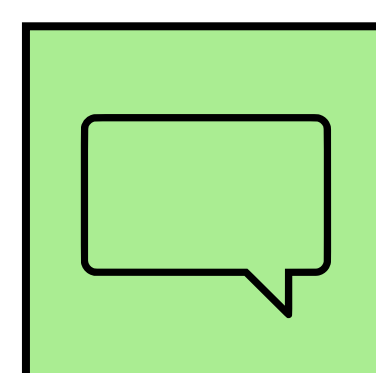


## Says

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

I am constantly worried about underestimating costs and causing financial problems

I need accurate data to make reliable predictions

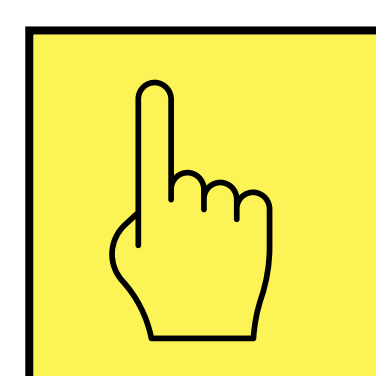


I wish there was an easier way to access patient medical history and billing information.

I need to be able to communicate my findings to management and other stakeholders

Analyzes data to make predictions about future costs.

Collaborates with other healthcare professionals to improve accuracy and efficiency of cost predictions



Communicates findings to management and other stakeholders.

Searches for data and information on patient history, medical treatments, and costs

# Does

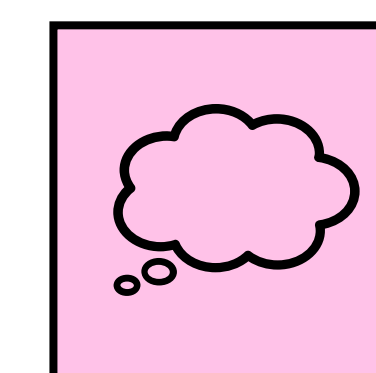
What behavior have we observed?  
What can we imagine them doing?

## Thinks

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

I hope I can accurately predict future medical costs to help the hospital budget effectively

What if there are unexpected complications that drive up costs

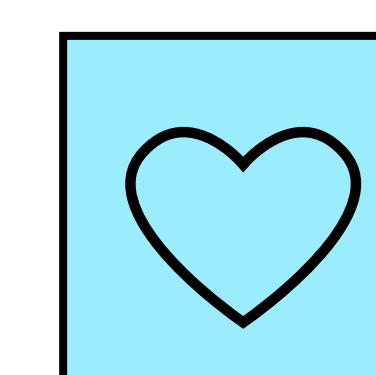


I wonder if there are patterns in patient data that can help me make better predictions

Create efficient medications and anticipate the most efficient therapies

Frustrated with the complexity of the healthcare system and the difficulty of accessing and analyzing data

Anxious about making mistakes that could impact the hospital's financial stability



Motivated to provide accurate and helpful information to management and stakeholders

Overwhelmed  
by the amount  
of information  
they need to  
process

## Feels

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

# Estimation and Prediction of Hospitalization and Medical Care Costs