

Persona Archetypes

Five current persona archetypes of key stakeholders in the care management process were identified.

The persona archetypes are categorized as primary, secondary and tertiary depending on the volume of these personas spending time to serve members as a part of care management programs..



HEALTH PROGRAM REPRESENTATIVES (HPR)
Primary Persona Archetype

Stakeholders with non-clinical background who supports care management. HPRs may do the initial outreach to a member to enroll them in a care management program. They may also help members find providers for their specific needs.

“Success to me is giving the members all the information on the program, enrolling them into the program and getting them over to the care manager for them to proceed with care management.”



CARE MANAGERS
Primary Persona Archetype

Stakeholders with a clinical background who guide members through care management programs and support them in reaching their goals. They serve across various programs and states and may support commercial or government lines of business.

“Success to me is customer satisfaction. I want members to feel supported and think that they have an insurance company that will complement their health needs.”



SPECIALISTS
Secondary Persona Archetype

Stakeholders with a clinical background that a care manager may refer a member to, for a specialized needs and consults. Specialists can be dietitians, nutritionists and behavioral health specialists, among other specialties.



PHARMACY CONSULTANTS
Secondary Persona Archetype

Stakeholders with a clinical background that a care manager may refer to a member for needs related to medication. Pharmacist consultants review members’ medication list, review drug interactions, identify gaps in care.



PROJECT OR PRODUCT MANAGERS
Tertiary Persona Archetype

Stakeholders with a non-clinical background who help develop and maintain digital applications that support the care management team. They may support by fixing system defects or following up on enhancement requests as well as providing training to associates on platform changes.