



JOSE V.

BIO

Male, 57

Married.

Children ages: 26, 24, 18

MET 5: Stage II Hypertension,
Pre-diabetic, elevated
triglycerides

HEALTH GOALS

- Manage hypertension
- Reduce blood sugar and eliminate need for prescription
- Find access to healthy food
- Learn how to make more meals at home versus eating takeout

HOW TO BEST SERVE

- Referral for affordable food
- Referral to nutrition education

INSURANCE

Insured; cannot afford deductible; hesitant to seek care or take prescriptions

EQUITY SUPPORTS

- Assist with finding reduced price medications or solutions to eliminate medications with enhanced health to reduce overall cost
- Provide nutrition resources for the whole family

PRESCRIPTIONS

- Hypertension medication
- Pre-diabetes medication

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?

