EchoFlow Personas

Persona 1: The Experienced Sonographer

• Name: Sarah Thompson

• Age: 34

• Occupation: Cardiac Sonographer at a busy hospital

• **Experience:** 10+ years in echocardiography

• **Tech Comfort:** Moderate; familiar with hospital software but wants efficiency improvements

• Goals:

Quickly access echo studies and patient reports

o Reduce manual documentation time

o Ensure accurate measurements/imaging for reporting

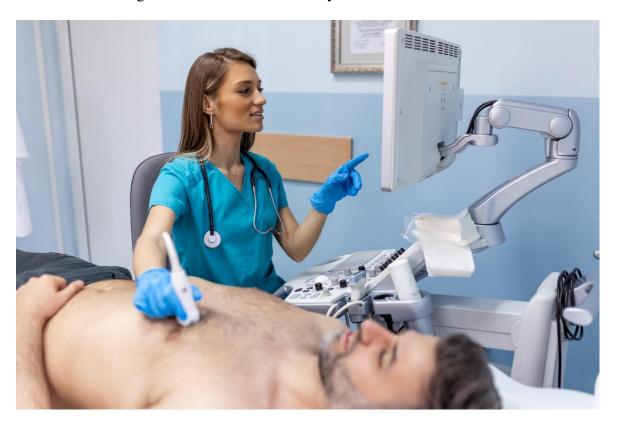
• Challenges:

o Limited time per patient

o Risk of measurement inconsistencies

• How EchoFlow Helps:

- o Streamlines workflow from image acquisition to reporting
- o Provides consistent measurement templates
- o Integrates with PACS and EMR systems



Persona 2: The Cardiology Fellow

• Name: Daniel Kim

• Age: 29

• Occupation: Cardiology Fellow at a teaching hospital

• Experience: Intermediate; still learning advanced echo techniques

• Tech Comfort: High; comfortable with apps and digital learning tools

• Goals:

Access echo cases for study and comparison

Learn best practices in image acquisition

o Review measurement techniques

• Challenges:

o Managing a steep learning curve under time pressure

o Remembering key measurement guidelines

o Finding time to review cases efficiently

How EchoFlow Helps:

o Offers guided measurement workflows and tutorials

o Provides visual cues and alerts for measurement errors

o Provides help with reporting



Persona 3: The Cardiology PA

- Name: Rachel Adams
- Age: 32
- Occupation: Cardiology Physician Assistant at a large cardiac clinic
- **Experience:** 6 years in cardiology
- **Tech Comfort:** Moderate; comfortable with EMR systems
- Goals:
 - Quickly review and interpret echocardiograms to assist cardiologists in decisionmaking
 - Collaborate efficiently with sonographers and cardiologists
 - o Ensure accurate documentation for clinical notes and billing

Challenges:

- o High patient load and limited time per appointment
- o Ensuring measurements and reports are accurate and consistent
- o Communicating complex echo findings to patients in an understandable way

• How EchoFlow Helps:

- o Provides measurement templates and alerts to reduce errors
- o Offers summary reports that can be shared with both physicians and patients



Persona 4: Dr. Michael Carter, MD - Cardiology Attending

Persona 4: The Cardiology Attending

- Name: Dr. Michael Carter MD
- Role: Cardiology Attending Physician / Echocardiography Supervisor
- Age: 48
- Experience: 20+ years in cardiology, 15 years interpreting echocardiograms
- **Technology Comfort Level:** High; Comfortable with hospital EMR/EHR systems and PACS (Picture Archiving and Communication System)

• Goals:

- o Ensure accurate and timely interpretation of echocardiograms.
- o Streamline workflow between echocardiography technicians, fellows, and administrative staff.
- o Maintain high-quality patient care and diagnostic precision.

Challenges:

- o Delays in receiving complete, organized echo studies from techs/fellows.
- o Variability in image quality or missing key views.
- o Time-consuming reporting and documentation processes.

• How EchoFlow helps:

- o Approves and signs off reports efficiently.
- o Tracks study trends for quality improvement and research purposes.

