

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?



Effectively communicating

comforting words

Facility

Qualities, Qualification

Curing factor with low expense

Advicing
what do after treatment
Telling diet plans
explains the procedure in
detail

HEALTH HUB CLINIC

Availability of doctors and nurse

review and opinion

Builds patients
trust
Improves health
outcomes
Clams anxiety

Ensure patient satisfaction

improvestreatment compliance Understand patient

Needs and expectations of patients

satement analysis for deeper understandings of patients

Creating good relationship between the doctors and patient

making them comfortable

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?



