



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?

Says

Efficient finances
Patient ensure better care" "Accuracy in billing makes everyone's life Easier"

Think

"I hope my medical bills accurate are and transparent"
"Managing Clinic finances can be complex".



Persona’s name
Short summary of the persona

Feels:

Staff -
Empowered are Streamlined.
when tasks.

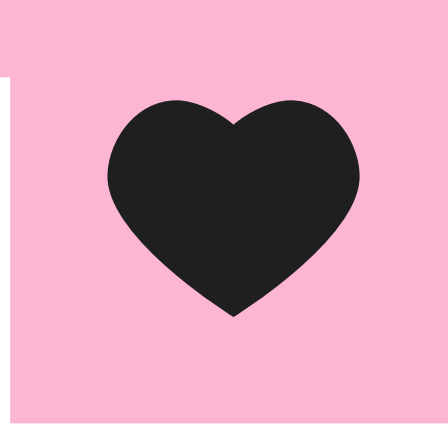
Does:

Accountants -
Manage data.
generate reports. manage financial reports.



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?