



ALLEAH

BIO

Female, 25
Lives with fiancé
Limited family support;
father lives out of state.

Health Metrics:

- Pre-diabetes (untreated)
- PCOS
- High blood pressure
- Chronic back pain
- Non-alcohol fatty liver disease

HEALTH GOALS

- Get blood sugar into 'normal' range
- Receive long-term care to fully address back pain versus use of pain medications
- Overall, to prioritize self-care

HOW TO BEST SERVE

- Referral for homeless youth Street Outreach, Transitional Living, and/or Emergency Shelter

INSURANCE

Aging off of father's insurance. Father's insurance is from out of state with limited in-network providers within the state she lives.

EQUITY SUPPORTS

Assist with getting Medicaid or employer-supported health insurance prior to her aging off of her father's insurance. Connect with support services for youth involved in criminal justice. Connect with affordable medications.

PRESCRIPTIONS

Metformin (cannot always afford; inconsistent adherence)

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?

