



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

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



Health hub medical clinic

Short summary of the persona

W need to carefully plan our budget to ensure me can cover all our expenses while providing quality pattent care

Considering how to allocated funds for various clinic expenses such as staff salaries equipment maintenance and administrative costs

We need accurate and up-to-date financial reports to make informed decisions about the clinic's medical healt

we should brainatom ideas to attract more potients and boost our clinic's without compromising service quality

Thinking about strategies to increase the clinic's revenue such as attracting more pattonts Or introducing new services

Evaluating ways to reduce unnecessary costs and optimize spending while saintaining quality patient care

Actively gather on clinic expenses and revenue to create a comprehensive budget plan for the upcoming fiscal period

Feel the pressure to create a balanced budget that adequately covers expenses while ensuring quality patient care

Collaborate with relevant departments to review expenditure and Indently opportunity to reduce costs without compromising paritent care

Explore various marketing strategies and promotional activities to attract new patients and increase clinic revenue

Feel excited about exploring innovative ways to attract more patients and generate additional revenue stress

Feel a mix of curiosity and determination to identity areas where the clinic is thriting financially and fund valuation for area's meeting important