

# CENTRAL PHARMACY JASMINE

pharmacy tech 



## PRIMARY PERSONA

"When the inventory is off or the item descriptions in the OmniCenter are wrong, it really slows down my day."

"I need to make sure that the meds are delivered to the cabinets on time every time."

STATISTICS	PRIMARY RESPONSIBILITIES
<b>Age:</b> 50	<b>Pick and pull meds</b> and fill orders
<b>Salary:</b> \$15 per hour	<b>Stock/Return items</b> to devices (Shelves, Packager, Carousel, XR2, Refrigerator)
<b>Status:</b> Married	<b>Deliver meds</b> to cabinets or designated area
<b>Children:</b> 2 Grown	Perform <b>inventory reconciliation</b> (cycle count)
<b>Education:</b> Some College	<b>Validate invoices</b> with actual inventory to protect her accounting
	<b>Bulk Packaging - Replenish Unit dose</b> inventory locations

**Work software usage:** Medium  
**Technical capabilities:** Medium

**Work Computer:**  
•Omnicell Products  
•PIS  
•Email  
•MS Office

**Home Computer:**  
Laptop  
Windows 10  
Chrome  
•Email  
•Banking

**Mobile Device:**  
Iphone  
•Calls  
•Texting

# CENTRAL PHARMACY TERRI

lead tech 



## STATISTICS

**Age:** 40

**Salary:** \$18 per hour

**Status:** Married 5 years

**Children:** None

**Education:** Some College

## PRIMARY RESPONSIBILITIES

**Pick and pull meds** and **fill controlled substance orders**

**Order and receive** orders from vendors of controlled substances

**Stock incoming** meds and **return and credit unused meds**

**Deliver controlled substances** and meds to cabinets or specific area

**Reconcile Inventory** (cycle count)

Generate **reports** for usage, discrepancies, etc

**Manage user access** and **scheduling**

**Optimization** of automated system

**Work software usage:**

**Low**

**Technical capabilities:**

**Medium**

**Work Computer:**

- PIS
- Email
- Vendor and DEA
- Excel
- Reports

**Home Computer:**

- Desktop PC
- Windows XP
- Internet Explorer
- Ebay
- Facebook
- YouTube
- Email

**Mobile Device:**

- iPhone
- Calls
- SMS
- Browsing

# CENTRAL PHARMACY MARCI

purchaser 



TERTIARY  
PERSONA

"I don't want a call at 4:00 a.m. from someone at the hospital telling me something is out of stock and needed ASAP."

"I need to be absolutely certain that the pharmacy always has adequate inventory."

STATISTICS	PRIMARY RESPONSIBILITIES
<b>Age:</b> 35 <b>Salary:</b> \$20 per hour <b>Status:</b> Married <b>Children:</b> 2 Ages 5 and 2	<b>Purchase all drugs and supplies</b> for the pharmacy
<b>Education:</b> Some College	Take precise <b>accounting of inventory</b> receivables to make sure department stays within budget
	Maintains the <b>formulary databases</b>
	Monitor the <b>compliance contracts</b>
	Complete <b>fast-paced electronic ordering</b> of medications and supplies 1-2 hours each day
	Update <b>GPO compliance reports</b> 1-to-2 times each week
	<b>Mitigate Med Shortages</b> (Ordering and Internal)

**Work software usage:** High  
**Technical capabilities:** High

**Work Computer:**  
•Email  
•MS Office  
•Wholesalers Web App.  
•Hospital Acct. Sys. GL  
•Hospital EMAR Sys.

**Home Computer:**  
Macbook Pro  
Chrome  
•Email  
•Social Media  
•Online Shopping

**Mobile Device:**  
iPhone  
•Calls  
•SMS  
•Social Media  
•Games

# CENTRAL PHARMACY SCOTT



**"It's very frustrating when a nurse calls and lets me know that a particular med cannot be found."**

**"I can't have any mistakes in an order entry that can lead to the wrong med going to a patient."**

## staff pharmacist



### STATISTICS

**Age:** 35

**Salary:** 125K

**Status:** Married

**Children:** 2

Ages 5 and 7

**Education:** Doctor of Pharmacy

2 years prerequisites

3 years Pharmacy School

### PRIMARY RESPONSIBILITIES

**Enter/Reconcile** physicians' med orders

**Check and verify** pulled med upon dispense prior to leaving the pharmacy

Occasionally **pull controlled and non-controlled meds** for dispensing

**Verify multi-IV additives** post mixture

**Cycle count** controlled substances

**Consult with nurses and physicians** to verify med orders, drug interactions, allergies, contraindications, etc.

**Verification of Bulk Packaging**

On **Pharmacy and Therapeutics Comm.** for formulary adjustments

**Work software usage:**

**Medium**

**Technical capabilities:**

**High**

**Work Computer:**

- PIS
- CP / CSM or equivalent
- Email

**Home Computer:**

- Laptop
- Windows 10
- Mozilla Firefox
- Facebook
- YouTube
- Email
- Sports

**Mobile Device:**

- iPhone
- Email
- Facebook
- Games
- News
- Sports
- Pictures
- SMS

# CENTRAL PHARMACY JOHN

pharmacy director 

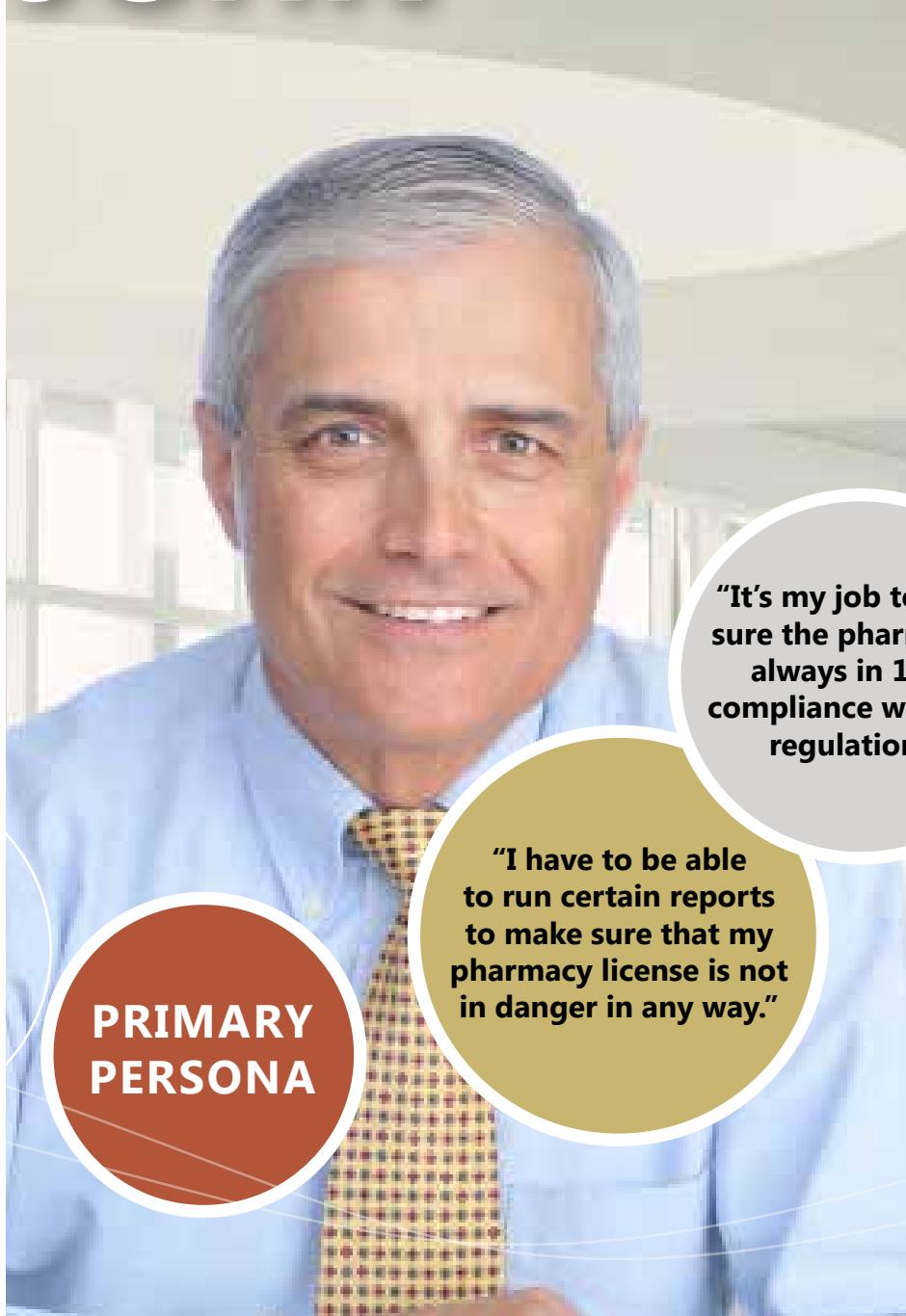


STATISTICS	PRIMARY RESPONSIBILITIES
<b>Age:</b> 50 <b>Salary:</b> 150K <b>Status:</b> Married <b>Children:</b> 3 Grown	<b>Ensure regulatory compliance</b> in the pharmacy
<b>Education:</b> Doctor of Pharmacy 2 years college 4 years Pharmacy school	<b>Adequately staff</b> the pharmacy department  <b>Manage the overall budget</b>
	<b>Facilitate communication</b> between the various hospital departments
	Run necessary <b>reports</b> to keep abreast of all pharmacy activities
	Ensure the pharmacy has the right <b>best practices</b> in place and that the staff follows them

<b>Work software usage:</b> <b>Technical capabilities:</b>	<b>Low</b> <b>Medium</b>	
<b>Work Computer:</b> <ul style="list-style-type: none"><li>•Email</li><li>•PIS</li><li>•CSOS</li><li>•Drug Distribution Application</li><li>•MS Office</li></ul> 	<b>Home Computer:</b> <ul style="list-style-type: none"><li>Laptop</li><li>Windows 10</li><li>Chrome</li><li>•ChromeNews</li><li>•Email</li></ul> <b>Mobile Device:</b> <ul style="list-style-type: none"><li>iPhone</li><li>•Calls</li><li>•Weather</li><li>•Sports</li><li>•News</li><li>•SMS</li></ul>	

# PANDORA CLINICAL JOHN

director of pharmacy 



STATISTICS	PRIMARY RESPONSIBILITIES
<p><b>Age:</b> 50 <b>Salary:</b> 130K <b>Status:</b> Married <b>Children:</b> 3 Grown</p> <p><b>Education:</b> Doctor of Pharmacy 2 years college 4 years Pharmacy school</p>	<p><b>Ensure regulatory compliance</b> in the pharmacy</p> <p><b>Adequately staff</b> the pharmacy department</p> <p>Manage the overall <b>budget</b></p> <p><b>Facilitate communication</b> between the various hospital departments</p> <p>Run necessary <b>reports</b> to keep abreast of all pharmacy activities</p>

