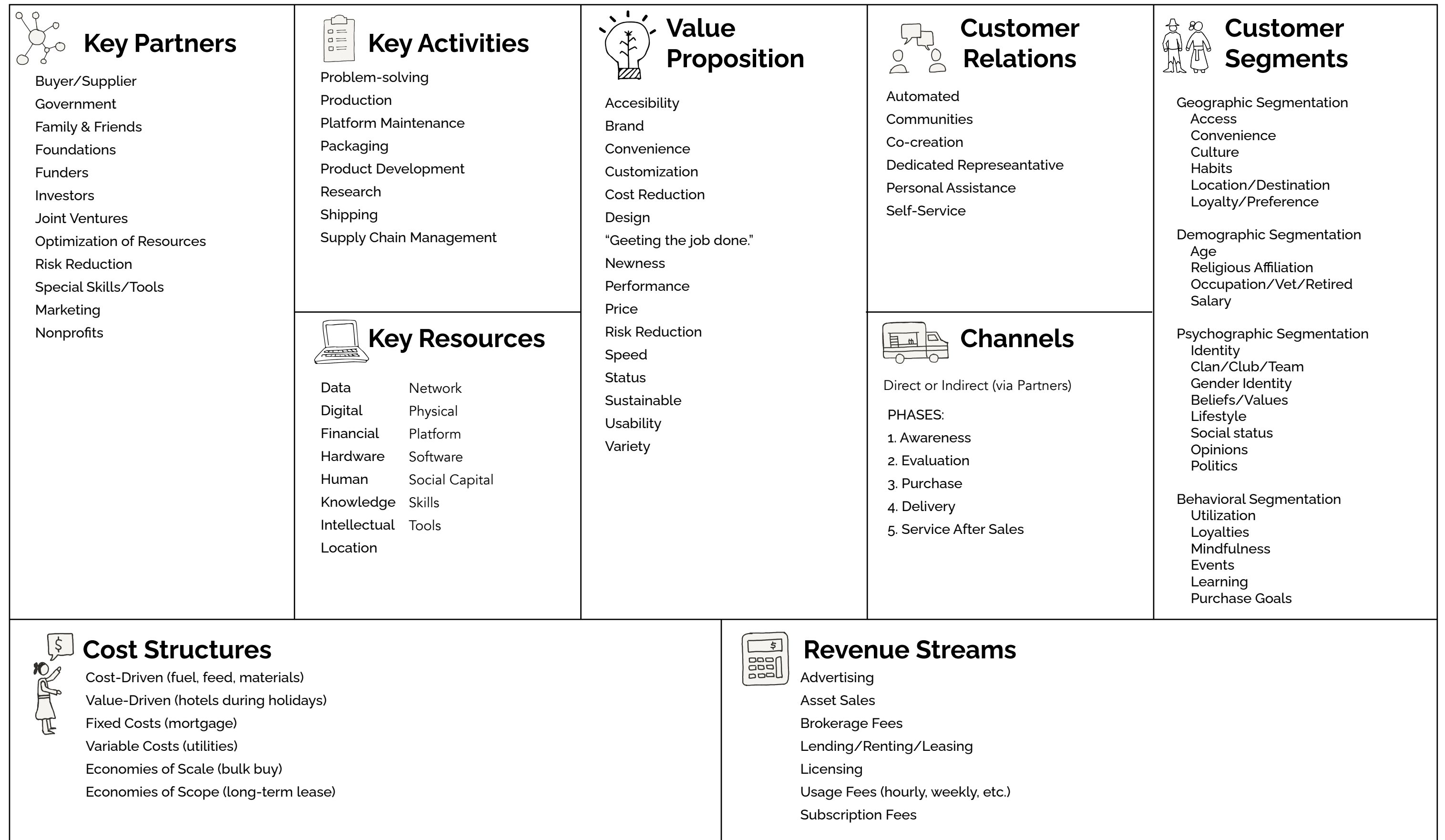
