



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?

To manage patient billing and invoicing

To prepare medical service fees

To manage insurance payments, and generate statements for patients

we focused mostly on qualitative user-centric research methods due to our lack of access to the clients and available quantitative data.

People can easily find what they need

Schedule Tracking and Communication Solution



Persona's name  
Short summary of the persona

Community representation at all levels of health planning, promoting good governance

Automated Monitoring System of Advanced Medical Products

encourages engagement between patients, caregivers and medical providers.

Increased responsiveness of service providers to community needs

increased retention of health workers in remote locations

Providing individuals with access to their healthcare records empowers them with knowledge



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?