<p><b>Work software usage:</b> Low</p> <p><b>Technical capabilities:</b> Medium</p> <p><b>Work Computer:</b></p> <ul style="list-style-type: none"><li>•Email</li><li>•PIS</li><li>•CSOS</li><li>•Drug Distribution Application</li><li>•MS Office</li></ul>	<p><b>Home Computer:</b></p> <ul style="list-style-type: none"><li>Desktop</li><li>Windows 7</li><li>Internet Explorer</li><li>•News</li><li>•Email</li></ul>	<p><b>Mobile Device:</b></p> <ul style="list-style-type: none"><li>iPhone</li><li>•Calls</li><li>•Weather</li><li>•Sports</li><li>•News</li><li>•SMS</li><li>•Angry Birds</li></ul>
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# JENNIFER



## PRIMARY PERSONA

**"I worry about losing my boss' operating license and get really annoyed by nurse managers constantly asking for reports."**

**"I need to identify and prevent internal drug diversion, which will enhance patient safety."**

## pharmacy manager



STATISTICS	PRIMARY RESPONSIBILITIES
<b>Age:</b> 38	Manufacture <b>compounds</b>
<b>Salary:</b> 100K	Complete supply <b>ordering</b>
<b>Status:</b> Married	Maintain <b>records</b> and <b>bookkeeping</b>
<b>Children:</b> 2 Ages 15 and 12	Plan <b>pharmacy procedures</b>
<b>Education:</b> Bachelors Degree. Pharm D.	Manage <b>budget</b>
	<b>Control all narcotic usage</b> in the entire hospital
	<b>Provide information to nursing</b> regarding users on the nursing floor that may be at risk of diversion.
	<b>Schedule and run reports</b> on activities to research.

**Work software usage:** High  
**Technical capabilities:** High

**Work Computer:**  

- Email
- MS Office
- PIS
- Central Pharmacy
- Hospital Intranet
- Pharmaceutical
- trib Order Portal

**Home Computer:**  

- Laptop PC
- Windows 7
- Google Chrome
- Shops
- Netflix
- Email
- Finances
- MS Office

**Mobile Device:**  

- iPhone
- SMS
- Calls
- Browsing
- Facebook
- Pinterest

# PANDORA CLINICAL GREG

## pharmacy administrator



### SECONDARY PERSONA

**"When I don't have the reports I need, it prevents me from effectively running my pharmacy."**

**"I need to constantly track the pharmacy records to make sure the pharmacy is running effectively."**

### STATISTICS

**Age:** 49

**Salary:** 95K

**Status:** Married

**Children:** 3

Ages 17, 15 and 13

**Education:** BS and MS in Pharmacy Admin with a specialty in Regulatory Affairs and Quality Assurance

**Work software usage:**

**Technical capabilities:**

**Work Computer:**

- Omnicell Products
- Email
- MS Office
- PIS
- Hospital Intranet

**Medium**

**Medium**

**Home Computer:**

- Laptop
- Windows 7
- Internet Explorer
- Email
- News
- Banking
- Browsing

**Mobile Device:**

- LG Nexus 4
- Calling
  - SMS
  - Email
  - Banking

### PRIMARY RESPONSIBILITIES

Collaborate with other department heads and staff to **determine effectiveness of pharmacy** in staff and patient needs

**Manage records, inventory and ordering** of all medicines and supplies

**Supervise the pharmacy staff**, including the pharmacists and the pharmacy techs

**Evaluate current situations** and set goals to improve efficiency and patient satisfaction

**Study FDA guidelines** and applicable scientific literature to assist in maintaining product safety and quality.

# PANDORA CLINICAL MARK



**TERTIARY  
PERSONA**

**"I get really annoyed with improper inventory management of supplies and when quantities are chronically incorrect"**

**"I need to ensure proper on-hand supplies at each unit."**

**materials tech** 

## STATISTICS

**Age:** 35  
**Salary:** \$15 per hour  
**Status:** Married  
**Children:** 2 Ages 5 and 9

**Education:** High School GED

## PRIMARY RESPONSIBILITIES

Input materials management system restock list

**Pull and load case carts** with controlled and non-controlled items

**Replenish units**

Complete **cycle count**

**Check for expired items**

*\*also referred to as OR technician*

**Work software usage:**

**Technical capabilities:**

**Work Computer:**

- Materials Management
- Lawson
- Omnicell

**Low**

**Medium**

**Home Computer:**

- Desktop
- Windows XP
- Internet Explorer
- YouTube
- Email
- Banking

**Mobile Device:**

- iPhone
- SMS
  - Games
  - Email
  - Calls

# PANDORA CLINICAL JANICE



**"I get frustrated when the systems lose connectivity and I cannot query all the transaction histories."**

**"I need immediate accountability for data activity from any time period."**

**system admin** 

## STATISTICS

**Age:** 35

**Salary:** 95K

**Status:** Married

**Children:** None

**Education:** Bachelors In Computer Science

## PRIMARY RESPONSIBILITIES

Prepare all **activity reports to run** at a moment's notice for DOP, Pharmacy Admin, or Nurse Manager

Keep Omnicenter **database up-to-date**

Make sure all **CT cabinets are communicating** with Omnicenter and vice versa

Update and maintain all Omnicell **user lists and permissions**

Update and maintain **correct PAR levels, control class designations, and unique ID's**

Keep all **restock routes maintained and current**

**Work software usage:** Low

**Technical capabilities:** High

### Work Computer:

- Email
- MS Office
- PIS

### Home Computer:

- Laptop
- Windows 7
- Internet Explorer
- Code Warrior
- Visual Studio 2013
- Amazon
- Costco
- Facebook
- Open Table
- Yelp
- Tap Fish

### Mobile Device:

- Samsung Galaxy 3S
- Calls
- SMS
- Twitter
- Flickr
- Facebook
- Open Table
- Yelp
- Tap Fish

# PANDORA CLINICAL CLAIRe

nurse manager 



**"I can't manage the budget correctly if the hospital system doesn't give me updated information and accurate reports."**

**"I need the most up-to-date information so I can budget my department accordingly."**

## STATISTICS

**Age:** 50

**Salary:** 95K

**Status:** Married

**Children:** 3

Grown

**Education:** BSN, MSN

## PRIMARY RESPONSIBILITIES

Maintain **direct contact with all levels of the nursing staff** to coordinate patient services

**Supervise and evaluate** employees.

Create **Hospital Budget**

**Work with patients and families** to provide assistance for health care.

Conduct **employee evaluations**

Develop **policies and procedures**

Purchase **equipment and supplies**

Evaluate staff **dispensing patterns** for narcotics

**Work software usage:** Low

**Technical capabilities:** Low

### Work Computer:

- Hospital Info.
- System
- MS Office
- Email

### Home Computer:

- Desktop
- Windows 7
- Internet Explorer
- Email
- Banking
- MS Office

### Mobile Device:

- Blackberry
- Calls
- SMS
- Email

# PANDORA CLINICAL TONY



IT technician 

## STATISTICS

**Age:** 30

**Salary:** 45K

**Status:** Engaged

**Children:** None

## Education:

Associates in Health Information Technology  
Certificate in Registered Health Information Technologists

**"The hospital staff really gets scared when there is any kind of security breach in our network."**

## PRIMARY RESPONSIBILITIES

Assist in management of the **Hospital Information System (HIS)**

**Provide infrastructure support** to integrate hardware and software applications used for patient care administration.

Ensure that **electronic data** is current, accessible, accurate, and relevant to patient care that can be used in decision making

Assist in **technical support** to various hospital depts. ( floors, pharmacy etc)

**Communicate with doctors, nurses and other hospital staff** to obtain the information they need

**Work software usage:** High

**Technical capabilities:** High

### Work Computer:

- Hospital Info. System
- Email
- MS Office
- PIS
- Network Administration

### Home Computer:

- Laptop
- Windows 8
- Internet Explorer
- Code Warrior
- Visual Studio 2013
- Games
- Banking
- Amazon
- Email

### Mobile Device:

- Samsung Galaxy 3S
- Calls
- SMS
- Twitter
- Sports
- Facebook
- Email



## PRIMARY PERSONA

**"I have multiple projects and no time to analyze data. I have to compensate for that by submitting less specific data. That's frustrating."**

**"I am constantly updating our systems to make sure we have up-to-date information"**



STATISTICS	PRIMARY RESPONSIBILITIES
<b>Age:</b> 38 <b>Salary:</b> 90K <b>Status:</b> Married <b>Children:</b> 1 Age 12	<b>Analyze inventory patterns</b> such as stock outs, turns, discrepancies and restocks
<b>Education:</b> Bachelor of Science	<b>Report information to Director of Materials</b> and makes suggestions for improvements
	<b>Train users</b> on new systems and processes
	<b>Work with nursing</b> to improve stock outs and overstocking of items
<b>Work software usage:</b> <b>Technical capabilities:</b>	<b>High</b> <b>High</b>
<b>Work Computer:</b> <ul style="list-style-type: none"> <li>•Email</li> <li>•MS Office</li> <li>•Materials Mgmt. System</li> <li>•Hospital Intranet</li> </ul>	<b>Home Computer:</b> <ul style="list-style-type: none"> <li>Laptop PC</li> <li>Windows 7</li> <li>Internet Explorer</li> <li>•Gizmodo</li> <li>•Online News</li> <li>•Email</li> <li>•IM</li> <li>•Banking</li> <li>•Quicken</li> <li>•MS Office</li> </ul>
	<b>Mobile Device:</b> Samsung Galaxy Note <ul style="list-style-type: none"> <li>•Calls</li> <li>•SMS</li> <li>•Browsing</li> </ul>

# PANDORA FINANCIAL GARY

financial analyst 



## PRIMARY PERSONA

"I can't afford to have inaccurate or unreliable data."

"I need to improve hospital financial performance and reduce costs by 20 to 40 percent."

