



Says

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

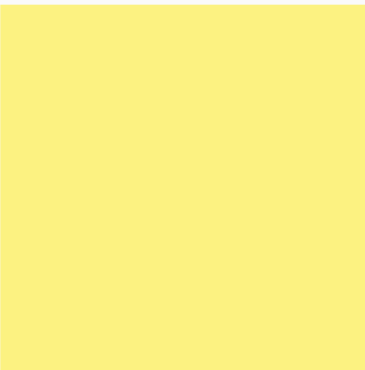


Thinks

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



Persona's name
Short summary of the persona



satament
for patients

ealth care
facility

lead
customer
subbliers

Manage
insurance
payments

Generate
sataments
for patients

Manage
and ensure
health

To manage
patient
billing and
invoicing

Track
medical
service fees

Maintain
financial
transparency

Ensures
efficient
billing
process

Financial
process

Support
agents



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?

 [See an example](#)