



Says

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

*Nurse
should be
happy to talk
to patients

*The health
center
should be
clean

*care should
be taken to
protect
patients

*The Hospital
should have
all the
facilities



Thinks

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

*Get
medical
attention
for free

*Do not Harbor
any anger
towards
patients

*TO buy
less
hospital
bills

*There
should be no
deficiency in
nursing

PATIENT

*Cotton is
free with the
purchase of
tincture

*Where the
hospital purchase
rate is low, the
outside purchase
rate is high

*Patients have
a discount
when settling
the hospital bill

*Well
preserved
in the
hospital

* The clinic
was clean

*I am refer
my family
members for
your clinic

*The health
center has
all the
facilities



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?