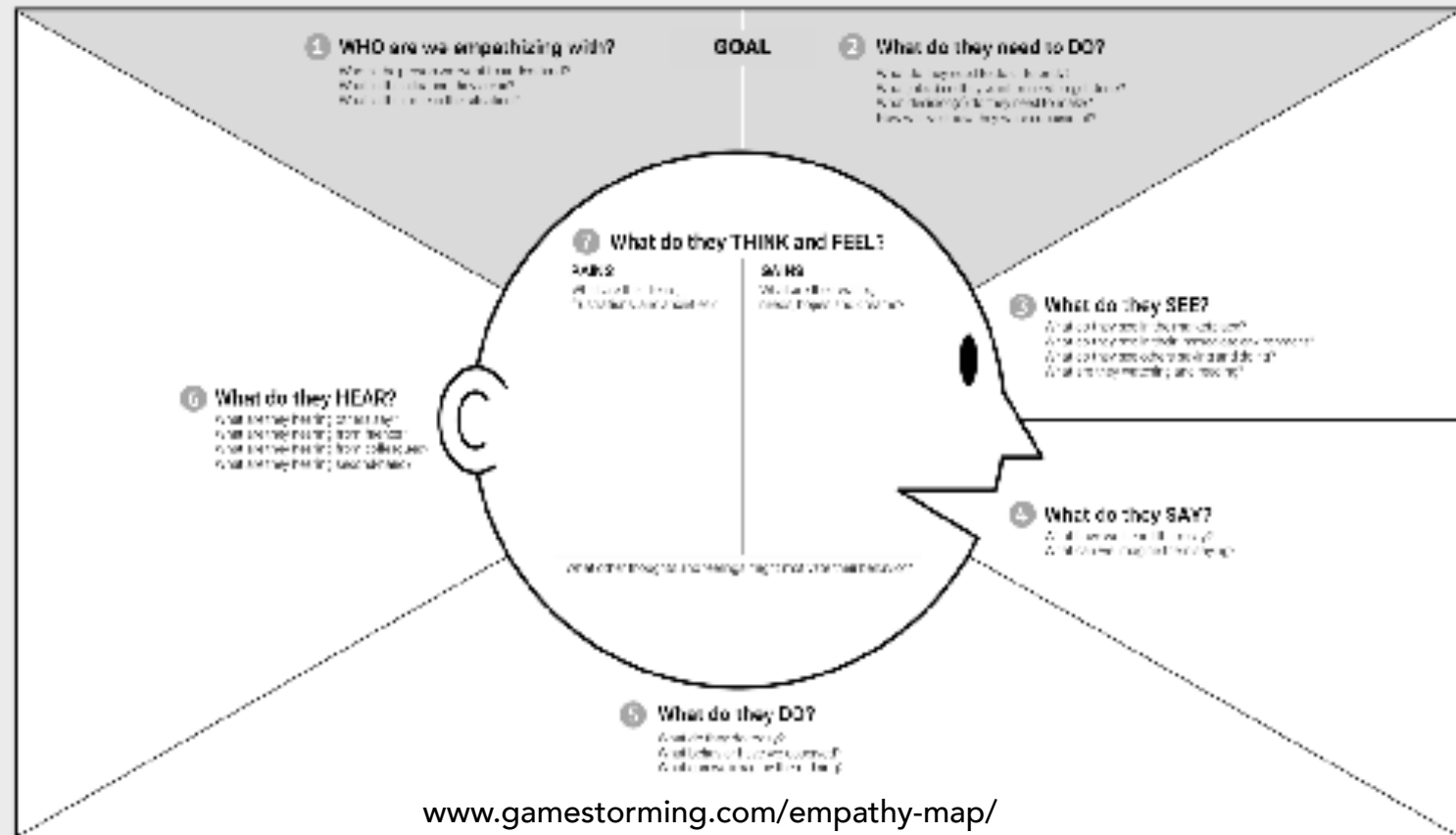