### STATISTICS

**Age:** 39  
**Salary:** 150K  
**Status:** Married  
**Children:** 2  
Ages 11 and 5

**Education:**  
Bachelors in  
Economics / Finance,  
MBA

**Work software usage:**  
**Technical capabilities:**

**Work Computer:**  
•Email  
•MS Office  
•PIS  
•Central Pharmacy  
•Cognos, SAP, Oracle  
•Hospital Intranet

### PRIMARY RESPONSIBILITIES

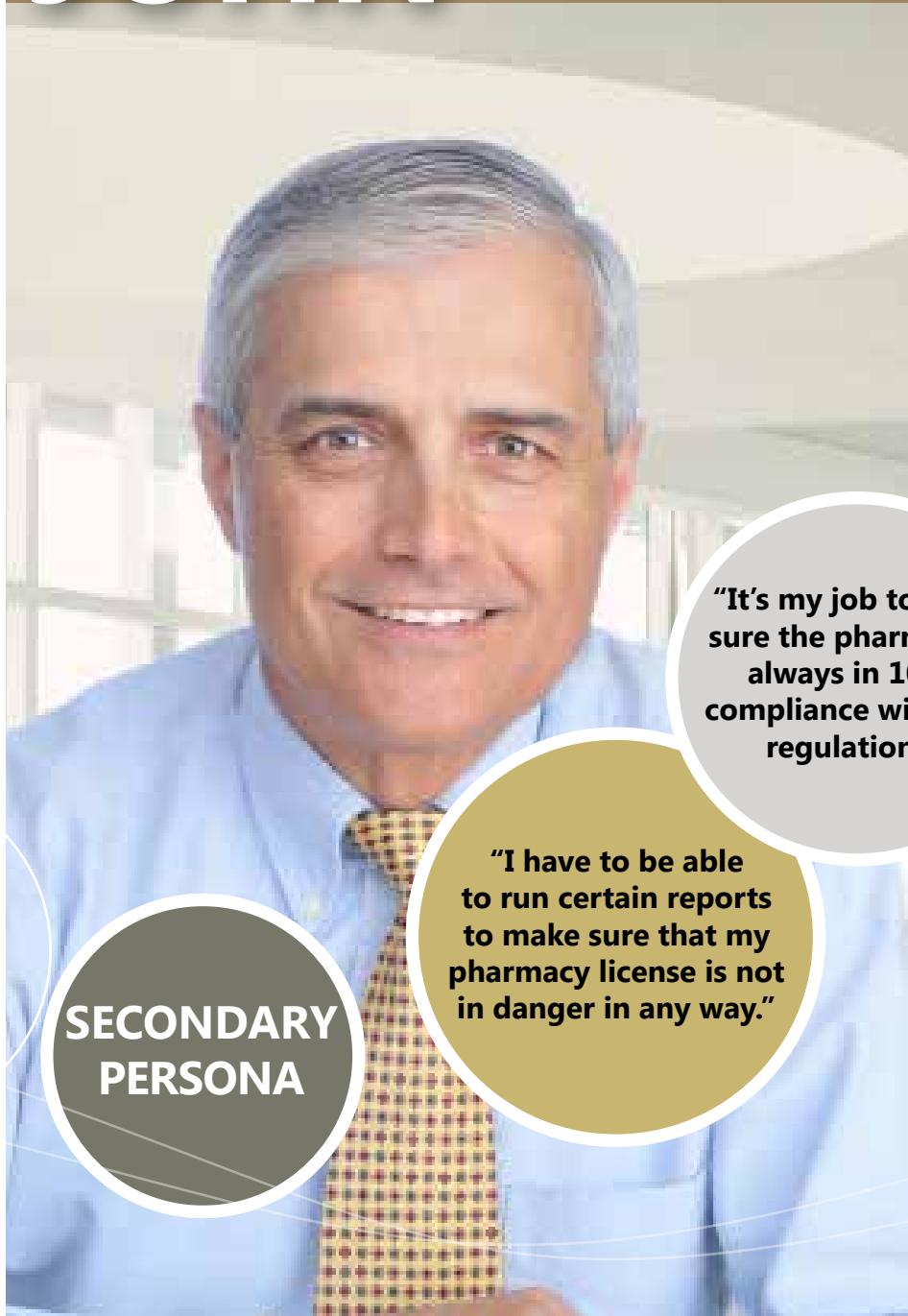
Conduct extensive **data analysis**.  
  
Review **hospital costs, inventory, and expenditures**  
  
**Review and run reports** through PandoraVIA financials  
  
**Benchmark and identify opportunities** for cost savings and charge captures  
  
**Identify efficiencies** or lack thereof.

**Home Computer:**  
Desktop HP  
Windows 7  
Google Chrome  
•Amazon  
•Brookes Bros.  
•Costco  
•Netflix  
•Email  
•Personal Finances

**Mobile Device:**  
iPhone  
•Calls  
•SMS  
•Wall Street Journal

# PANDORA FINANCIAL JOHN

director of pharmacy



## SECONDARY PERSONA

"I have to be able to run certain reports to make sure that my pharmacy license is not in danger in any way."

"It's my job to make sure the pharmacy is always in 100% compliance with DEA regulations."

STATISTICS	PRIMARY RESPONSIBILITIES
<b>Age:</b> 50 <b>Salary:</b> 130K <b>Status:</b> Married <b>Children:</b> 3 Grown	<b>Ensure regulatory compliance</b> in the pharmacy
<b>Education:</b> Doctor of Pharmacy 2 years college 4 years Pharmacy school	<b>Adequately staff</b> the pharmacy department
	Manage the overall <b>budget</b>
	<b>Facilitate communication</b> between the various hospital departments
	Run necessary <b>reports</b> to keep abreast of all pharmacy activities

Work software usage:

Technical capabilities:

Work Computer:

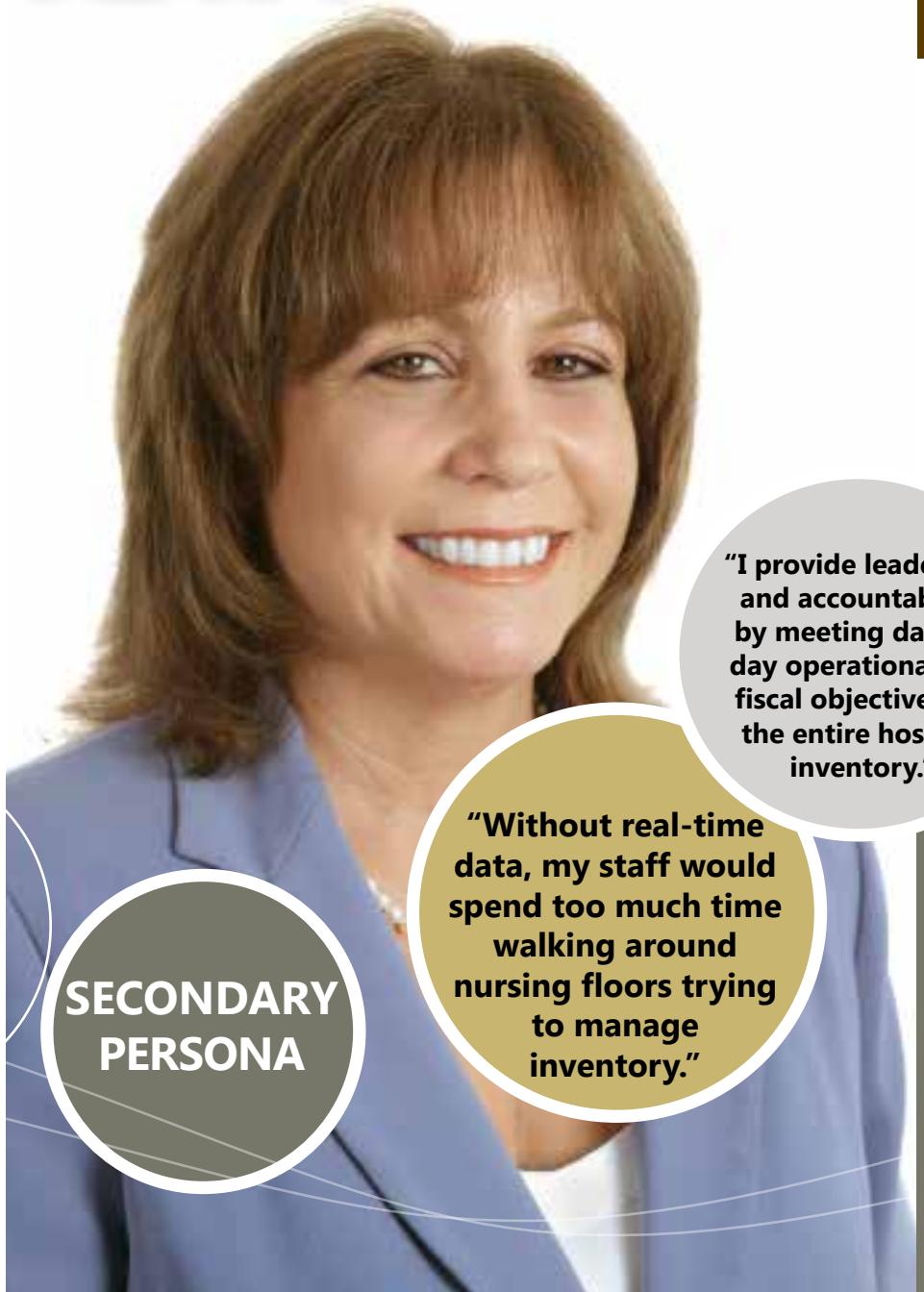
- Email
- PIS
- CSOS
- Drug Distribution Application
- MS Office

Home Computer:

- Desktop
- Windows 7
- Internet Explorer
- News
- Email

Mobile Device:

- iPhone
- Calls
- Weather
- Sports
- News
- SMS
- Angry Birds



## SECONDARY PERSONA

**"Without real-time data, my staff would spend too much time walking around nursing floors trying to manage inventory."**

**"I provide leadership and accountability by meeting day-to-day operational and fiscal objectives for the entire hospital inventory."**



STATISTICS	PRIMARY RESPONSIBILITIES
<p><b>Age:</b> 49  <b>Salary:</b> 120K  <b>Status:</b> Married  <b>Children:</b> 3 Grown</p> <p><b>Education:</b> Masters of Supply Chain Management</p>	<p>Review costs compared to budgets</p> <p>Review inventory trends and inventory financial info, such as value on hand and turns.</p> <p>Find trends and areas to improve</p> <p>Develop action plans to optimize supply chain and analyze results</p>

