trc healthcare

Persona

February, 2020 by Pam Piotrowski

Product	Pharmacist's Letter
Persona	B2C users/pharmacy student

About

	Name: Jennifer Campbell	**Type:** End User
	Title/Role: Pharmacy student, P2(second year)	**Reports to:** Pharmacy Manager at work, works with multiple school faculty members at school
	Industry/Segment: Pharmacy	
	Years in this job: 2nd year student	**Age:** 24 **Education:** Currently a student in a Pharmacy Doctorate program
	Technical Proficiency: Proficient	
	Technology: PC and mobile device (phone and tablet): works part time in a hospital inpatient pharmacy (approx. 10 hours/week) – use PC at work.	

Situation

<u>Typical day in the life of your persona</u>

Jennifer is a second-year pharmacy student. She lives in an off-campus apartment about 20 minutes from campus.   While at school, she accesses class refences and submits coursework via her personal laptop. She completes most of her coursework and projects either at home on her own device, or at school, on campus or local gathering spots when working on group projects.

This past year, she has been attending classes mostly virtually, via Zoom-type class instruction. Her group projects have been also a combination of virtual, yet the small groups still tend to meet in person at each other's apartment/home.

A typical day involves logging into her virtual classroom app, attending classes and labs, and completing research for coursework, which typically involves case studies, patient cases, and appropriate medication use/dosing discussions. After classes are completed for the day, Jennifer works on any extended projects and studies for upcoming exams. Works has been challenging since she doesn't always have access to their medical library on campus, and is limited to what she can find and access online.

Jennifer works part time at a local 500 bed teaching hospital in their acute care pharmacy, mostly on the weekends and holidays. Her role there is mostly data entry and order filling, with some sterile product and assisting pharmacists in answering hospital medical staff questions.

Jennifer also travels home (about 2 hours) to visit her parents when she has time available, She often has to take her laptop some with her to complete assignments while there.

Typical interaction with your product

Jennifer doesn't work much with the Pharmacist Letter product, even though she has a free student subscription through the school of pharmacy. Her teachers don't regularly mention the PL product, but rather often mentions competitors as an option as a reference to complete course work, or during examples during classroom discussion.

Jennifer will start her experiential rotations in various pharmacy practice sites to fulfill her educational requirements; she is excited to experience other pharmacy practice areas but worried because she has not practiced much in areas other than acute care hospital environments. She has not had much patient contact either, and worries that she will seem confident and proficient in these new duties.

She typically needs to access reference materials for questions like appropriate drug therapy and dosing, and has only used what the school furnishes, what her professors give as examples, and what her pharmacist colleagues use. Her hospital also provides two online references for employees to use. She often uses her phone to access at work, since PCs are not always available. She uses her phone app to save her login passwords to her apps, since she has several. The wifi access at work is sometimes limited at best on her mobile device, depending on where in the hospital she is. At times, she also tried to get a head start on school assignment during breaks and on downtime at work at the hospital.

As a pharmacy student/intern, she does not have to submit continuing education credits for licensure, but will within two years after she graduates. She hasn't really thought about how she will do this, but her colleagues have mentioned several times that they use PL for this need, as it's easy and the courses are interesting.

A perfect day

A perfect day for Jennifer is when she has a great class with a lot of interaction with faculty and students, and learns something new that she can apply to her new profession. She is especially excited when she learns something that applies to her current hospital duties.

She loves it when she can find what she needs for school assignments and projects easily, and when her wi-fi works all day at her apartment complex.

If she can get everything done quickly and without issues, and still have time to grab a quick dinner or visit with friends or her parents, that's even better and energizes her for the next day.

Top of mind issues

- She is concerned that she will not have the knowledge to succeed in her upcoming tests for classes.
- She often stresses in the current "seclusive" atmosphere, as she cannot always bounce ideas off and learn from discussions that she had in classes in her first year of pharmacy school. She feels she is missing a critical part of her educational process.
- She is concerned about her access to resources, as her laptop is a few years old and not sure if it will last through her college graduation. Her phone is also a bit old too.
- She is worried that she will be successful in her upcoming experiential rotations – she has to pick the locations soon and many will be practice areas unfamiliar to her.

Other Information

Professional Details (memberships, licenses, associations)

- Certified pharmacy technician (PTCB), and registered in TX
- Completed her immunization training this year
- State licensed pharmacy intern (TX)
- Belongs to APhA student association

Information Sources (subscriptions, reading materials)

- Journal from APhA (she rarely reads this, due to time)
- Lexicomp and PubMed-Journal access (school supplied); Micromedex and Clinical Pharmacology (work)
- Various web-based public services (but concerned about accuracy and source)

How the persona is rewarded or motivated (compensation, bonuses, other recognitions)

- Jennifer enjoys recognition from her supervisor and faculty
- She receives annual reviews at her hospital
- She received evaluations from her first experiential rotation during year one, and will continue to do so.
- She also enjoys recognition from her peers in school

Budget approval levels and ROI expectations

- Jennifer has not had to worry about how much she will spend on resources, since she uses what her work and school provides her.
- She has not through about what she will use post-graduation for CE.
- She does worry about where the information is coming from, and if it is dependable.
- She likes things that are easy to use and more technically oriented; she hates paper type resources, and prefers apps and online resources.