



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?



"efficient finances ensure better patient care",Accuracy in billing makes everyone's life easier

"I hope my medical bills are accurate and transparent".



Persona's name
Short summary of the persona

Accountants-manage financial data,generate reports.

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?

