**CLINICIAN PERSONA**

Add image of person here (sketch or stock graphic)

**Name:**

**Descriptor:**

**Quote:** (Capture the essence of the person from something they said.)

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| **Who is it?** | Enter the persona job title, demographic data, etc. |
| **Goals** | What motivates this persona? What do they want to achieve? |
| **Challenges** | What obstacles does the person face? What’s difficult for this person? |
| **Values** | What are their values and beliefs about their work? |
| **Attitude toward Training** | What is the persona’s attitude toward training**?** |
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