# Business Model Canvas



## Empathy Map Canvas



## PERSONA PROFILE

Give your Persona some backstory, contextualize their needs, and their history. What are some gaps in information, resources, or care that have brought them into contact with our health network?

Add more data to create a "realistic" person. Give them a **NAME** and **AGE** that characterizes their nature, attitude, or location.

**AGE and GENDER IDENTITY**

**LOCATION:** Look down town Memphis, rural Murky County, suburban Nashville

**EDUCATION:** Degree or field?

**OCCUPATION:** Where do they work, live, go to school?

**FAMILY:** What is their family like? Do they have siblings? Do they live alone? In a dormitory or group home? Are they a parent or caregiver?

**GOALS/NEEDS:** Where do they want to accomplish personally and professionally?

**HOBBIES/ACTIVITIES:** What are their hobbies, sports, games, or skills games or they enjoy?

**FRUSTRATIONS/CHALLENGES:** What barriers, limitations, or lack of resources keep them from achieving their goals?

**OTHER DETAILS:** What other details bring us to their health and behavior?

**EXAMPLE** *Passionate*

*Give them a nickname.*

*A motto that sums them up.*

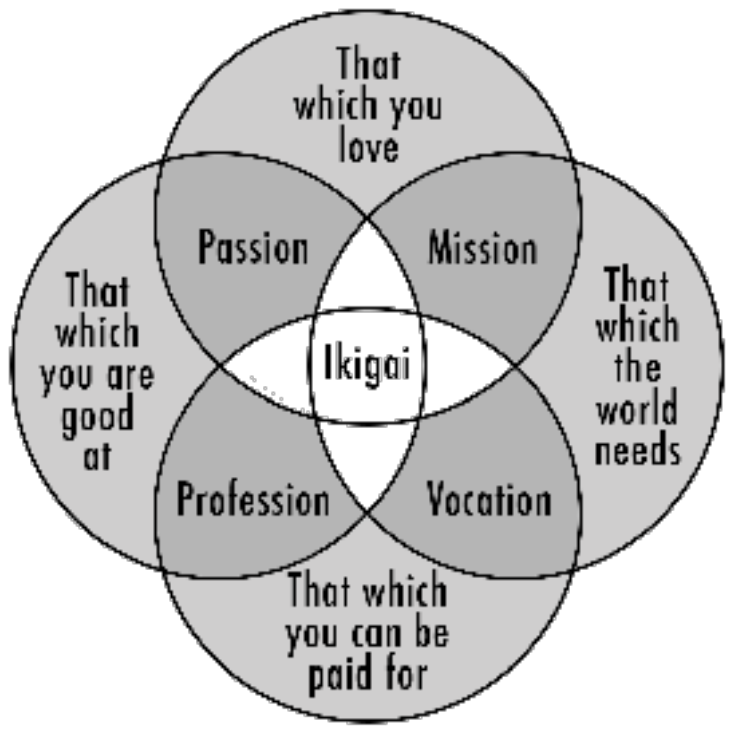
**Studios Stella**  
"Everyone deserves a chance to grow"

*The state*

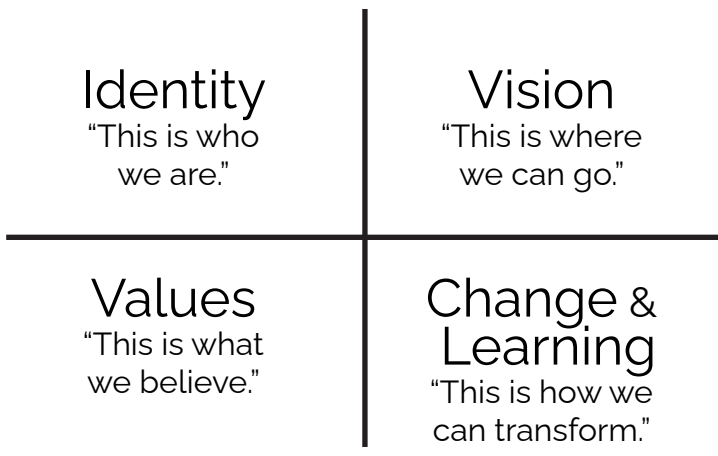
**TRUST INTIONS**  
[Things that they don't like]

*Life Goals*

*Activities they enjoy.*



## Story Frames



[www.storytellingleader.com/resources/](http://www.storytellingleader.com/resources/)

[www.ikigaitribe.com/ikigai/ikigai-misunderstood/](http://www.ikigaitribe.com/ikigai/ikigai-misunderstood/)

## JOURNEY MAP

Your team needed demographic data to build a Persona Catalog.

Now, bring your Persona to life! Show us how your Persona may interact, and generate with us some "insights" from our team members, healthcare data, and analytics in the year 2021 to receive a truly active personalized care.

**YOUR TASK:** Create a Likelihood of a "Journey Map" that illustrates HOW your Persona:

1. first came in contact with our health system and...
2. receives the benefits over time from the collective work of our aligned and integrated tertiary health system.

Make this a visual diagram that shows inputs, interactions, deliverables, information flows, and positive health outcomes.



## Other Persona Teams include:

- Pre-Adolescent:** interested in sports and outdoor growing places of exploration.
- Adult Female:** interested in intention with research on a balanced use.
- Adult Female:** preparation of depression.
- Adolescent Male:** Presenting to ED with Multiple Sclerosis of aggression.
- Adult Male:** was not told how to get things right and help.
- Adolescent male:** struggling with family in the wilderness teacher's team.
- Older Male:** A family member who is struggling with depression and is not included, being integrated with care plan.
- Adult Male:** struggling with mental health issues, he needed help, which he got from his health center.
- Adult Female:** reports on background under medical history.
- Genetics:** transition to mental health care, she is a doctor, she is a doctor, she is a doctor.