


## FX UOC Persona Descriptions



**Name:** Suzanne Independence

**Short Bio:** Suzanne is a married mother of two and is very proactive when it comes to meeting the needs of her family. She likes to be well informed.

**Persona Quote:** Don't wait for your ship to come in, swim out to it.

Age: 33	Annual Income: Medicaid Eligible	Education: College-educated.
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**Daily Responsibilities:** Suzanne and her husband have busy lives, with little time for distractions. Their children have an age gap that requires different needs to be met at different times and they are both just returning to the work force post COVID-19.


**Preference:** DIY (Do It Yourself) Because Suzanne is proactive by nature, she also likes to do things on her time to achieve maximum efficiency.

**Key Attributes:** Practical; autonomous; values family time

**Functional Needs:** Expects comprehensive information to be available for her to explore and varied self-service methods available at her disposal. Especially when it comes to managing the Medicaid insurance needs of her family.

**Emotional Needs:** Needs confirmation that steps taken will or have met and resolved her needs.

**Challenges:** Because Suzanne is practical, values autonomy and family time, processes that require her to wait for service from others is frustrating.



**Name:** Dr. Janet Press

**Short Bio:** Fresh out of medical school and only 3 months into opening her independent medical practice, Dr. Press values every minute, but needs more time and help.

**Persona Quote:** Life has many ways of testing a person's will, either by having nothing happen at all or by having everything happen at once.

Age: 28	Annual Income: \$0 [Everything is committed to the practice.]	Education: Post Graduate
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**Daily Responsibilities:** Dr. Press has little time and even fewer hands to run her practice. She sees patients, helps train the administrative staff and reviews their work. She is trying to contract with more payers to increase income opportunities.

**Preference:** DIFM (Do It For Me) Dr. Press needs more help and for things to be simplified and streamlined if not done for her.

**Key Attributes:** Tough; pragmatic; values efficiency

**Functional Needs:** Expects prompt service and simplicity

**Emotional Needs:** Needs to know that she will not have to touch something more than once.

**Challenges:** Running thin on patience, she can be demanding when she has to touch something more than once or repeat a process because it was not efficient.

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**Name:** John D. Advocate

**Short Bio:** New to wheelchair use after a horseback riding accident, John is finding healthcare navigation harder than using a wheelchair. He especially finds public assistance troublesome to navigate. John has a Master's in social work and still finds it daunting. He wants to see change for the people.

**Persona Quote:** "Bureaucracy is the art of making the possible impossible."

Age: 49

Annual Income: Medicaid Eligible

Education: Master's Social Work

Daily Responsibilities: Since the accident John's primary focus has been therapy, doctor's appointments and pro bono advocacy for others using the healthcare system.

**Preference:** DIY (Do It Yourself) John loves to learn and share information. He learns by doing, with occasional assistance to course correct. He is an avid YouTube consumer.

Key Attributes: Passionate; Fair; Thorough; Promoter

Functional Needs: Expects access to comprehensive and easy to understand information.

Emotional Needs: Needs to know that the information he receives is reliable and consistent.

Challenges: Frustrated by his current personal circumstances and his perception of inefficiencies in the healthcare delivery system.



**Name:** Lifecare Health Center

**Short Bio:** Lifecare Health Center is a newly built facility, recently licensed to provide preventative care, urgent care, and single-day surgery. The mission of the company is to become the leading healthcare facility in the region. Their plan includes accepting all payer types and broadening their network.

**Persona Quote:** "Take care of the patient and everything else will follow." Thomas Frist, M.D.

Years in Business: 2

Daily Responsibilities:

**Preference:** DIY (Do It Yourself) The leadership of the facility has a proactive approach to delivering care and facing challenges.

Key Attributes: Forward-looking, community centric, accountable

Functional Needs: Expects easy access to data and information to make decisions and resolve issues.

Emotional Needs: Wants to know that the community and regulators view them as a viable healthcare partner.

Challenges: Frustrated by recent, complaint related survey process and delays in becoming a Medicaid Managed Care provider.