



## Kamal yakoubi

General Doctor

**Age :** 52 Years old  
**Family :** Wife, 1 Child  
**City :** Casablanca  
**Education :** M.D. Degree

“We try our best to keep the patients informed of everything related to their cases”

### Bio:

Kamal has been a doctor for more than 20 years, keeping contact with his patients is a top priority for him, he tries to be as much informative as possible when it comes to interacting with his patients. He is also an active online medicine community member.

### Goals:

- To deeply understand his patients conditions and medical record
- To exchange with other doctors and professionals about medical conditions
- To make more informed decisions

### Motivations:

- Building a good communication channel with his patients
- Making the medical processes easy to understand by the staff and patients
- Sharing knowledge with others

### Frustrations:

Patients record should be easily accessed and managed

We have so much data in paper and that make is hard to start using some software

I am not using any software to manage my patients clients because I will have to teach it to my staff

I get patients from other hospitals, and without any records, we have no idea about their previous conditions

Sometimes we need to share our patients records with fellow doctors but it is an awful structured process

I would love to check the upcoming appointments before-hand, so I can prepare for it

Health care providers too, need some time for family, I would love it if I can choose when I can be contacted



## Amal Najjar

Medical Nurse

**Age :** 34 Years old  
**Family :** Husband, 2 Children  
**City :** Casablanca  
**Education :** Certified Nurse

“Spending enough time with our patients is impossible with all the pressure we have in the administration”

### Bio:

Amal is a certified nurse, she has been providing her patients with the medical care they need, she loves to build trust with her patients, and to give them not only information, but also directions and guidance in their health choices

### Goals:

- To spend more time with the patients
- To have easy access to the patients medical records
- To have a better management system for her daily tasks

### Motivations:

- Helping her patients and family
- Building trust with her patients
- Having impact on people's lives

### Frustrations:

We have so much data in paper and that make is hard to start using some software

Because all our records are in paper form, we end up losing some patients records from time to time

The patients lose track of the directions we give them

If the patient doesn't bring his medical folder with them, it takes up time to find it in our archive

Most of the time we give blind appointment without knowing anything about the patient

The records searching period takes a lot of time and energy

Sometimes we forget information that we note about our patients,

Drugs and medicine lists get updated all the time and it's hard to keep up with it



## Jaloul Mokhfi

Grand father, Retiree

**Age :** 75 Years old  
**Family :** Wife, 2 children, 3 grand children  
**City :** Casablanca  
**Education :** High School

“As a grand father, I wish I could spend more time with my grand children, and less time in the waiting rooms”

### Bio:

Jaloul is a friendly grand father, he enjoys playing with his grand children and drawing smiles on their faces. He is a Retiree, he enjoys listening to classical music, he suffers from a chronic health condition, which requires close attention and care.

### Goals:

- To spend less time in hospitals and more time with family
- To keep his sugar levels checked
- To find good physicians in his area

### Motivations:

- Putting smiles on his grand children's faces
- Living a healthy life
- Enjoying time with family and friends

### Frustrations:

I find it hard to keep my medical documents organized (reports - tests imagery etc...)

I forget to take my medicines all the time

I have a back pain, so it is really hard for me to keep waiting when in hospitals

I can't use technology that is why I don't use any digital solutions

It takes time to get the medical test reports and take them back to the doctors / hospital

I have many bookings so keeping track of the dates can get hard

Sometime I feel so tired of collecting my test reports from different places



## Nawal Hakimi

University Student

**Age :** 24 Years old  
**Family :** Mother, 2 Brothers  
**City :** Safi  
**Education :** BS, Mathematics

“I live far from my family and I would love to keep track of their medical conditions all the time”

### Bio:

Nawal is a very busy student, She has a BS in Mathematics, She loves sports and takes care of herself and her family. She also helps her mother stay healthy, organizes her medical documents and book her appointments.

### Goals:

- To keep her family healthy
- To manage her time better
- To track her medical record easily

### Motivations:

- Helping family and close people
- Sharing knowledge
- Success in her carrier

### Frustrations:

It can be really hard to find the doctors contact information online sometimes

It is hard to find a good doctor in a short amount of time

Multiple family members means many medical records

After getting a prescription from the doctor, I try to look the drugs up but I cannot always find it

Managing the whole family medical records can get messy especially when there are many appointments

I don't always have time to accompany my family members to the doctor / hospital

Not knowing how bad a medical condition is, makes me really stressed

Managing the whole family medical records makes me forget important dates

I have many privacy concerns about available online records systems, since nothing can stop them from sharing my data