



"We try our best to keep the patients informed of everything related to their cases"

Bio:

Kamal has been a doctor for more than 20 years, keeping contact with his patients is a top priority for him, he tries to be as much informative as possible when it comes to interacting with his patients. He is also an active online medicine community member.

Goals:

- To deeply understand his patients conditions and medical record
- To exchange with other doctors and professionals about medical conditions
- To make more informed decisions

Motivations:

- Building a good communication channel with his patients
- Making the medical processes easy to understand by the staff and patients
- Sharing knowledge with others

Frustrations:

- | | | | | |
|---|---|---|---|---|
| Patients record should be easily accessed and managed | We have so much data in paper and that make is hard to start using some software | I am not using any software to manage my patients clients because I will have to teach it to my staff | I get patients from other hospitals, and without any records, we have no idea about their previous conditions | Sometimes we need to share our patients records with fellow doctors but it is an awful structured process |
| I would love to check the upcoming appointments beforehand, so I can prepare for it | Health care providers too, need some time for family, I would love it if I can choose when I can be contacted | | | |

Kamal yakoubi

General Doctor

Age : 52 Years old
Family : Wife, 1 Child
City : Casablanca
Education : M.D. Degree



"Spending enough time with our patients is impossible with all the pressure we have in the administration"

Bio:

Amal is a certified nurse, she has been providing her patients with the medical care they need, she loves to build trust with her patients, and to give them not only information, but also directions and guidance in their health choices

Goals:

- To spend more time with the patients
- To have easy access to the patients medical records
- To have a better management system for her daily tasks

Motivations:

- Helping her patients and family
- Building trust with her patients
- Having impact on people's lives

Frustrations:

- | | | | | |
|--|---|--|---|---|
| We have so much data in paper and that make is hard to start using some software | Because all our records are in paper form, we end up losing some patients records from time to time | The patients lose track of the directions we give them | If the patient doesn't bring his medical folder with them, it takes up time to find it in our archive | Most of the time we give blind appointment without knowing anything about the patient |
| The records searching period takes a lot of time and energy | Sometimes we forget information that we note about our patients, | Drugs and medicine lists get updated all the time and it's hard to keep up with it | | |

Amal Najjar

Medical Nurse

Age : 34 Years old
Family : Husband, 2 Children
City : Casablanca
Education : Certified Nurse



"As a grand father, I wish I could spend more time with my grand children, and less time in the waiting rooms"

Bio:

Jaloul is a friendly grand father, he enjoys playing with his grand children and drawing smiles on their faces. He is a Retiree, he enjoys listening to classical music, he suffers from a chronic health condition, which requires close attention and care.

Goals:

- To spend less time in hospitals and more time with family
- To keep his sugar levels checked
- To find good physicians in his area

Motivations:

- Putting smiles on his grand children's faces
- Living a healthy life
- Enjoying time with family and friends

