

Personas Activity

Use this tool to assess strengths and risks from interest holders' perspectives

Empathy Mapping: Five Different Perspectives

ANIA

Health region CEO or senior leader in the Ministry of Health facing tight budgets and growing demand for services

PIERRE

Patient or caregiver who will be directly affected by the initiative that you are proposing

VEENA

Senior leader in the Ministry of Health, with responsibility for funding for a range of health services

JOHN

Clinician whose work will be directly affected by the initiative that you are proposing

ROBIN

Invent your own persona – What key interest holder is not currently at the table?

Instructions

Once you've identified a potential VBHC initiative(s), assign each person in your group the perspective of a persona listed here. Reconsider the strengths and risks of your initiative from a value perspective. What would you see as key enablers/ barriers to optimizing value?

Based on what you've heard from all perspectives, identify the top three strengths and top three risks.

Ask yourself:

- What surprised you?
- Where did views converge?
- Are there any areas where your group disagreed?
- What area(s) do you need to do more work in?