



SARAH O.

BIO

Female, 45
Blind
Normal MET 5

HEALTH GOALS

- Maintain current health status
- Accurately consume prescription medications
- Attend health classes
- Maintain exercise schedule of walking 60 minutes per day

HOW TO BEST SERVE

- Offer transportation to and from clinic/building
- Offer one-stop-shop services to eliminate travel barriers
- Use descriptive oral language for all instructions given by provider/server

INSURANCE

Medicaid

EQUITY SUPPORTS

- Auditory access to information or materials in Braille
- Auditory cues for navigating the clinic/building or Braille door signs or

PRESCRIPTIONS

- **offer auditory or Braille instructions on dosage for all prescription medications

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?