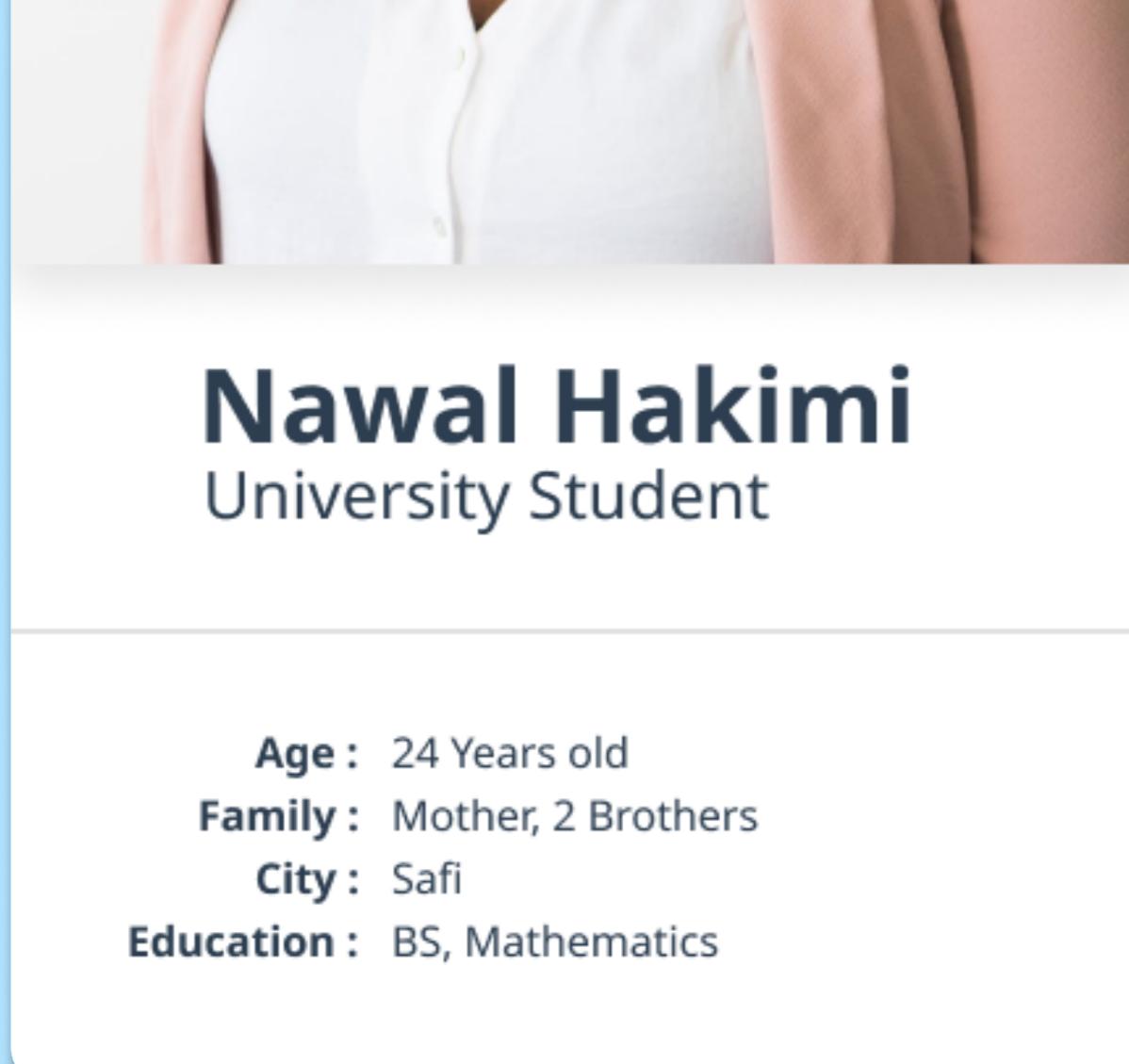
Frustrations:

- | | | | | |
|---|--|---|--|--|
| I find it hard to keep my medical documents organized (reports - tests imagery etc....) | I forget to take my medicines all the time | I have a back pain, so it is really hard for me to keep waiting when in hospitals | I can't use technology that is why I don't use any digital solutions | It takes time to get the medical test reports and take them back to the doctors / hospital |
| I have many bookings so keeping track of the dates can get hard | Sometime I feel so tired of collecting my test reports from different places | | | |

Jaloul Mokhfi

Grand father, Retiree

Age : 75 Years old
Family : Wife, 2 children, 3 grand children
City : Casablanca
Education : High School



"I live far from my family and I would love to keep track of their medical conditions all the time"

Bio:

Nawal is a very busy student, She has a BS in Mathematics, She loves sports and takes care of herself and her family. She also helps her mother stay healthy, organizes her medical documents and book her appointments.

Goals:

- To keep her family healthy
- To manage her time better
- To track her medical record easily

Motivations:

- Helping family and close people
- Sharing knowledge
- Success in her carrier

Frustrations:

- | | | | | |
|--|--|---|---|---|
| It can be really hard to find the doctors contact information | It is hard to find a good doctor in a short amount of time | Multiple family members means many medical records | After getting a prescription from the doctor, I try to look it up but I cannot always find it | Managing the whole family medical records especially when there are many appointments |
| I don't always have my family members to the doctor / hospital | Not knowing how bad it is, makes me really stressed | Managing medical whole family makes me forget important dates | I have many private online records but it is really difficult to keep them from sharing my data | |

Nawal Hakimi

University Student

Age : 24 Years old
Family : Mother, 2 Brothers
City : Safi
Education : BS, Mathematics