



**KEALY**

## BIO

Female, 18  
Highschool student  
Mom and step-dad recently separated  
6 Siblings  
Other: Asthma, mental health struggles

## HEALTH GOALS

- Continue to have an active lifestyle
- Maintain a good mental health
- Get Medicaid access

## HOW TO BEST SERVE

- Referral to affordable medications
- Make policy changes to provide for insurance/Medicaid during divorce process

## INSURANCE

- Pending Medicaid
- Stepfather's insurance

## EQUITY SUPPORTS

- For Medicaid access to be more accessible when in unique circumstances (divorce & separation)

## PRESCRIPTIONS

- Prescription for her Asthma

# HUMANIZING HEALTHCARE

Using Personas to optimize healthcare and structurally support health equity.

## WHAT ARE PERSONAS?

- A user/participant/patient persona supports person-centered design by providing a path to understand a person and their needs that is based on real insight versus an undefined concept of the “user.” Personas are used to focus action and promote excellence in designing services, programs or products that are inclusive and equitable for the user defined by the persona.

## HOW TO USE PERSONAS

- Read through the persona profile and reflect on the following questions. Then map out specific actions that need to be taken or systems that need designed/redesigned to best serve the person represented in the Persona. Lastly, check for user satisfaction by getting feedback from an actual person who closely represents this user Persona.
  - What are this person’s needs?
  - How equipped is our organization to serve this person?
  - What special services need to be in place to meet their needs with equity?
  - How will we know if we are serving this person the best we can?
  - Who do we need to collaborate with to best serve this person?
  - What systems need to change, shift, or adapt to best serve this person?

