

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

Pharmacy Owner



PERSONALITY

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

ABOUT

- 58 years old
- Graduate degree in Science in Pharmacy Leadership
- Pharmacy Owner
- Married with 2 daughters
- Working more than he wants to due to laying off two pharmacists

GOALS

- Understand pharmacy reimbursements
- Learn tool quickly
- Improve profitability and cash flow
- Hire back the two pharmacists he laid off
- Become financially successful

QUESTIONS

- How much money can this tool save the pharmacy?
- How do I get training?
- How many extra fees are involved?
- Is there a guarantee?

UX NEEDS

- Offer free monthly online group training and Q&A sessions
- Offer online 1:1 coaching
- Communicate all associated fees
- Offer guarantees

FEELS

- Overwhelmed at times
- Frustrated, stressed
- Hoping that he does not have to lay-off any more employees
- Hoping the tool can help

THINKS

- *“Why is the reimbursement process so difficult?”*
- *“Can this tool help me?”*
- *“How much will this cost me?”*
- *“Will this tool be hard to use?”*

SAYS

- *“How can this tool help me?”*
- *“Is it complicated?”*
- *“How fast can I learn this to help me with my bottom line?”*

DOES

- Signs up for free online training
- Signs up for free monthly group Q&A
- Emails McKesson contact to talk about one-on-one training
- Records all training for later use

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

- Maya

Head Pharmacist



PERSONALITY

- Spontaneous
- Dislikes following a strict routine
- Loves trying new things
- Appreciates the personalized touch
- Dislikes dealing with details
- Fears “missing out” on whatever life has to offer
- Personal and activity oriented

ABOUT

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

GOALS

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

QUESTIONS

- How much time 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 get information to review now?
- Can I talk to the McKesson contact?

UX NEEDS

- Offer free monthly online group training and Q&A sessions
- Offer online 1:1 coaching
- Offer actionable, easy-to-understand ways to increase reimbursements

FEELS

- Excited to learn something new
- Hoping she can help the pharmacy thrive and spend more time helping customers
- Hoping she does not have to do a lot of OT

THINKS

- *“I hope I can help more patients.”*
- *“How much time will it take to learn this?”*
- *“Will this tool be hard to use?”*

SAYS

- *“How can I learn this tool quickly?”*
- *“How much time will it take to find reimbursements?”*
- *“Can I look at something now?”*

DOES

- Meets with pharmacy owner about training. He plans to record all training so she can refer to it at any time
- Creates a list of questions that he can review with his McKesson contact

“

I want to learn this tool backwards and forward. I will be the go-to guy!”

- Conor

Pharmacist



PERSONALITY

- Competitive, motivated, success- and goal-driven, hard-working, image-conscious, good planners
- Intense, very persuasive about getting their way; Irritated by inefficiency
- Business-like, power-oriented, disciplined

ABOUT

- 30 years old
- Graduate degree in Science in Pharmacy Leadership
- Single
- Asked by pharmacy owner to learn and use the McKesson tool to find reimbursements

GOALS

- Saving to buy a pharmacy
- Learn tool so he can use it at his pharmacy
- Wants to be the go-to reimbursement guy

QUESTIONS

- What can this tool do for the pharmacy?
- How fast can I get up to speed?
- Is it easy to learn?
- How much money can this tool save the pharmacy?
- Is there a guarantee?

UX NEEDS

- Offer guarantees
- Offer free monthly online group training and Q&A sessions
- Offer online 1:1 coaching
- Offer actionable, easy-to-understand ways to increase reimbursements

FEELS

- Excited to learn this tool
- Will do what it takes to get up to speed quickly

THINKS

- *“I hope there is good training available.”*
- *“How fast can I start training?”*
- *“Can I get more than monthly training?”*

SAYS

- *“Can I take the training online?”*
- *“Are there any training materials I can get quickly?”*
- *“I cannot find anything by doing a search. Why not?”*

DOES

- Works with pharmacy owner to sign up for training and get materials
- Joins pharmacy owner on McKesson contact calls and 1:1 training

“

I love helping the patients – it is the favorite part of my job!”

- Mariah

Pharmacist



PERSONALITY

- Humanistic
- Very creative and entertaining
- Enjoys helping others
- Slow to reach a decision
- Good listener
- Prefers the big picture
- Personal, relationship-oriented

ABOUT

- 25 years old
- Bachelor’s degree in Pharmacy
- Pharmacist
- Engaged
- Asked by pharmacy owner to learn and use the McKesson tool to find reimbursements

GOALS

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

QUESTIONS

- What other pharmacies use this tool?
- How much time will it take to learn this?
- How do I get training on the tool?
- How much of my day be spent doing my job and doing this?
- Will this tool be easy to use?

UX NEEDS

- Offer free monthly online group training and Q&A sessions
- Offer online 1:1 coaching
- Offer group forum to trade information and ideas
- List of other businesses who use the tool

FEELS

- LOVES to help the customers – favorite part of job
- Excited to learn something new
- Hoping she can help the pharmacy thrive and spend more time helping customers

THINKS

- *“I hope I can help more patients.”*
- *“How much time will it take to learn this?”*
- *“Will this tool be hard to use?”*
- *“Can I learn this quickly?”*

SAYS

- *“Who else uses this product? What do they say about it? Can I talk to them?”*
- *“How can I learn this tool quickly?”*
- *“Can I look at something now?”*

DOES

- Works with pharmacy owner to sign up for training and get materials
- Joins pharmacy owner on McKesson contact calls and 1:1 training
- Joins tool forum