About

Age: 40
Gender: Female
Occupation: Senior Radiologist
Location: NewYork
Hospital: NYC Health + Hospitals

DR. SARAH JOHN

DESCRIPTION

A dedicated medical professional striving to provide accurate diagnoses while managing time efficiently, seeking AI-driven support to enhance patient care.

CHALLANGES

- Spends too much time manually reviewing medical images.
- Struggles with unstructured patient history and reports.
- Managing appointments and last-minute schedule changes is inefficient.

GOALS & NEEDS

- Wants AI-powered tools to assist in faster and more accurate diagnostics.
- Prefers a centralized system to access patient history easily.
- Needs a well-organized appointment and consultation management system.

About

Age: 45
Gender: Male
Occupation: Bank Manager
Company: TD Bank
Location: New Jersey

MARK THOMPSON

DESCRIPTION

A devoted parent striving to manage his family's health efficiently, looking for a hassle-free way to keep medical information organized and accessible.

CHALLANGES

- He struggles to keep track of family health records.
- Maintaining work and health care responsibilities.
- Lack of a system to monitor recurring health issues.

GOALS & NEEDS

- Wants the best way to access and organize health information.
- Needs a straightforward approach to track symptoms and past treatments.
- Want more efficient way to navigate healthcare for his family.

About

Age: 38
Gender: Female
Occupation: Lab Technician
Hospital: NYC Health + Hospital
Location: New York

EMILY CARTER

DESCRIPTION

A diligent coordinator responsible for keeping healthcare operations smooth, looking for an efficient way to manage appointments and patient records seamlessly.

CHALLANGES

- Managing a large volume of patient appointments manually.
- Ensuring that doctors' schedules are not overbooked.
- Keeping track of patient medical records efficiently.

GOALS & NEEDS

- Wants a streamlined system to handle patient bookings and cancellations.
- Needs an easy way to access inbound and outbound patient records.
- Requires integration with hospital management systems (HMS).

About

Age: 32
Gender: Female
Occupation: Software Employee
Company: Accenture
Location: Brooklyn

LISA BROWN

DESCRIPTION

An individual who values convenience and reliable health guidance, looking for a simple way to make informed healthcare decisions without unnecessary hospital visits.

CHALLANGES

- Doesn't visit hospitals often but needs occasional medical guidance.
- Wants reliable health information instead of Googling symptoms.
- Prefers flexible, on-demand healthcare services.

GOALS & NEEDS

- Wants access to trusted medical advice without needing an appointment.
- Needs a way to consult a doctor only when necessary.
- Require better way to understand symptoms and health concerns.