



Says

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

care
about the
patient

manage
patient
billing and
invoicing

maintain&manage
insurance
payment

compare
more
products

small
decision
for
healthcare

list of
products,medicine



Does

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



Thinks

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

advestisement
for health care

spend lot
of money

best doctor

excited

focus

confused



Feels

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