



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



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?

We need to carefully plan our budget to ensure we can cover all our expenses while providing quality patient care

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

We should brainstorm ideas to attract more patients and boost our clinic's income without compromising on service quality

Considering how to allocate funds for various clinic expenses, such as staff salaries , equipment maintenance

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

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

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

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

Collaborate with relevant departments to review expenditures and identify opportunities to reduce costs without compromising

Feel the pressure to create a balance budget that adequately cover expenses while ensuring quality patient care

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

Feel a mix of curiosity and determination to identify areas where the clinic's thriving financially and solutions for area