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

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

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



Accountants -Manage financial data, ge reports



Persona's name

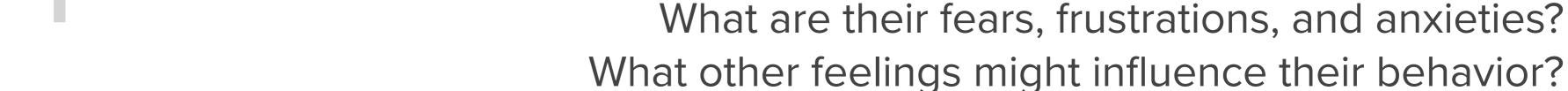
Short summary of the persona

reels Staff -Empowered when tasks. are Streamlined.



Does

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





Feels

