

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
 - Reduce manual documentation time
 - Ensure accurate measurements/imaging for reporting
- **Challenges:**
 - Limited time per patient
 - Risk of measurement inconsistencies
- **How EchoFlow Helps:**
 - Streamlines workflow from image acquisition to reporting
 - Provides consistent measurement templates
 - 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
 - Review measurement techniques
- **Challenges:**
 - Managing a steep learning curve under time pressure
 - Remembering key measurement guidelines
 - Finding time to review cases efficiently
- **How EchoFlow Helps:**
 - Offers guided measurement workflows and tutorials
 - Provides visual cues and alerts for measurement errors
 - 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 decision-making
 - Collaborate efficiently with sonographers and cardiologists
 - Ensure accurate documentation for clinical notes and billing
- **Challenges:**
 - High patient load and limited time per appointment
 - Ensuring measurements and reports are accurate and consistent
 - Communicating complex echo findings to patients in an understandable way
- **How EchoFlow Helps:**
 - Provides measurement templates and alerts to reduce errors
 - 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:**
 - Ensure accurate and timely interpretation of echocardiograms.
 - Streamline workflow between echocardiography technicians, fellows, and administrative staff.
 - Maintain high-quality patient care and diagnostic precision.
- **Challenges:**
 - Delays in receiving complete, organized echo studies from techs/fellows.
 - Variability in image quality or missing key views.
 - Time-consuming reporting and documentation processes.
- **How EchoFlow helps:**
 - Approves and signs off reports efficiently.
 - Tracks study trends for quality improvement and research purposes.

