



Says

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

The clinic communicates available appointment slots to patients, either through a physical reception or an online booking system.

Informs patients about upcoming appointments, health check reminders, and other relevant information through SMS, email, or phone calls.

Provides informative materials, brochures, and possibly digital content to educate patients about various health topics and preventive measures.

Offers medical consultations, diagnoses illnesses, prescribes medications, and recommends further tests or specialist referrals.

Organizes health awareness programs, health camps, and community outreach events to engage with the local population and promote healthy living.



Does

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



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Conducts various medical procedures and treatments, depending on the clinic's specialization (e.g., vaccinations, minor surgeries, vaccinations, etc.).

[See an example](#)

Thinks

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



Stores and manages patient data securely using EHR systems, ensuring quick access to medical histories and treatment plans.

Utilizes data analytics tools to identify trends in patient health, clinic efficiency, and resource allocation.

Assists healthcare professionals with evidence-based guidelines and recommendations for diagnosis and treatment.

Creates a welcoming and comfortable atmosphere in the waiting area to reduce patient anxiety.

Trains staff to be empathetic, understanding, and responsive to patients' emotional needs.

Feels

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