**Work software usage:**

**Technical capabilities:**

**Work Computer:**

- PIS
- Email
- OR System

**Medium**

**Medium**

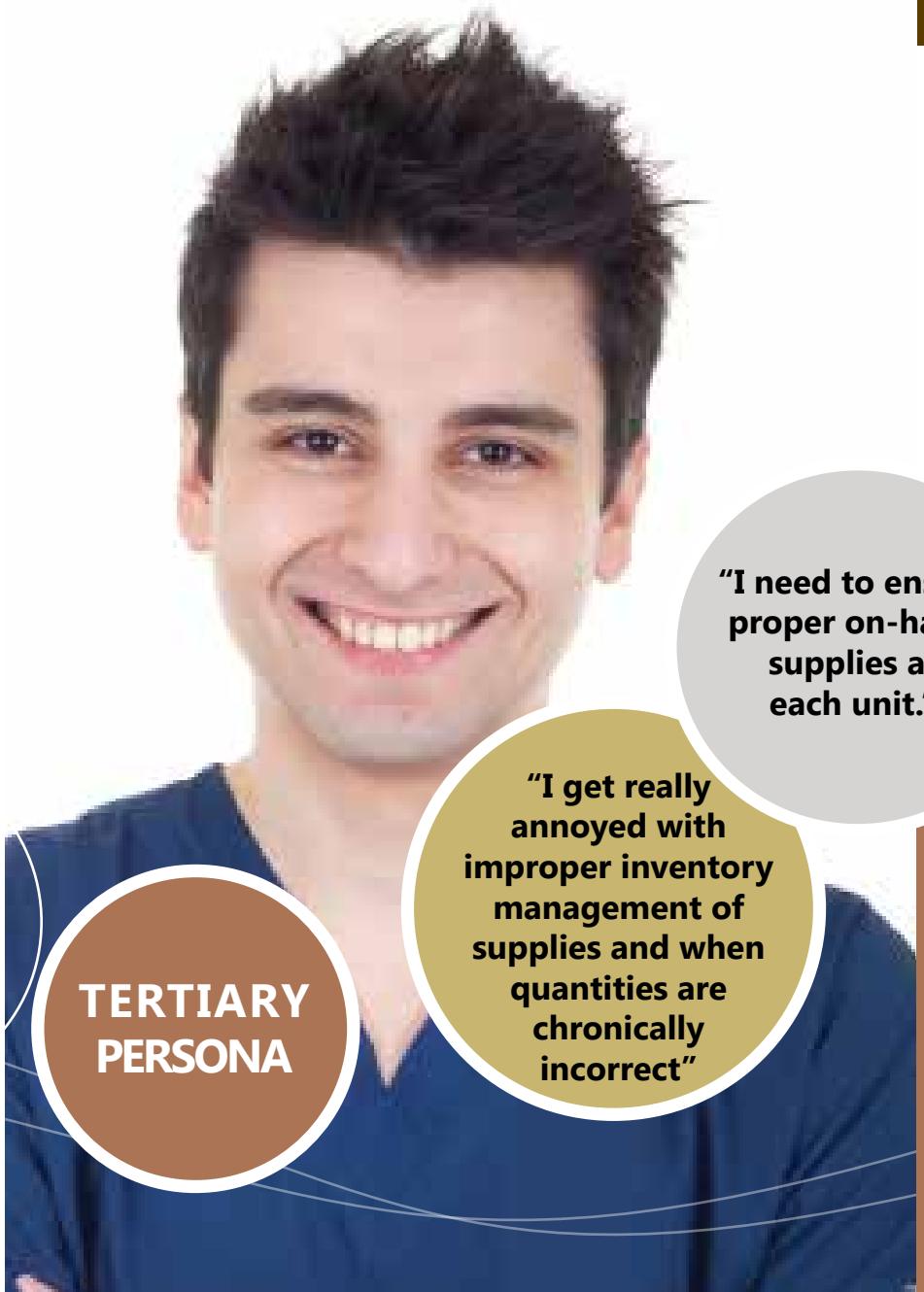
**Home Computer:**

- Laptop
- Windows 7
- Internet Explorer
- Amazon
- Jcrew
- Costco
- Facebook
- Pinterest

**Mobile Device:**

- iPhone
- Calls
- SMS
- Twitter

# PANDORA FINANCIAL MARK



TERTIARY  
PERSONA

"I get really annoyed with improper inventory management of supplies and when quantities are chronically incorrect"

"I need to ensure proper on-hand supplies at each unit."

materials tech 

STATISTICS	PRIMARY RESPONSIBILITIES
<b>Age:</b> 35 <b>Salary:</b> \$15 per hour <b>Status:</b> Married <b>Children:</b> 2 Ages 5 and 9	<b>Input materials management system restock list</b>
<b>Education:</b> High School GED	<b>Pull and load case carts</b> with controlled and non-controlled items
	<b>Replenish units</b>
	<b>Complete cycle count</b>
	<b>Check for expired items</b>
	<i>*also referred to as OR technician</i>
<b>Work software usage:</b>	<b>Low</b>
<b>Technical capabilities:</b>	<b>Medium</b>
<b>Work Computer:</b> <ul style="list-style-type: none"><li>Materials Management</li><li>Lawson</li><li>Omnicell</li></ul>	<b>Home Computer:</b> <ul style="list-style-type: none"><li>Desktop</li><li>Windows XP</li><li>Internet Explorer</li><li>YouTube</li><li>Email</li><li>Banking</li></ul>
	<b>Mobile Device:</b> <ul style="list-style-type: none"><li>iPhone</li><li>SMS</li><li>Games</li><li>Email</li><li>Calls</li></ul>

# PANDORA FINANCIAL SUSAN



**"There are reports that I need on a regular basis and I have to have them on time every time."**

**"I need to make sure the overall fiscal operation of our facility runs smoothly."**

## chief financial officer



STATISTICS	PRIMARY RESPONSIBILITIES
<b>Age:</b> 52 <b>Salary:</b> 250K <b>Status:</b> Married <b>Children:</b> 3 Grown	Oversee the hospital's highest standards in <b>accountability, disclosure, financial reporting and corporate management</b>
<b>Education:</b> Certified Public Accountant BS in Accounting MBA in Finance	<b>Report directly to Chief Executive Officer</b>  Oversee <b>general and patient accounting, purchasing, accounts receivable, and payroll.</b>
	<b>Provide strategies for improvement</b> in departments I oversee.
	<b>Present findings</b> to management and corporate offices
	<b>Track past and present hospital accounting to forecast future trends.</b>

**Work software usage:**

**Technical capabilities:**

**Work Computer:**

- Email
- MS Office
- Hospital Info. System
- Accounting Software

**Low**

**Medium**

**Home Computer:**

- Desktop
- Windows 7
- Internet Explorer
- MS Office
- Quicken
- Banking
- Finances
- Outlook

**Mobile Device:**

- Samsung Galaxy 3S
- Calls
  - SMS
  - Email
  - Banking

# PANDORA FINANCIAL JANICE



**"I get frustrated when the systems lose connectivity and I cannot query all the transaction histories."**

**"I need immediate accountability for data activity from any time period."**

**system admin** 

STATISTICS	PRIMARY RESPONSIBILITIES
<b>Age:</b> 35 <b>Salary:</b> 95K <b>Status:</b> Married <b>Children:</b> None	Prepare all <b>activity reports to run</b> at a moment's notice for DOP, Pharmacy Admin, or Nurse Manager
<b>Education:</b> Bachelors In Computer Science	Keep Omnicenter <b>database up-to-date</b>
	Make sure all <b>CT cabinets are communicating</b> with Omnicenter and vice versa
	Update and maintain all Omnicell <b>user lists and permissions</b>
	Update and maintain <b>correct PAR levels, control class designations, and unique ID's</b>
	Keep all <b>restock routes maintained and current</b>

**Work software usage:**

**Low**

**Technical capabilities:**

**High**

**Work Computer:**

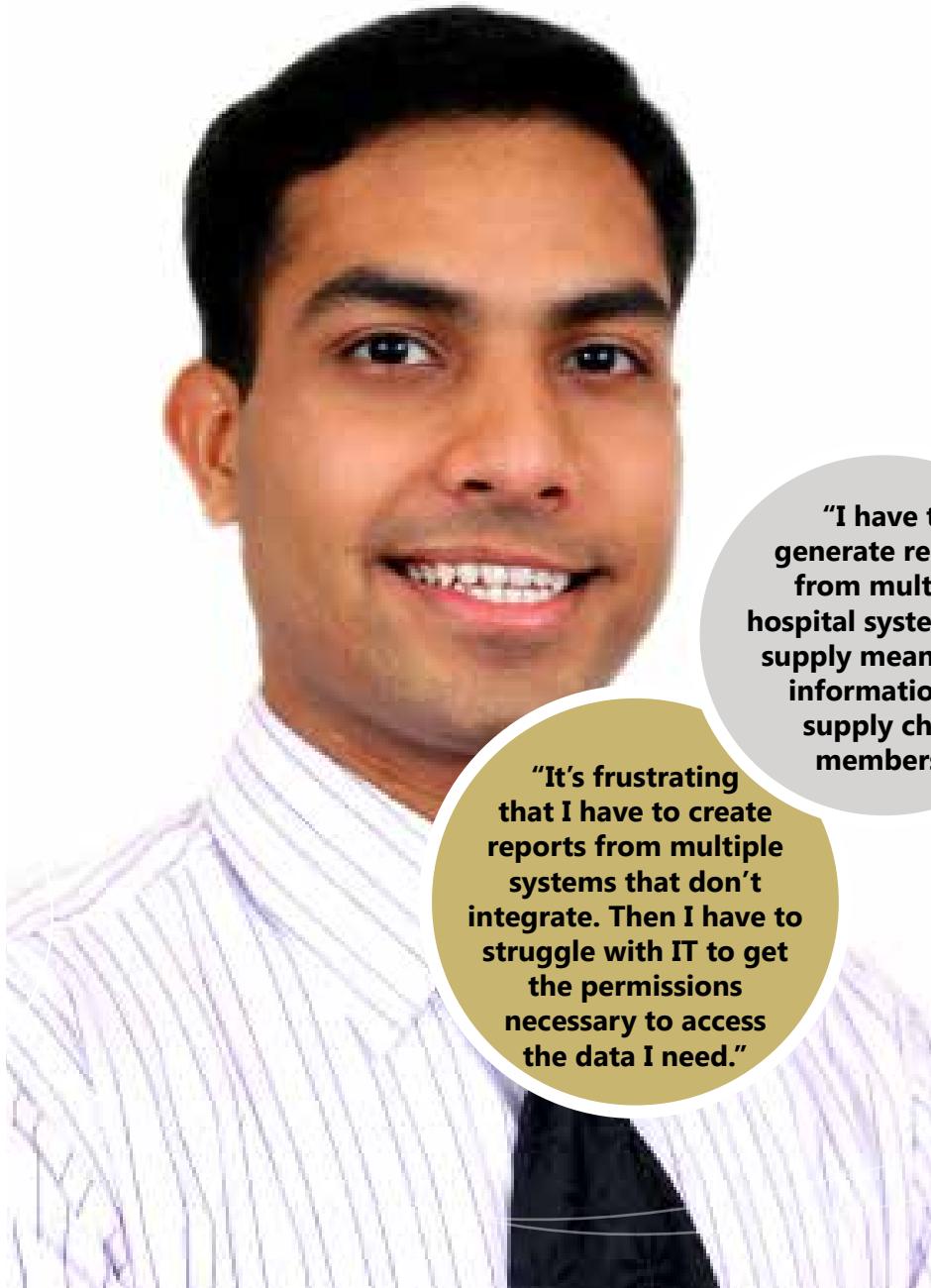
- Email
- MS Office
- PIS

**Home Computer:**

- Laptop
- Windows 7
- Internet Explorer
- Code Warrior
- Visual Studio 2013
- Amazon
- Costco
- Facebook
- Open Table
- Yelp
- Tap Fish

**Mobile Device:**

- Samsung Galaxy 3S
- Calls
- SMS
- Twitter
- Flickr
- Facebook
- Open Table
- Yelp
- Tap Fish



