

“I’m worried. I’m working more than I want to, and so are my two remaining pharmacists. Over the weekend, Maya made a mistake during a 12-hour shift. Luckily, the student intern caught it.”  
 - Charles

# Pharmacy Owner - Money + Risk + Decisions



## PERSONALITY

ABOUT	GOALS	QUESTIONS	UX NEEDS
<ul style="list-style-type: none"> <li>• 58 years old</li> <li>• Graduate degree in Pharmacy Leadership</li> <li>• Pharmacy Owner</li> <li>• Married with 2 daughters</li> <li>• Working more than he wants to due to laying off 1 of his pharmacists</li> </ul>	<ul style="list-style-type: none"> <li>• Understand pharmacy reimbursements</li> <li>• Learn tool quickly</li> <li>• Improve profitability and cash flow</li> <li>• Stabilize &amp; grow pharmacy profitability</li> </ul>	<ul style="list-style-type: none"> <li>• How much money can this tool save the pharmacy?</li> <li>• How do I get training?</li> <li>• How many extra fees are involved?</li> <li>• Is there a guarantee?</li> </ul>	<ul style="list-style-type: none"> <li>• Offer free monthly online group training and Q&amp;A sessions</li> <li>• Offer online 1:1 coaching</li> <li>• Communicate all associated fees</li> <li>• Offer clear expectations of outcomes and ROI</li> </ul>

- Methodical
- Organized, prepared
- Appreciates facts, hard data, information presented in a logical manner
- Writes lists for everything

FEELS	THINKS	SAYS	DOES
<ul style="list-style-type: none"> <li>• Overwhelmed at times</li> <li>• Frustrated, stressed</li> <li>• Hoping that he does not have to lay-off any more employees</li> <li>• Hoping the tool can help</li> </ul>	<ul style="list-style-type: none"> <li>• <i>“Why is the reimbursement process so difficult?”</i></li> <li>• <i>“How much will this cost me?”</i></li> <li>• <i>“Will this tool be hard to use?”</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>“Can this tool help me?”</i></li> <li>• <i>“Is it complicated?”</i></li> <li>• <i>“How fast can I learn this to help me with my bottom line?”</i></li> </ul>	<ul style="list-style-type: none"> <li>• Signs up for free online training</li> <li>• Signs up for free monthly group Q&amp;A</li> <li>• Emails McKesson contact to talk about one-on-one training</li> <li>• Records all training for later use</li> </ul>

“I love learning new things. This should be fun. I really want to help Charles.”

- Maya

# Head Pharmacist - Time + Workload + Daily Usage



## PERSONALITY

- Spontaneous
- Dislikes strict routine
- Loves trying new things
- Prefers personal, flexible approach
- Dislikes heavy detail

### ABOUT

- 34 years old
- Bachelor’s degree in Pharmacy
- Pharmacist
- Married with 2 children
- Asked by pharmacy owner to use the McKesson tool for reimbursements

### GOALS

- Understand pharmacy reimbursements
- Learn tool quickly
- Have time to help more patients

### QUESTIONS

- How long will it take to learn this?
- How do I get training on the tool?
- How fast can I get up to speed?
- How can I review now?
- Can I talk to the McKesson contact?

### UX NEEDS

- Free monthly group training + Q&A
- 1:1 coaching
- Simple actionable reimbursement guidance

### FEELS

- Excited to learn
- Wants to help patients and pharmacy succeed
- Wants to avoid excessive overtime

### THINKS

- *“I hope I can help more patients.”*
- *“How long will this take?”*
- *“Will this be hard to use?”*

### SAYS

- *“How can I learn this quickly?”*
- *“How long will reimbursements take?”*
- *“Can I see something now?”*

### DOES

- Meets with pharmacy owner about training.
- Prepares questions for McKesson contact.
- Uses recorded training for review.