



Says

What have we heard them say?
What can we imagine them saying?

advanced equipments

treating with hospitality

service for all parts of body

reductions in the operating costs of health systems



Persona's name

Short summary of the persona

multi-disciplinary resources

smart healthcare solutions

compassionate approach

understanding and quality care



Does

What behavior have we observed?
What can we imagine them doing?

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Thinks



interactive health and wellness

personal care and maintenance

our lifestyle greatly impacts health

improvement of quality in results of the analysis of medical information

skilled team of doctors

proven medical expertise

regular research

advanced diagnostics

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Feels

