



SAMI

BIO

45, mother of 3,
Married
Migrant from
Afghanistan
Chronic knee pain
MET 5: 210/180 blood
pressure; 210 fasting
glucose; 65 inch waist
circumference; 270
triglycerides; 40 HDL

HEALTH GOALS

- Limit excess oil and fat intake
- Start doing more low impact physical activity to stay active without irritating her knee

HOW TO BEST SERVE

- with cultural competence
- Assist with patient advocacy
- Connect to culture center or other community resources

INSURANCE

Medicaid

EQUITY SUPPORTS

- Translations for services in Pashto or Dari
- Offer Community Health Worker support
- Offer additional services and referrals

PRESCRIPTIONS

- Blood pressure 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?

