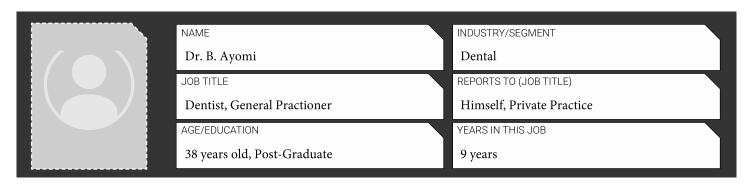


Buyer Persona Worksheet



Launch



MY MOST IMPORTANT RESPONSIBILITIES & ACTIVITIES:

To help patients develop better oral hygiene regimens by diagnosing and treating dental issues. Services provided includes check-ups, cleaning, tooth extraction, fillings, root canal, dental crowns, dental bridges, dental implants and emergency dental care.

LIST THE TOP FIVE OBSTACLES OR PROBLEMS THAT INTERFERE WITH MY SUCCESS:

- Decrease in revenue. Lack the support and resources to attract new patients. Compounded by Covid health guidelines limiting patient scheduling and increasing room turn-over time frameme.
- Increase in expenses. Additional expenses due to Covid increasing cost of personal protective equipment (PPE), disinfecting chemicals and air purification devices.
- Keeping up with changes in regulations, polices and technologies needed to run a dental office.
- Time. Challenge in managing my time between providing quality service for each patient, time to work on marketing my practice and time to update my skill sets (take CE courses, hands-on, etc.).
- Finding and hiring qualified dental staff to help expand my practice.

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Buyer Persona Worksheet (Continued)



Launch

PRODUCT:	MY ROLE IN BUYING:
Dental Face Shield	Choose the product and pay the bill

WHY I HAVE NOT CONSIDERED YOUR PRODUCT (OR CATEGORY OF PRODUCTS) AS AN ANSWER TO MY PROBLEMS:

I didn't know A-dec sold consumables. Never tried nor heard of your face shield I already have one that I've used for a long time and am fine with it.

WHAT WINNING LOOKS LIKE FOR ME (HOW MY PERFORMANCE IS MEASURED. HOW I GET MY BONUS):

Increase in satisfied patient (new and existing) resulting in constant revenue flow.

HERE ARE OTHER WAYS I MANAGE **WITHOUT** YOUR PRODUCT:

I'm already using Pac-Dent iVisor.

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THE FUTURE OF BUSINESS SD-15

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Buyer Persona Worksheet (Continued)



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HERE'S WHERE I GO TO GET INFORMATION (Check all that apply and name specific sources):

	Category	Who? Which ones? Where?	
	Ask analysts/read analyst reports		
√	Attend industry conferences Chicago Mid-Winter, IDS, OSAP		
	Attend vendor-sponsored events		
\checkmark	Ask a colleague for a recommendation		
	Read white papers Journal of ADA, FDI		
\checkmark	✓ Use internet search engines/online research Google		
	Read vendor collateral		
\checkmark	Read magazines/publications Dental Economics, ADA news, Dental Town, Dentistry IQ		
√	Other influences LinkeInn, Twitter		
HERE IS	S SOMETHING ELSE YOU SHOULD KNOW ABOUT ME:		
I love helping my patients - whether it is doing a difficult implant or treating young children who are hurting and terrified. I find a sense of accomplishment; it reflects me and the quality of my work. I like my practice to run efficiently and be highly profitable. But maintaining the administrative portion of my practice is the most difficult part.			
Melan	ie Hauser	1/19/2021	
WRITTE	EN BY	DATE	

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