



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

Says "Efficient finances ensure better Patient "care" "Accuracy in billing makes everyone's life easier



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

Think "I hope my medical bills. accurate are and transparent" "Managing Clinic finances can be complex"



**Persona's name**  
Short summary of the persona

Does

Accountants - Manage financial data, generate reports

Feels Staff - Empowered when tasks. are Streamlined.



**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?