



**John**

SHORT NAME  
JOH

#### PICTURE



#### AGE

70

#### OCCUPATION

Retiree

#### LIFESTYLE

Sedentary

#### HEALTH INSURANCE

Yes

#### KEY MOTIVATION

Maintaining independence and quality of life in his retirement years by improving mobility and reducing pain, enabling him to engage in daily activities and hobbies with ease.

#### BACKGROUND

John is a retiree who leads a relatively sedentary lifestyle but enjoys occasional walks and gardening. He recently underwent knee replacement surgery and is seeking physiotherapy to aid in his rehabilitation and improve his mobility.

#### CORE NEEDS

- ▶ Gentle and patient-centered approach to accommodate his age and physical limitations.
- ▶ Education on proper body mechanics and techniques to prevent further injuries.
- ▶ Assistance with pain management and improving mobility for daily activities.
- ▶ Emotional support and encouragement to stay committed to his rehabilitation.

#### MAIN FRUSTRATIONS

- ▶ Lengthy waiting times to book an appointment
- ▶ Unfriendly staff
- ▶ Difficulty in finding suitable appointment slots
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- ▶ Feeling overwhelmed by the unfamiliarity of the rehabilitation process and medical terminology.
- ▶ Concerns about the effectiveness of physiotherapy in improving his mobility and quality of life.
- ▶ Difficulty in adapting to new exercises or routines due to physical limitations or discomfort.
- ▶ Impatience with the pace of progress and desire for quicker results.

#### PREFERRED COMMUNICATION CHANNELS

In-person, Phone calls