

# Persona

Primary User



**Camila Nadal**



**Age:** 49

**Job Title:** Sr. Pharmacist

**Status:** Married

**Location:** Kingston, ON.

"Born in Spain, Camila moved to Canada when she was in high school. She completed her undergraduate degree in biology at McMaster University before attending pharmacy school at Dalhousie University in Halifax. Camila then returned to Kingston after graduating in 2001 where she got a job as a pharmacy technician, eventually working her way up to a position as senior pharmacist at Kingston's most central community pharmacies located in the downtown core."

**GOALS**  
Reasons to use our service

- Deliver excellent patient care for her many patients with whom she has a relationship
- Manage the workload and schedule of her 5 pharmacy staff members to make sure the pharmacy is well staffed during peak hours
- Ensure that the pharmacy is adequately stocked with the compounds necessary to make the medication needed by her patients
- Maintain her personal work-life balance as well as those of her staff, to whom she feels a responsibility

**NEEDS**  
Reasons to buy our service

- Needs a system to help her manage the workload that her staff face at inconsistent times of the day
- Needs to have time to signoff on all new prescriptions that are dropped off
- Needs to ensure that the time for all of her staff are well-utilized
- Needs to ensure that patients pickup medication with a regular cadence
- Needs to have time to conduct all non-pharmacy related tasks such as scheduling, ordering and compliance and administration as well as conduct pharmacy-related work

**PERSONALITY**

Introvert ————— Extrovert

Analytical ————— Creative

Busy ————— Time rich

Messy ————— Organized

Independent ————— Team player

**INFLUENCERS**  
What products or services are influencing

**BEHAVIOR TRAITS**

Proactive  
Worried Empathetic  
Caring Interested  
Team Player

**PAIN POINTS**  
How can our service help

- Camila hates when she has to stop in the middle of what she is doing to handle frustrated patients
- Camila struggles with keeping turnaround times for medication low
- Camila wants the culture of her pharmacy to be more comfortable but she feels that she has to keep her staff focused in order to meet demands
- Camila loses sleep at night thinking about the expanded services that pharmacies are being asked to provide because she feels they may not be able to handle the demand

**INTERESTS**  
Interests that can influence decision

- Management strategies to improve work culture
- New medication, specifically for those with chronic illnesses
- Participating in research
- Spending time away from work at her family's cottage in northern Ontario
- Hiring a diverse workforce and staffing for diversity at pharmacies
- Women's health, especially in aging populations