



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

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

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.

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

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.

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

Explore various marketing strategies and promotional activities to attract new patients and increase clinic revenue.

Collaborate with relevant departments to review expenditures and identify opportunities to reduce costs without compromising patient care.

Feel excited about exploring innovative ways to attract more patients and generate additional revenue streams.

Feel a mix of curiosity and determination to identify areas where the clinic is thriving financially and find solutions 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?