



# Arjun Patel

“As a busy working mom with three kids, having to check in each one separately really eats into our time”

Age - 35  
Gender - Female  
Location - Salt Lake City, Utah  
Occupation - Digital Marketing Manager  
Status - Married, 3 children

## About

As a working mother, she navigates the complexities of the tech industry while simultaneously managing the joys and challenges of parenting. Her days are a blend of brainstorming sessions, team meetings, and ensuring her children's needs are met with love and attention. Arjun's remarkable ability to multitask and her dedication to both her profession and family showcase her as a symbol of strength and resilience, inspiring many in her community. Her journey is a testament to her belief that with determination and a supportive environment, balancing a demanding career and parenthood is not just possible but can be incredibly rewarding.

## Personality

- Extraverted
- Motivated
- Passionate
- Creative
- Sympathetic
- Efficient
- Confident

## Goals

- Would like to be as time efficient as possible at each dental visit for her and her family members.
- Wants to be aware of all dental services available and optional so she is getting the most out of each exam and dental cleaning appointment.
- Wants the best possible materials for her dental treatment and would like to know before hand how much that would cost her.
- Would like to be able to share information with her husband about dental coverage, optional upgrades and treatment needed in order to make decisions together on future treatment and dental visits

## Frustrations

- Checking in for more than one person at the same time is very time consuming.
- Sometimes text message with check-in link does not work and/or the forms for each child get mixed up or she runs out of time to fill them out, so now Arjun arrives at least five minutes early for every visit in order to finish the check-in process.
- Gets interrupted either at work or while she is in the hygiene chair to be asked if she or any other family members would like upgrades to their appointment today (fluoride, whitening, sealants, nitrous etc).
- Takes too long to leave the office after appointments because she needs to stop at the check out desk for each family member that came to the appointment to go over copays, treatment plans, insurance benefits, and any account balances.

## Brands







## Hannah Nguyen

"I'm trying to handle things independently, including my dental appointments, but being on my parents' insurance sometimes makes it confusing and frustrating to ensure I've got the right coverage without relying on them too much."

Age - 20  
Gender - Female  
Location - Pocatello, Idaho  
Occupation - Student  
Status - Single

## About

As a single student living in a small college town, Hannah balances her academic responsibilities with a part-time job at a local café. She is tech-savvy, often using educational apps and online resources to assist with her studies. Hannah is still dependant in some ways on her parents for financial support and is still on her parents insurance plan until she is 25 years old. Despite her busy schedule and reliability on her parents in certain circumstances, she aims to be as self sufficient and independent as possible. Hannah's life as a student in Pocatello is marked by her dedication to her studies, love for nature, and a strong sense of community involvement.

## Goals

- Wants to know exactly how much a visit to the dentist is going to cost and will most likely forgo any upgrades that will cost her money. Her parents have told her she is now responsible for her dental bills.
- Wants to keep her teeth clean, healthy and white. In order to do so she would like to confer with her parents about treatment so they can help her make decisions. If she had digital photos and financial estimates digitally with all offered upgrades, she could better consult with them.

## Personality

- Intellectual
- Independent
- Tech-Savvy
- Responsible
- Adventurous
- Loyal
- Currious

## Frustrations

- She needs to know in advance to her appointment how much her copays are for each visit, what she is covered for and if her insurance is active.
- Her parents get a bill after her appointment telling them her fluoride was not covered and now she has to coordinate with her parents about payments. They pay the bill and she Venmo's them back. So much easier to have known before hand so she can budget for it.
- Can't explain to her parents what was diagnosed at her dental visit. She only knows how much the dental office is estimating her treatment to be. Her parents often have to call the office for more info or even suggest to her to forgo treatment.

## Brands







## José Garcia

"I struggle with the digital check-in at the dentist's office; my eyesight isn't what it used to be, and sometimes the English instructions are hard for me to follow."

Age - 72  
Gender - Male  
Location - Miami, Florida  
Occupation - Retired Engineer  
Status - Married, 2 grown children

## About

A first generation immigrant José Garcia, 72-year-old retired engineer from Madrid, now lives in Miami, Florida. He is fluent in Spanish and has limited proficiency in English. He enjoys a quiet retirement filled with gardening, cooking traditional Spanish cuisine, and engaging in community activities like chess and cultural events. He cherishes time with his family, especially sharing stories and helping his grandchildren with Spanish lessons. Though not tech-savvy and struggling with his eyesight, José tries to stay connected with loved ones through basic digital means and prioritizes his health with regular walks and a good diet.

## Personality

- Cultured
- Family oriented
- Patient
- Traditional
- Practical
- Nostalgic
- Health conscious

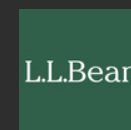
## Goals

- Would like to be informed and fully aware of what forms he is signing.
- Even though he is getting older he would like to stay as independent as possible for as long as possible.
- Spanish is his first language and he is trying his best to pass on family traditions and language skills to his kids and grandkids, all the while working on bettering his grasp of the English language.

## Frustrations

- José can't find how to open the keyboard after clicking the "Check-in" button. It is hidden until you click on the line to type your name. He has to ask the front desk how to continue with check in.
- With his poor eyesight checking in digitally can be tricky since there is no way to enlarge the text field.
- English is not José's first language and he often has to ask a staff member for translations or help while filling out forms.
- If a form has choice options, José has a hard time figuring out that he has to press the highlighted word to show a drop down menu.

## Brands







## Sarah Johnson

"Often the biggest challenge at check-in is helping patients who are anxious or confused about their insurance coverage"

Age - 32  
Gender - They/Them  
Location - Chicago, Illinois  
Occupation - Business Admin at a dental office  
Status - In a relationship

## About

Sarah has been a key part of a bustling dental practice in Chicago for five years. Her role in the dental office involves managing appointments, handling patient check-ins, and overseeing the office's administrative tasks. Known for her friendly demeanor and exceptional organizational skills, she plays a pivotal role in ensuring the office runs smoothly and patients feel welcomed. Her proficiency with dental software systems and ability to handle a high volume of patient interactions make her an invaluable asset to the dental team. Her commitment to her career and her warmth in dealing with both patients and colleagues alike exemplify her passion for her job and the healthcare field.

## Personality

- Approachable
- Organized
- Personable
- Adaptable
- Open minded
- Compassionate
- Energetic

## Goals

- Wants to consistently hand off accurate insurance and financial estimates to patients.
- Would like to minimize being the "in-between man" between the patient and their insurance.
- Going fully paperless in the office and being able to share digital information with patients to take home and view with their family or to have for future reference.
- Save the dental office money and increase production by preventing services being done for those that don't want it but offering it to those that do.

## Frustrations

- Having hard discussions with patients about their balances and why, is very daunting. Patients often think services are covered when they are not.
- Showing patients the exact copays for each visit or for upgrades can often be tricky.
- It is tedious work to manual monitor and mark each digital form into their dental software.
- Often has to take time, uninterrupted, to help the elderly and those that speak Spanish fill out forms and help them understand their insurance coverage.
- Lots of work and time goes into gathering insurance information prior to visits in order to notify patients of insurance status.
- Financial estimates are manually calculated and printed out for patients.

## Brands

