



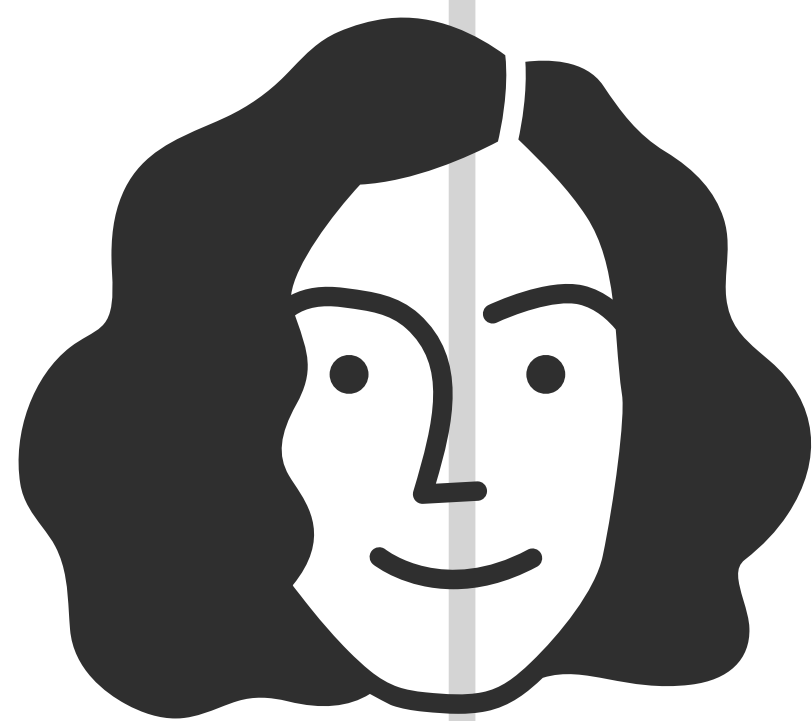
Says

What have we heard them say?
What can we imagine them saying?

bill

patients
informances

invoice



health hub medical clinic



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

middle level
health
provides

multispeciality
clinic

purchase
equipment

create a
performa

be patient

focuse your
patients

better
hospitality

feels
comfortable

low cost



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?