**"It's frustrating that I have to create reports from multiple systems that don't integrate. Then I have to struggle with IT to get the permissions necessary to access the data I need."**

**"I have to generate reports from multiple hospital systems and supply meaningful information to supply chain members."**

## STATISTICS

**Age:** 34

**Salary:** 85K

**Status:** Married

**Children:** None

**Education:** Bachelor of Science

## PRIMARY RESPONSIBILITIES

**Ensure monthly reports are generated** and sent to Supply Chain members

**Create new reports** pulling data from multiple systems based upon requirements from Supply Chain members.

**Create scripts** to automate reports creation and generation as much as possible.

**Troubleshoot** when report generation is not working.

**Research** if particular data points are available.

**Help with new system installations** and upgrades

**Work software usage:** High

**Technical capabilities:** High

### Work Computer:

- Email
- MS Office
- Materials Manage.
- Hospital Intranet
- Vendor ADC System
- MS Access
- Scripting language
- MS SQL server

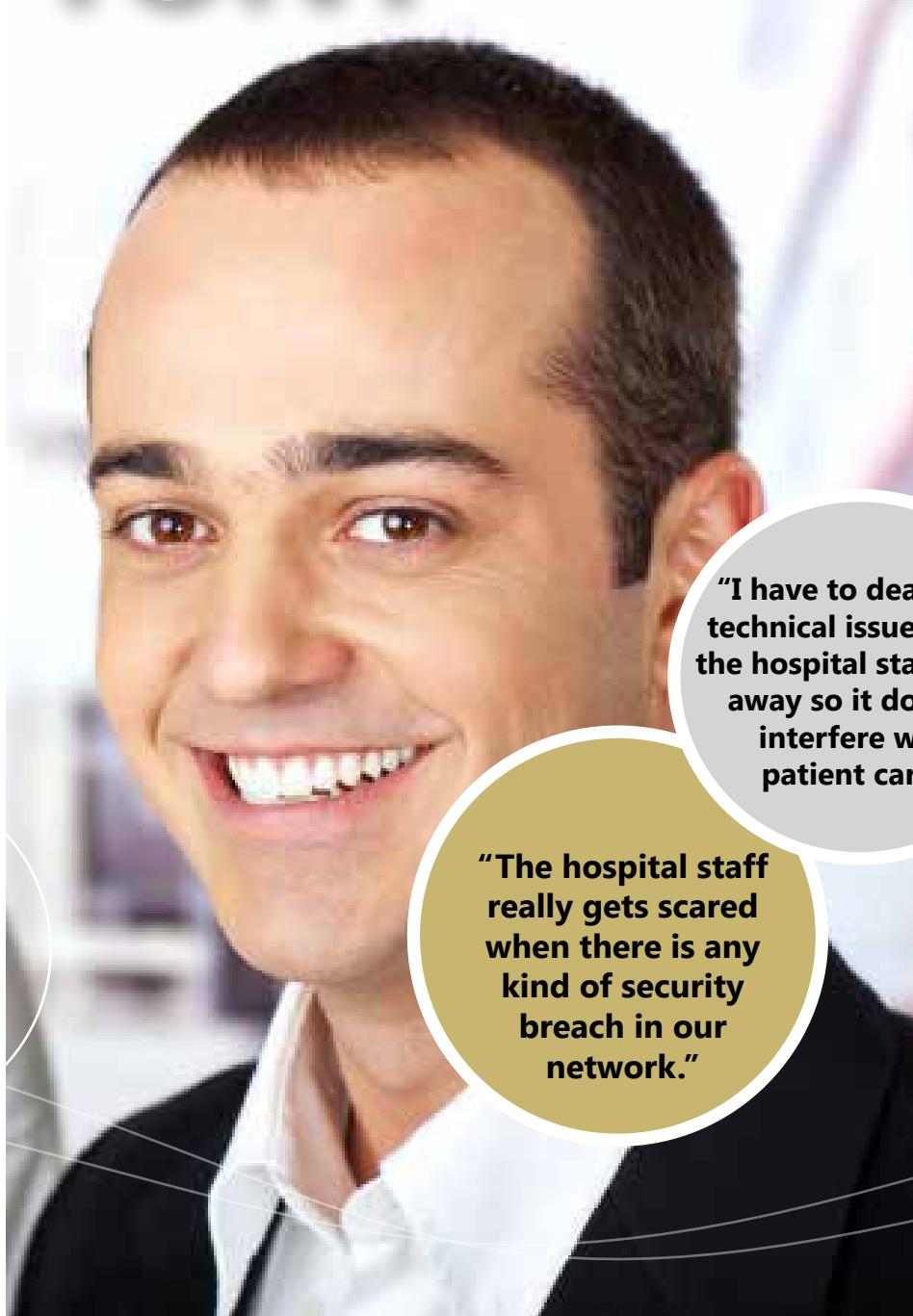
### Home Computer:

- Laptop
- Windows 7
- Internet Explorer
- Gizmodo
- News
- Email
- IM
- Personal Finance

### Mobile Device:

- Motorola Droid Razr
- Calls
- SMS
- Browse

# PANDORA FINANCIAL TONY



**"The hospital staff really gets scared when there is any kind of security breach in our network."**

**"I have to deal with technical issues from the hospital staff right away so it doesn't interfere with patient care."**

## IT technician



STATISTICS	PRIMARY RESPONSIBILITIES
<p><b>Age:</b> 30 <b>Salary:</b> 45K <b>Status:</b> Engaged <b>Children:</b> None</p> <p><b>Education:</b> Associates in Health Information Technology Certificate in Registered Health Information Technologists</p>	<p>Assist in management of the <b>Hospital Information System (HIS)</b></p> <p><b>Provide infrastructure support</b> to integrate hardware and software applications used for patient care administration.</p> <p>Ensure that <b>electronic data</b> is current, accessible, accurate, and relevant to patient care that can be used in decision making</p> <p>Assist in <b>technical support</b> to various hospital depts. ( floors, pharmacy etc)</p> <p><b>Communicate with doctors, nurses and other hospital staff</b> to obtain the information they need</p>

<p><b>Work software usage:</b> High</p> <p><b>Technical capabilities:</b> High</p> <p><b>Work Computer:</b></p> <ul style="list-style-type: none"><li>•Hospital Info. System</li><li>•Email</li><li>•Excel</li><li>•PIS</li><li>•Network Administration</li></ul>	<p><b>Home Computer:</b></p> <ul style="list-style-type: none"><li>Laptop</li><li>Windows 8</li><li>Internet Explorer</li><li>•Code Warrior</li><li>•Visual Studio 2013</li><li>•Games</li><li>•Banking</li><li>•Amazon</li><li>•Email</li></ul>	<p><b>Mobile Device:</b></p> <ul style="list-style-type: none"><li>Samsung Galaxy 3S</li><li>•Calls</li><li>•SMS</li><li>•Twitter</li><li>•Sports</li><li>•Facebook</li><li>•Email</li></ul>
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STATISTICS	PRIMARY RESPONSIBILITIES
<b>Age:</b> 32 <b>Salary:</b> 65K <b>Status:</b> Married <b>Children:</b> 1 Age 3 <b>Education:</b> BS in Nursing	<b>Assess care</b> for patients  <b>Scribe, interpret and carry out physician orders</b> for labs, medications and consults  Maintain <b>documentation</b> on patient charts  <b>Count and document controlled substances</b> on automated dispensing cabinet (ADC)

<b>Work software usage:</b>	<b>Medium</b>
<b>Technical capabilities:</b>	<b>Medium</b>
<b>Work Computer:</b>	
<ul style="list-style-type: none"> <li>•Omnicell Products</li> <li>•eMAR</li> <li>•Email</li> <li>•MS Office</li> </ul>	
<b>Home Computer:</b>	
<ul style="list-style-type: none"> <li>MacBook</li> <li>OS X Mountain Lion</li> <li>Safari</li> <li>•Email</li> <li>•Banking</li> <li>•Post education</li> <li>•Facebook</li> <li>•Twitter</li> </ul>	
<b>Mobile Device:</b>	
<ul style="list-style-type: none"> <li>iPhone</li> <li>•Calls</li> <li>•SMS</li> <li>•Facebook</li> <li>•Misc Apps</li> </ul>	

# MED AUTOMATION JASMINE



pharmacy tech\* 

STATISTICS	PRIMARY RESPONSIBILITIES
<b>Age:</b> 50	<b>Pick and pull meds</b> and fill orders
<b>Salary:</b> \$15 per hour	<b>Cross reference med order</b> request quantity to match actual quantity at bin
<b>Status:</b> Married	<b>Stock items</b> onto shelves
<b>Children:</b> 2 Grown	<b>Deliver meds</b> to cabinets or designated area
<b>Education:</b> Some College	Perform <b>inventory reconciliation</b> (cycle count)
	<b>Validate manifests</b> with actual inventory to protect her accounting
	<b>Discrepancy resolution</b> follow ups
	<i>*also ref. to as automation pharmacy tech</i>

<b>Work software usage:</b>	Medium
<b>Technical capabilities:</b>	Medium
<b>Work Computer:</b>	
•Omnicell Products	
•PIS	
•Email	
•MS Office	
<b>Home Computer:</b>	
Desktop PC	
Windows 7	
Internet Explorer	
•Email	
•Banking	
<b>Mobile Device:</b>	
FlipPhone	
•Calls	
•Texting	

MED AUTOMATION

# MALLORIE

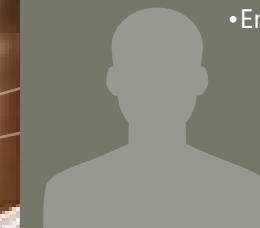
pharmacy informatics pharmacist



## SECONDARY PERSONA

"I get aggravated when other pharmacy staff add items to the PIS and ADC databases incorrectly"

"I need to provide detailed reporting for all regulatory functions within the pharmacy"



STATISTICS	PRIMARY RESPONSIBILITIES
<b>Age:</b> 30 <b>Salary:</b> 110k <b>Status:</b> Single <b>Children:</b> None	<b>Update PIS and Omnicell databases</b> with new items, new pricing, update existing items in these systems
<b>Education:</b> PharmD with specialty in Pharmacy Informatics	<b>Run and collaborate reports</b> for regulatory requirements
	<b>Review analytical data</b> from reports
	Assist with the <b>development</b> or upgrade, and <b>implementation of PIS</b>
	Serve as a <b>liaison between pharmacy and IT; and between the nursing/physician staff and vendors</b>

**Work software usage:** High  
**Technical capabilities:** High

**Work Computer:**  
•Omnicell Products  
•PIS  
•MS office  
•Email

**Home Computer:**  
Laptop  
Windows 7  
Google Chrome  
•Email  
•Banking  
•Web Surfing  
•Facebook

**PDA**  
**Mobile Device:**  
Samsung Galaxy 3S  
•Calls  
•Texting  
•Facebook  
•GPS

# MED AUTOMATION BETH

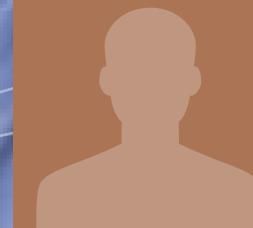
head nurse 



TERTIARY  
PERSONA

"I can't spend my day running inventories just to fix discrepancies."

