



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?



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

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

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

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

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

Collaborative with relevant departments to review expenditures and identify opportunities to reduce cost without compromising patient care

Feel the pressure to create a balanced budget that adequately covers expenses while ensuring quality patient care

Feel excised about exploring innovative ways to attract more patients and generate additional revenue strems

Feel a mix of curiosity and determination to identify areas where the clinic is thriving financial and find sollutions for areas needing improvement



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?