



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?

Books
toManage
patient billing
and invoicing

Insurance
claim
access
available.



Persona’s name
Health hub medical
clinic

Standard of
living not
affect

Books help them
maintain financial
transparency and
ensures efficient
billing processes.



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?