"I need to make sure we have proper quantity on hand of items stocked at the unit"



STATISTICS	PRIMARY RESPONSIBILITIES
<b>Age:</b> 45 <b>Salary:</b> 80K <b>Status:</b> Married <b>Children:</b> 2 Ages 12 and 15	<b>Manage all administrative duties</b> in department they are assigned
<b>Education:</b> BS, MS in Nursing	<b>Manage charge and floor nurse duties</b> , scheduling day to day activities, and individual computer settings
	Complete <b>inventory management</b>
	Review and <b>supervise preoperative settings</b> made by OR nurses to ensure necessary items are available
	Run <b>inventory, procedure and budget reports</b>

**Work software usage:** Medium  
**Technical capabilities:** High

**Work Computer:**  
•Omnicell Products  
•Email  
•MS Office

**Home Computer:**

Desktop  
Windows 7  
Mozilla Firefox  
•Email  
•Banking  
•Facebook  
•Amazon  
•Travel Websites  
•Online shopping

**Mobile Device:**

iPhone  
•Calls  
•SMS  
•Facebook  
•Email  
•Banking



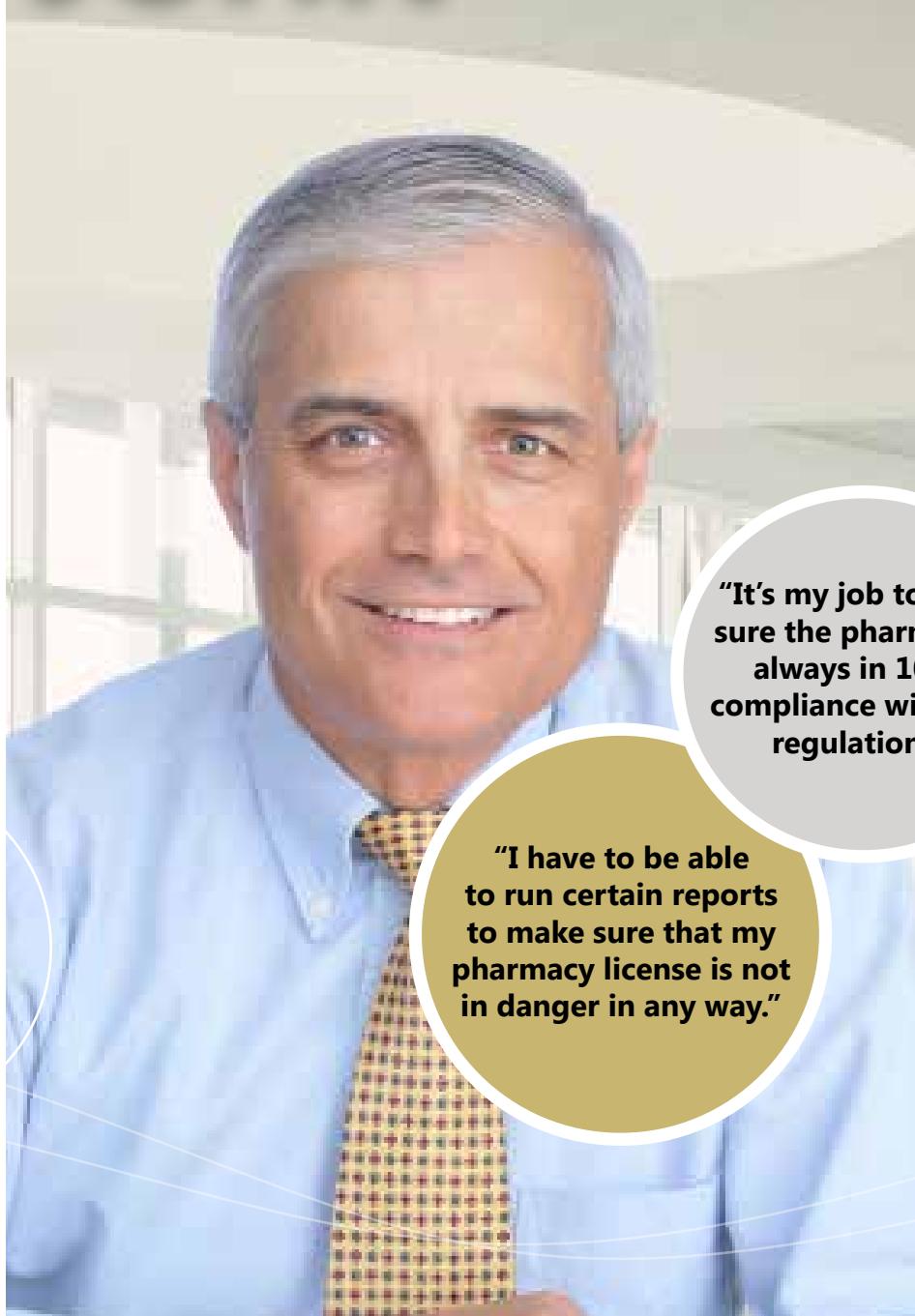
**TERTIARY  
PERSONA**

**"I hate having to re-input the same information on multiple screens. It increases the chances that a mistake will be made."**

**"I need to constantly update the pharmacy system so we have the most current information"**

STATISTICS	PRIMARY RESPONSIBILITIES
<b>Age:</b> 27 <b>Salary:</b> \$17 per hour <b>Status:</b> Married <b>Children:</b> None	Assist in <b>maintaining information in PIS</b>  <b>Collaborate with IT</b> to maintain technology effectiveness in Pharmacy
<b>Education:</b> Some college vocational school	Ensure that <b>pharmacy automation equipment functions</b> properly
	Complete <b>data entry and batch processing</b> of med orders
	Prepare <b>medications</b> for dispensing
<b>Work software usage:</b> <b>Technical capabilities:</b>	<b>High</b> <b>High</b>
<b>Work Computer:</b> <ul style="list-style-type: none"> <li>•PIS</li> <li>•Email</li> </ul>	<b>Home Computer:</b> Desktop Windows 8 Internet Explorer <ul style="list-style-type: none"> <li>•Email</li> <li>•Craigslist</li> <li>•Facebook</li> <li>•Email</li> <li>•Banking</li> <li>•Games</li> </ul>
	<b>Mobile Device:</b> iPhone <ul style="list-style-type: none"> <li>•Calls</li> <li>•Email</li> <li>•Facebook</li> <li>•Games</li> <li>•Pictures</li> <li>•SMS</li> <li>•Banking</li> </ul>

# MED AUTOMATION JOHN



director of pharmacy 

STATISTICS	PRIMARY RESPONSIBILITIES
<p><b>Age:</b> 50 <b>Salary:</b> 130K <b>Status:</b> Married <b>Children:</b> 3 Grown</p> <p><b>Education:</b> Doctor of Pharmacy 2 years college 4 years Pharmacy school</p>	<p><b>Ensure regulatory compliance</b> in the pharmacy</p> <p><b>Adequately staff</b> the pharmacy department</p> <p>Manage the overall <b>budget</b></p> <p><b>Facilitate communication</b> between the various hospital departments</p> <p>Run necessary <b>reports</b> to keep abreast of all pharmacy activities</p>

**Work software usage:** Low  
**Technical capabilities:** Medium

**Work Computer:**

- Email
- PIS
- CSOS
- Drug Distribution Application
- MS Office

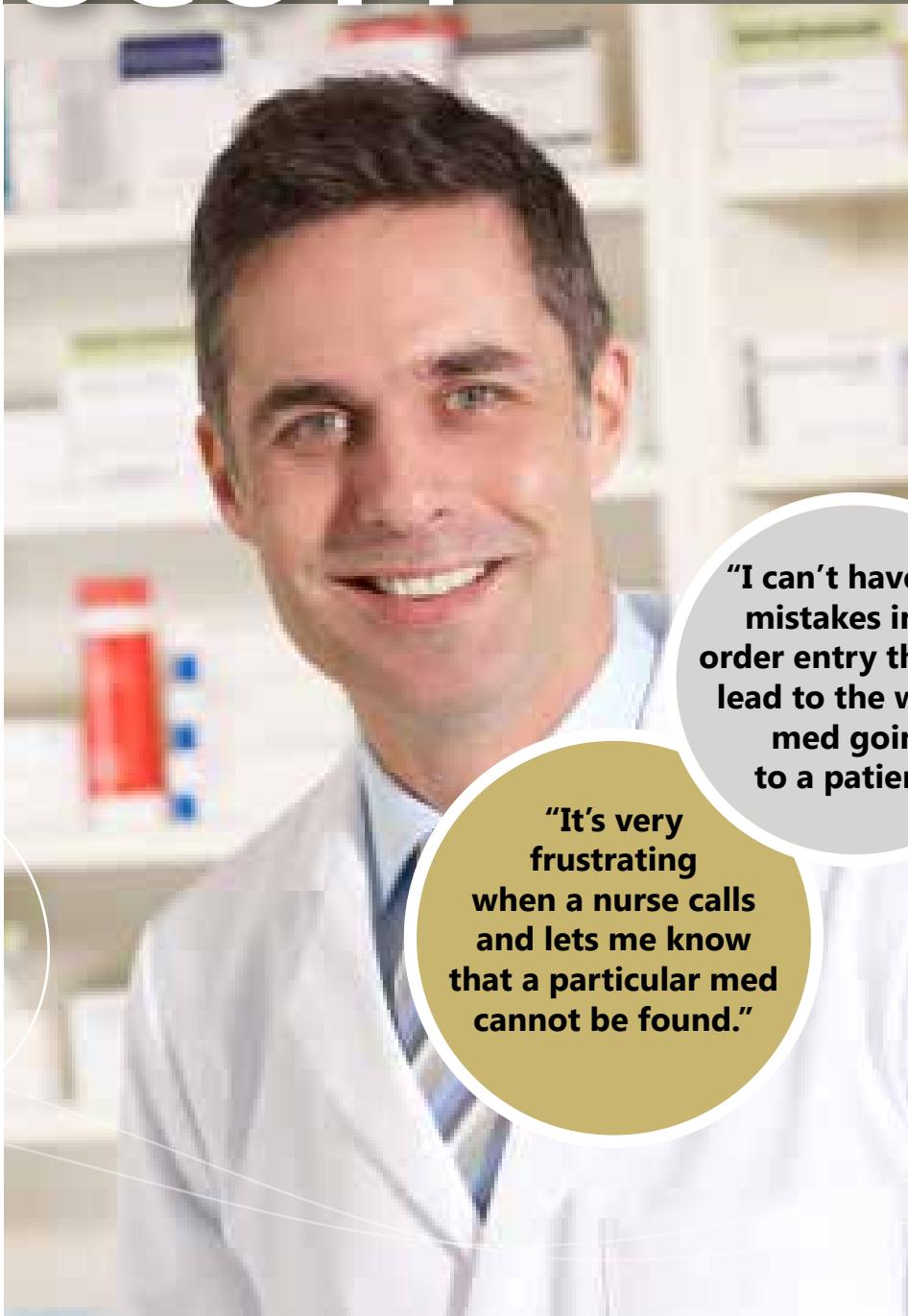
**Home Computer:**  
Desktop  
Windows 7  
Internet Explorer

