



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?

Providing high-quality patient care

Provide information about the medical services they offer

They may discuss current trends in healthcare

They need effective communication, empathy, and a patient-centered approach

Clinics want to provide high-quality healthcare services to their patients

Clinics want to be financially stable and sustainable to continue providing care

Clinics offer preventive healthcare services

Provide healthcare services to patients

Medical hubs and clinics may offer diagnostic services

Events such as pandemics or natural disasters can strain healthcare resources

The primary concerns for healthcare providers is patient safety

Concerns for the physical and mental well-being of healthcare providers and staff



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?