



Says

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

Partien may say they want quick and medical care

They may express concerns about the cost of healthcare services

Some patients might mention their need for convenient appointment scheduling



Thinks

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

Patients may be worried about the accuracy of their diagnosis and treatment

They might think about the reputation and trustworthiness of the clinic

Some partients may be thinking about the availability of specialists or specific services

Health Hub Medical Clinic

Patients may search for online reviews and ratings of tha clinic

Some patients could ask for recommendations from friends or family

They might call to inquire about service or book appointments

Patients may feel anxious or concerned about their health issues

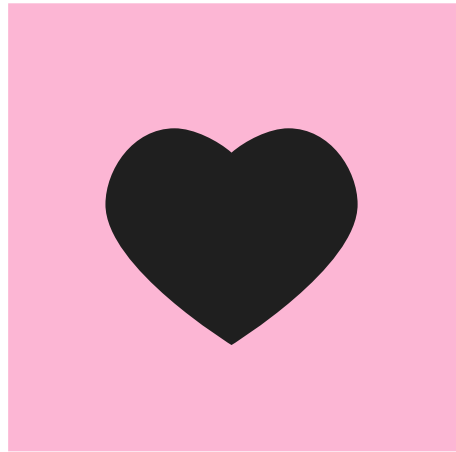
They could feel frustrated if they experience long wait times

Some might feel relieved and comfor table if they have a positive experience



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?