- News
- Email

**Mobile Device:**  
iPhone

- Calls
- Weather
- Sports
- News
- SMS
- Angry Birds

# MED AUTOMATION SCOTT



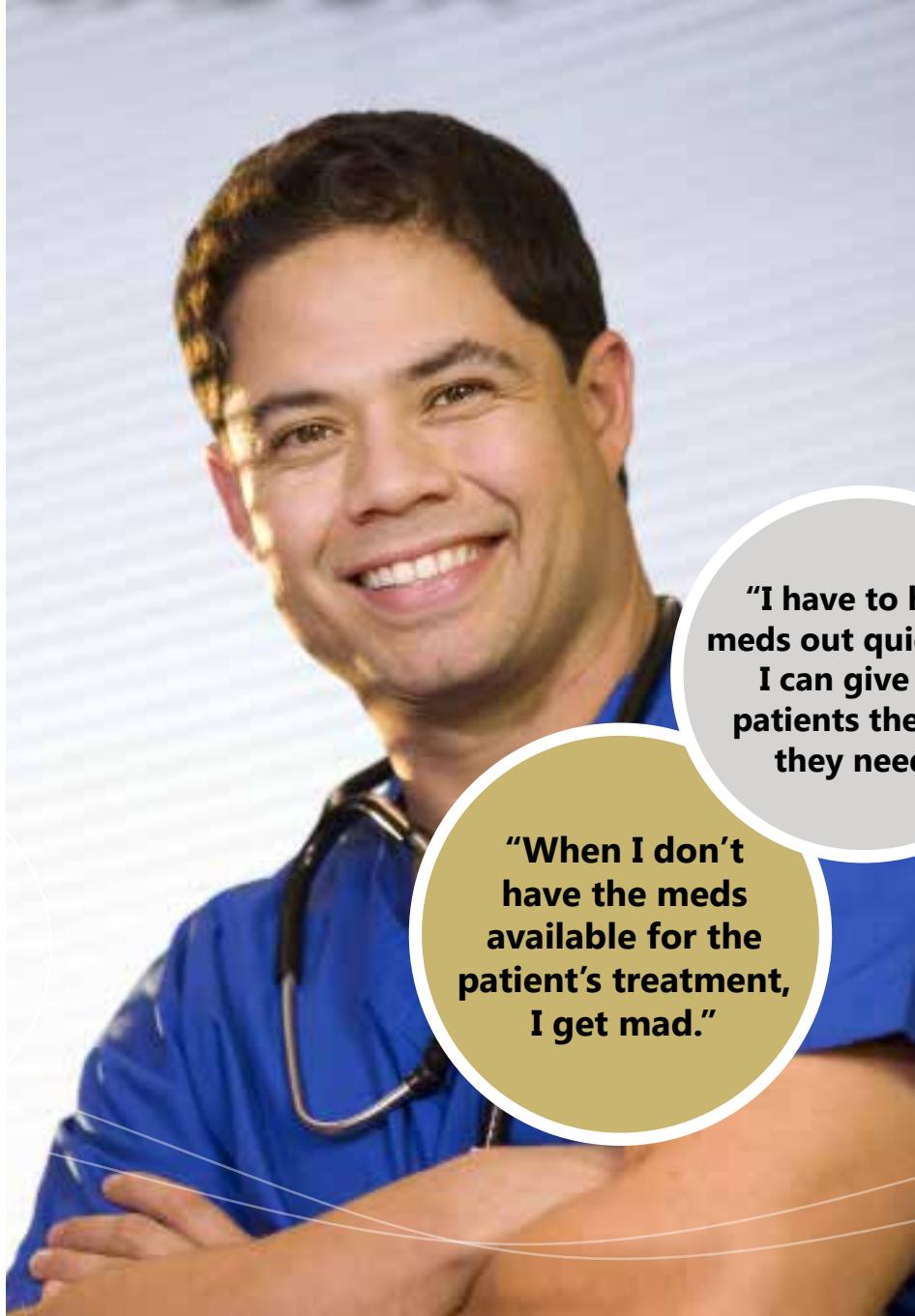
staff pharmacist 

STATISTICS	PRIMARY RESPONSIBILITIES
<p><b>Age:</b> 35 <b>Salary:</b> 100K <b>Status:</b> Married <b>Children:</b> 2 Ages 5 and 7</p> <p><b>Education:</b> Doctor of Pharmacy 2 years prerequisites 3 years Pharmacy School</p>	<p><b>Enter/Reconcile</b> physicians' med orders</p> <p><b>Check and verify</b> pulled med upon disperse prior to leaving the pharmacy</p> <p>Occasionally <b>pull controlled and non-controlled meds</b> for dispensing</p> <p><b>Verify multi-IV additives</b> prior to mixture</p> <p><b>Cycle count</b> controlled substances</p> <p><b>Consult with nurses and physicians</b> to verify med orders, drug interactions, allergies, contraindications, etc.</p>

<p><b>Work software usage:</b> Medium</p> <p><b>Technical capabilities:</b> High</p> <p><b>Work Computer:</b></p> <ul style="list-style-type: none"><li>•PIS</li><li>•OmniLink Rx</li><li>•CP / CSM or equivalent</li><li>•Email</li><li>•Micromedix</li></ul>	<p><b>Home Computer:</b></p> <ul style="list-style-type: none"><li>Laptop</li><li>Windows 7</li><li>Mozilla Firefox</li><li>•Craigslist</li><li>•Facebook</li><li>•YouTube</li><li>•Email</li><li>•Pictures</li><li>•SMS</li></ul> <p><b>Mobile Device:</b></p> <ul style="list-style-type: none"><li>iPhone</li><li>•Email</li><li>•Facebook</li><li>•Games</li><li>•News</li><li>•Sports</li><li>•Pictures</li><li>•SMS</li></ul>
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# MED AUTOMATION JASON

respiratory therapist 



**"I have to have  
meds out quickly so  
I can give my  
patients the care  
they need."**

**"When I don't  
have the meds  
available for the  
patient's treatment,  
I get mad."**

STATISTICS	PRIMARY RESPONSIBILITIES
<b>Age:</b> 32	<b>Review patient information</b> to assess patient condition and determine requirements for treatment.
<b>Salary:</b> \$25 per hour	<b>Set up and operate devices</b> such as mechanical ventilators, therapeutic gas administration apparatus, environmental control systems, and aerosol generators.
<b>Status:</b> Single	<b>Monitor patients</b> during treatment.
<b>Children:</b> None	<b>Consult with physician</b> in event of adverse reactions.
<b>Education:</b> High School GED Respiratory Therapist Certification	Maintain <b>patient's chart</b> .

<b>Work software usage:</b>	<b>Low</b>
<b>Technical capabilities:</b>	<b>High</b>
<b>Work Computer:</b> <ul style="list-style-type: none"><li>•Omnicell Products</li><li>•Email</li><li>•MS Office</li></ul>	<b>Home Computer:</b> <ul style="list-style-type: none"><li>Laptop</li><li>Windows 8</li><li>Google Chrome</li><li>•Email</li><li>•Banking</li><li>•Facebook</li><li>•Games</li><li>•Calls</li></ul>
<b>Mobile Device:</b> <ul style="list-style-type: none"><li>Samsung Galaxy 3S</li><li>•SMS</li><li>•Email</li><li>•Banking</li><li>•Facebook</li><li>•Games</li><li>•Calls</li></ul>	

# MED AUTOMATION MARK



OR technician\*

STATISTICS	PRIMARY RESPONSIBILITIES
<p><b>Age:</b> 35</p> <p><b>Salary:</b> \$15 per hour</p> <p><b>Status:</b> Married</p> <p><b>Children:</b> 2 Ages 5 and 9</p>	<p>Input materials management system restock list</p> <p>Pull and load case carts with controlled and non-controlled items</p> <p>Replenish units</p> <p>Complete cycle count</p> <p>Check for expired items</p>
<p><b>Education:</b> High School GED</p>	<p>*also referred to as Materials Tech</p>
<p><b>Work software usage:</b> Low</p> <p><b>Technical capabilities:</b> Medium</p>	<p><b>Work Computer:</b></p> <ul style="list-style-type: none"><li>Materials Management</li><li>Lawson</li><li>Omnicell</li></ul> <p><b>Home Computer:</b></p> <ul style="list-style-type: none"><li>Desktop</li><li>Windows XP</li><li>Internet Explorer</li><li>YouTube</li><li>Email</li><li>Banking</li></ul> <p><b>Mobile Device:</b></p> <ul style="list-style-type: none"><li>iPhone</li><li>SMS</li><li>Games</li><li>Email</li><li>Calls</li></ul>

"I need to ensure proper on-hand supplies at each unit."

