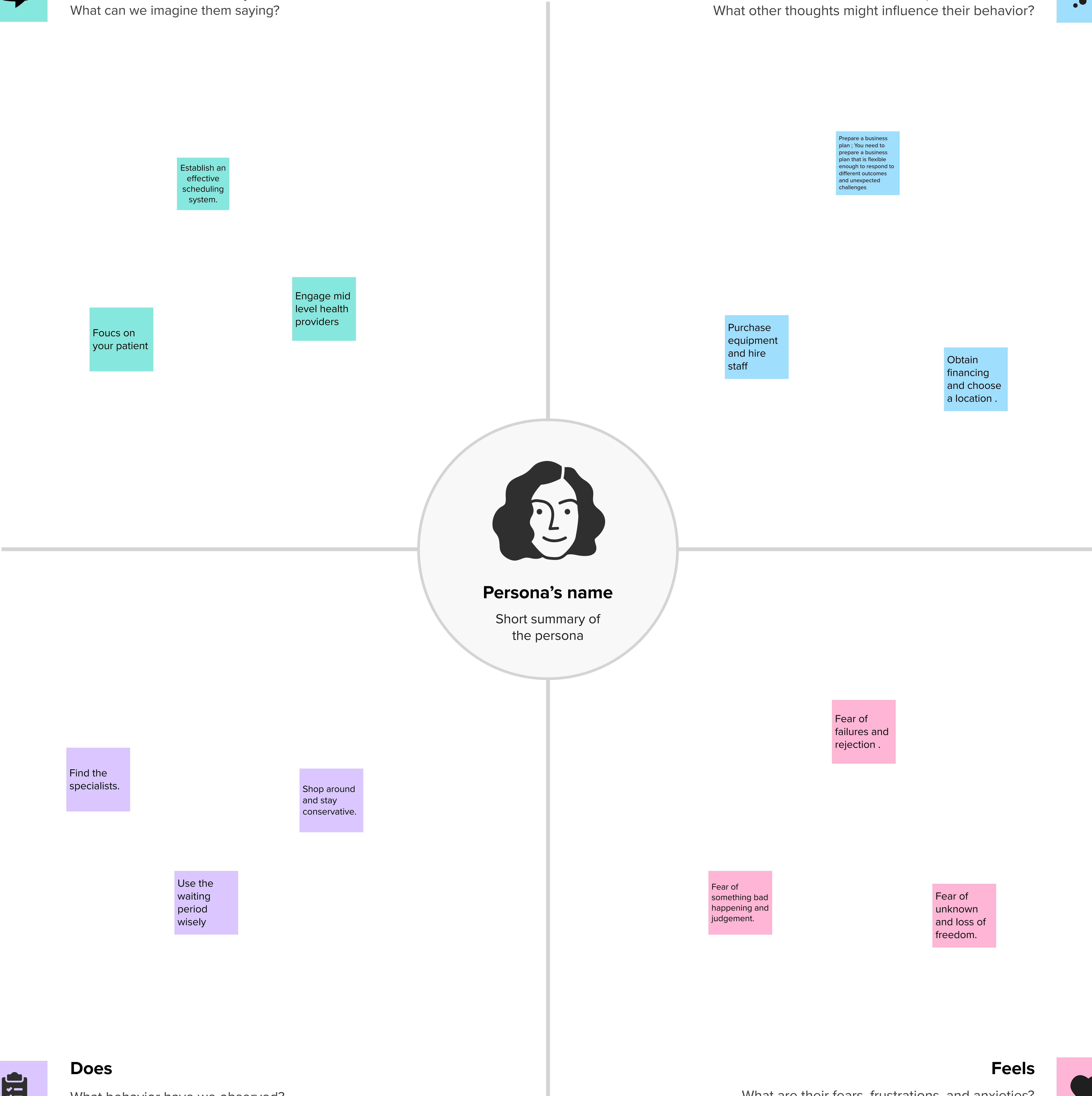
Says

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?



Establish an effective scheduling system.

Foucs on your patient

Engage mid level health providers

Prepare a business plan : You need to prepare a business plan that is flexible enough to respond to different outcomes and unexpected challenges

Purchase equipment and hire staff

Obtain financing and choose a location .



Persona's name  
Short summary of the persona

Find the specialists.

Shop around and stay conservative.

Use the waiting period wisely

Fear of failures and rejection .

Fear of something bad happening and judgement.

Fear of unknown and loss of freedom.



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?