



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?

Health is a physical line of communications. The patient on the receiving end who is in the home. The provider reaching out from a clinical site.

By making eye contact, smiling, and offering kind word, rather than shuffling through paperwork, doodling on a notepad, a physician, nurse or nurse's aide can lessen the patient's anxiety. Engages attention demonstrates that you genuinely care about the patient.


It is important to and upfront about your symptoms even if you feel embarrassed or shy. Have an open dialogue with your doctor or with your healthcare provider, ask question to make sure your diagnosis, treatment and recovery. health care is an improvement via the prevention, diagnosis, amelioration, or cure of diseases. Health care is provide by health professionals and allied health fields.

NEEDS AND HOPES;  
Health Hub provides access to your personal hospital records, lab test results, medical appointments and referral letters from public health care units.

INFLUENCE AND BEHAVIOR;  
Health is influenced by many factors, such as genetics, behavior, environmental and physical influences. these are interconnected.

**DREAMS;**

- Restructure Rooms
- Develop workstations
- Encourage patient engagement
- Add positive distractions
- Create an online presence
- Invest in PPC Ads
- Understand patient's needs and expectations.
- Create unique internal patient referring programs.
- Build strong relationship with referring practices.
- Identify your target audience based on demography.
- Conduct sentiment analyses for deeper understanding.
- Arm sales Reps with Mobile CRM.



**Persona's name**

Short summary of the persona

Behavioral health generally refers to mental health , substance use disorders, life stressors and crises, and stress related physical symptoms. Behavioral health care refers prevention, diagnosis and treatment of those condition

Information processing methodology essentially involves the determination of thought process or symbolic manipulation necessary to the performance of a task and their precise specification as a computer program or a model.

An organized medical record provides information about a patient's health history, vital for proper diagnosis.

**DOINGS**

- Access your personal records
- Track your appointments
- easily managing your prescriptions
- pay your medical fees seamlessly
- Stay connected with health care and lifestyle facilities and services.
- Earn and accumulate health points.

The health Hub receives data and sends it in full to all connected devices[HOSTS].

**FEARS AND FRUSTRATIONS;**

- Encryption blind spots.
- Encrypting online data efficiency
- Malware
- phishing
- Data Accuracy and integrity.
- Tracking the production of records.
- Poor records retrieval.
- Missing records.

Data security and privacy. another of significant challenge facing medical records management is how to keep data secure and private.



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?