"I get really annoyed with improper inventory management of supplies and when quantities are chronically incorrect"

# MED AUTOMATION CHARLES



anesthesiologist 

STATISTICS	PRIMARY RESPONSIBILITIES
<b>Age:</b> 43 <b>Salary:</b> 215K <b>Status:</b> Married <b>Children:</b> 1 3 years old	<b>Provide general anesthesia and monitors patients</b> during surgery
<b>Education:</b> BS, Medical Doctorate in Anesthesiology	<b>Document medications administered to patient</b>
	<b>Reconcile controlled substances</b> after operation (use on patient)
	<b>Consult with patients</b> prior to surgery
<b>Work software usage:</b> <b>Technical capabilities:</b>	<b>Low</b> <b>Medium</b>
<b>Work Computer:</b> <ul style="list-style-type: none"><li>•Omnicell Products</li><li>•Electronic monitoring during surgery</li><li>•eMar</li><li>•Email</li></ul>	<b>Home Computer:</b> <ul style="list-style-type: none"><li>Laptop</li><li>Windows 7</li><li>Google Chrome</li><li>•Email</li><li>•Banking</li><li>•Browsing</li><li>•Netflix</li></ul>
	<b>Mobile Device:</b> <ul style="list-style-type: none"><li>iPod</li><li>PDA</li></ul>
	<b>Mobile Device:</b> <ul style="list-style-type: none"><li>Samsung Galaxy Note</li><li>•SMS</li><li>•Games</li><li>•Calls</li><li>•Email</li></ul>

# MED AUTOMATION TONY

IT technician 



**"The hospital staff really gets scared when there is any kind of security breach in our network."**

**"I have to deal with technical issues from the hospital staff right away so it doesn't interfere with patient care."**

STATISTICS	PRIMARY RESPONSIBILITIES
<b>Age:</b> 30 <b>Salary:</b> 45K <b>Status:</b> Engaged <b>Children:</b> None	Assist in management of the <b>Hospital Information System (HIS)</b>  <b>Provide infrastructure support</b> to integrate hardware and software applications used for patient care administration.
<b>Education:</b> Associates in Health Information Technology Certificate in Registered Health Information Technologists	Ensure that <b>electronic data</b> is current, accessible, accurate, and relevant to patient care that can be used in decision making
	Assist in <b>technical support</b> to various hospital depts. ( floors, pharmacy etc)
	<b>Communicate with doctors, nurses and other hospital staff</b> to obtain the information they need

<b>Work software usage:</b>	<b>High</b>
<b>Technical capabilities:</b>	<b>High</b>
<b>Work Computer:</b> <ul style="list-style-type: none"><li>•Hospital Info. System</li><li>•Email</li><li>•MS Office</li><li>•PIS</li><li>•Network Administration</li></ul>	
<b>Home Computer:</b> <ul style="list-style-type: none"><li>Laptop</li><li>Windows 8</li><li>Internet Explorer</li><li>•Code Warrior</li><li>•Visual Studio 2013</li><li>•Games</li><li>•Banking</li><li>•Amazon</li><li>•Email</li></ul>	
<b>Mobile Device:</b> <ul style="list-style-type: none"><li>Samsung Galaxy 3S</li><li>•Calls</li><li>•SMS</li><li>•Twitter</li><li>•Sports</li><li>•Facebook</li><li>•Email</li></ul>	

SUPPLY X

# TARYN



## PRIMARY PERSONA

"I can't do my job if we don't have supplies and meds stocked. It jeopardizes my patient's safety."

"I need to make sure each specific item is tracked and delivered correctly to the OR."

## STATISTICS

**Age:** 28

**Salary:** 95K

**Status:** Single

**Children:** None

**Education:** Graduate Nursing Degree (RN)

OR nurse



## PRIMARY RESPONSIBILITIES

Ensure correct operating room **case set up**

Maintain doctor **preference cards**

**Track specific items** for OR procedures

Ensure **integrity of supplies**

Create **documentation on patient charts**

Assist physicians by **caring for patients**

**Work software usage:**

**High**

**Technical capabilities:**

**Medium**

**Work Computer:**

- OR System
- PIS
- Email

**Home Computer:**

- Laptop
- Windows 10
- Internet Explorer
- Online Shopping

**Mobile Device:**

- iPhone
- Text
  - Calls
  - Games
  - Emails
  - Navigation

# SUPPLY X MARK



"I need to ensure proper on-hand supplies at each unit."

"I get really annoyed with improper inventory management of supplies and when quantities are chronically incorrect"

materials tech 

## STATISTICS

**Age:** 35  
**Salary:** \$15 per hour  
**Status:** Married  
**Children:** 2  
Ages 5 and 9

**Education:** High School GED

## PRIMARY RESPONSIBILITIES

Input materials management system restock list

Pull and load case carts with controlled and non-controlled items

Replenish units

Complete cycle count

Check for expired items

\*also referred to as OR technician

**Work software usage:**

**Technical capabilities:**

**Work Computer:**

- Materials Management
- Lawson
- Omnicell

**Low**

**Medium**

**Home Computer:**

- Desktop
- Windows
- Internet Explorer
- YouTube
- Email
- Banking

**Mobile Device:**

- iPhone
- Text
  - Games
  - Email
  - Calls

SUPPLY X

# MARIA

## OR materials coordinator



### TERTIARY PERSONA

"I can't spend my time running inventories just to fix discrepancies."

"I need to make sure each unit is stocked with sufficient on-hand supplies."

#### STATISTICS

**Age:** 45

**Salary:** 95K

**Status:** Married

**Children:** 2

Ages 10 and 15

**Education:** Graduate Nursing Degree

#### PRIMARY RESPONSIBILITIES

Manage employees and their **access privileges** in the system

Run **procedure-based reports**

Run **cost analysis reports**

Create department **budgets reports**

**Issue and return items**

**Order inventory**

**Track specific items** for OR procedures

Ensure **integrity of supplies**

Manage **documentation on patient charts**

**Work software usage:**

**Technical capabilities:**

**Work Computer:**

- Email
- Lawson
- Omnicell

**Low**

**Medium**

**Home Computer:**

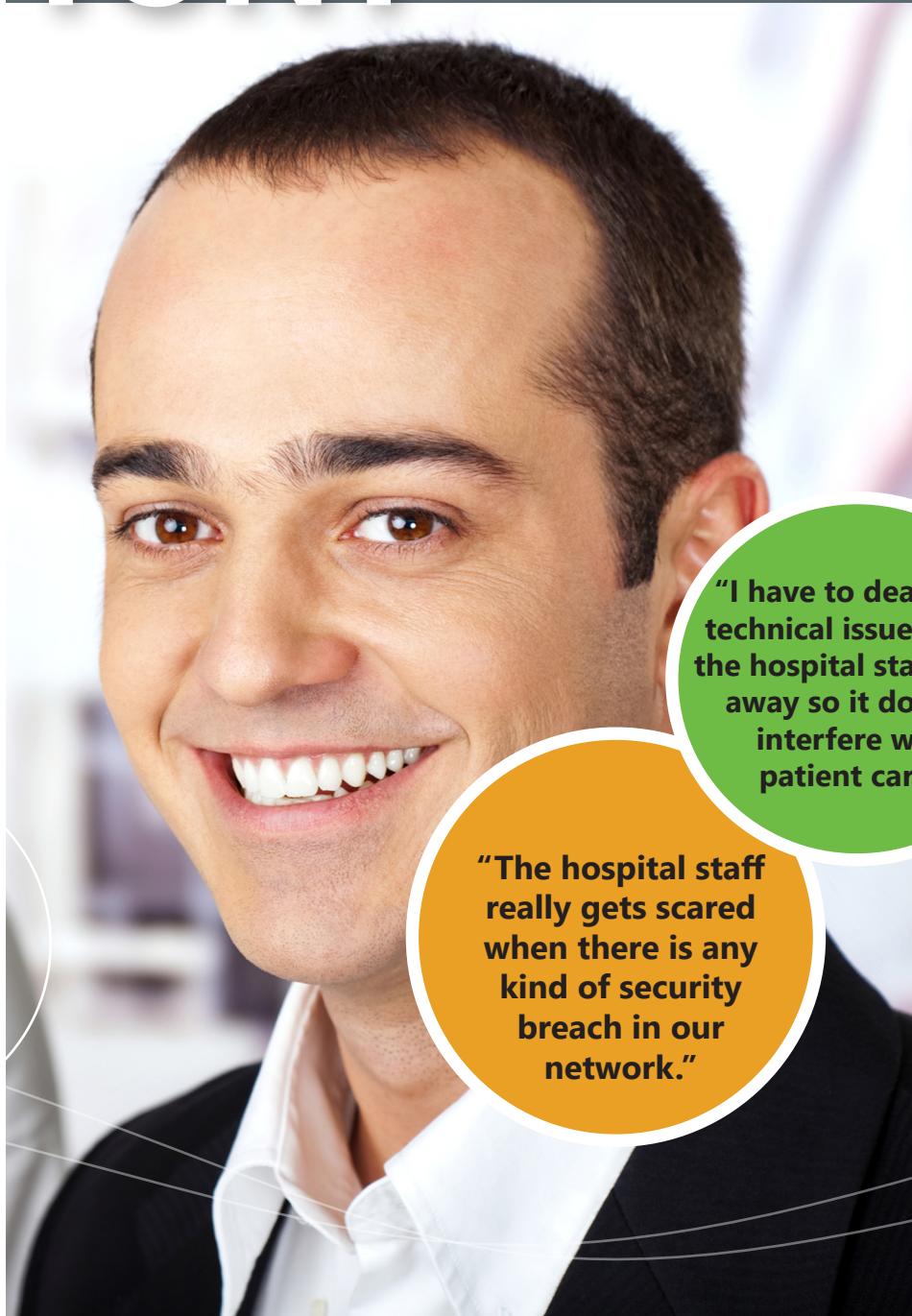
- Laptop
- Windows 10
- Internet Explorer
- Email
- Banking
- Credit cards
- Travel Sites
- Pictures
- Shopping

**Mobile Device:**

- iPhone
- Text
  - Email
  - Games
  - Pictures
  - Calls

# SUPPLY X TONY

IT technician 



## STATISTICS

**Age:** 30

**Salary:** 45K

**Status:** Engaged

**Children:** None

## Education:

Associates in Health Information Technology  
Certificate in Registered Health Information Technology

## PRIMARY RESPONSIBILITIES

Assist in management of the **Hospital Information System (HIS)**

**Provide infrastructure support** to integrate hardware and software applications used for patient care administration.

Ensure that **electronic data** is current, accessible, accurate, and relevant to patient care that can be used in decision making

Assist in **technical support** to various hospital depts. ( floors, pharmacy etc)

**Communicate with doctors, nurses and other hospital staff** to obtain the information they need

## Work software usage:

**Low**

## Technical capabilities:

**High**

### Work Computer:

- Hospital Info. System
- Email
- MS Office
- PIS
- Network Administration

### Home Computer:

- Laptop
- Windows 11
- Internet Explorer
- Code Warrior
- Visual Studio 2016
- Games
- Banking
- Amazon
- Email

### Mobile Device:

- Samsung Galaxy 3S
- Calls
- Text
- Twitter
- Sports
- Instagram
- Email

# SUPPLY X JANICE



system admin 

## STATISTICS

**Age:** 35

**Salary:** 95K

**Status:** Married

**Children:** None

**Education:** Bachelors In  
Computer Science

## PRIMARY RESPONSIBILITIES

Prepare all **activity reports to run** at a moment's notice for Materials Manager, Supply Chain, Materials Admin or Nurse Manager

Keep Omnicenter **database up-to-date**

Make sure all **Omnicell Point of Use stations are communicating** with Omnicenter and vice versa

Update and maintain all Omnicell **user lists and permissions**

Update and maintain **correct PAR levels, control class designations, and unique ID's**

Keep all **restock routes maintained**

**Work software usage:**

**Low**

**Technical capabilities:**

**High**

**Work Computer:**

- Email
- MS Office
- PIS

**Home Computer:**

- Laptop
- Windows 10
- Internet Explorer
- Code Warrior
- Visual Studio 2016
- Amazon
- Costco
- Email
- 

**Mobile Device:**

- Samsung Galaxy
- Calls
- Text
- Email
- Twitter
- Instagram
- Facebook
- Open Table
- Yelp