

# MALLORY JACKSON

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Industry **Advance Care Planning (ACP)**

Job title **ACP Document Processor**

Reports to **ACP Document Manager**

Age **32**

Education **BA**

Job years **1**

Tech proficiency **Novice**

Tech used **Internal CMS on laptop with monitor to access documents, Microsoft Word to manually create cover letters, Google Docs for references, shared scanner/printer/fax combo for receiving and sending ACP documents**

## SITUATION

### *A typical day in the life of your persona*

Janice, Mallory's manager, spends at least an hour each morning manually reallocating work to the ACP Document Processing team from the company's internal CMS, called Vida. Mallory usually has enough work already assigned to her that she didn't get to previously. In the afternoon, she opens envelopes from patients that contain ACP documents and looks over the documents to make sure patients properly signed and witnessed them before scanning them into Vida.

### *A typical interaction with your product*

Mallory uses Vida to distribute ACP documents to patients, their loved ones, and their doctors. Sometimes, there are cover letters that she can automatically generate from within Vida, but she often has to handcraft cover letters in many other situations. She also uses Vida to scan documents from patients. If a patient did not follow the signature and witnessing requirements of their state documents, she would notify a Document Review Specialist to call the patient and request that they correct the affected documents after mailing another freshly printed copy of the documents to be corrected. Different states use different colored paper for specific documents (e.g., Physician's Order for Life-Sustaining Treatment, or POLST), and she occasionally has to reprint a document because she forgot to load the printer with the correct paper color.

### *A perfect day*

All cover letters and paper color settings are programmed into Vida, so Mallory can spend more of her time making sure patients' ACP documents are executed properly. The printer performs smoothly, and all of her faxes to doctors go to valid numbers.

## TOP OF MIND ISSUES

After having worked at Iris Healthcare for a year, Mallory has gotten into a rhythm of doing her job well even with multiple processes still not formally productized and require meticulously following repetitive steps. But as the small company grows the number of patients it helps, she is feeling the squeeze of trying to keep up with the increased pace.

## OTHER INFORMATION

### *What they read online and offline; member associations*

As an employee benefit, Mallory has participated in the ACP process for her father, who is recovering from liver cancer, so she has a sense for what the company's patients' experience is like. She, like her colleagues, have all read *Being Mortal: Medicine and What Matters in the End* by Atul Gawande, which sheds light on importance of the end-of-life decision-making process and how challenging it is. It's a reminder of why her efforts make a difference.

### *Budget approval levels and ROI expectations*

She does not have purchasing authority, but her manager does evaluate her performance on a regular basis.

### *How the persona is rewarded or motivated*

ACP Document Processors are hourly employees with incentive stock options (ISOs). Distributing high quality ACP documents efficiently helps the company achieve its goals, which increases the value of her options.

WRITTEN BY

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