



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?

Says "Efficient finances ensure better Patient "care". "Accuracy in billing makes everyone's life easier".

Think "I hope my medical bills accurate are and transparent". "Managing Clinic finances can be complex".



Persona's name
Short summary of the persona

Does

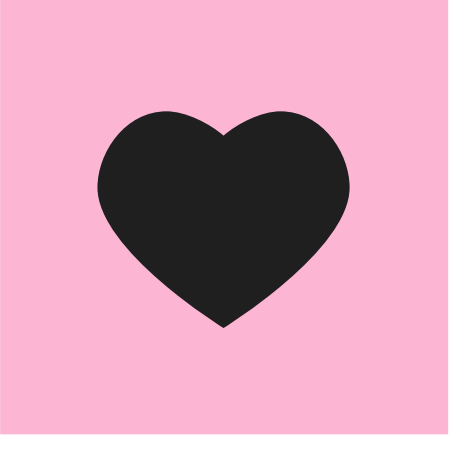
Accountant
Manage financial data, generate reports

Feels:

are • Staff - Empowered when tasks Streamlined!



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?