



Yuri Medeiros

SHORT NAME
YUR

IMAGE



AGE

29

GENDER

Male

ANUAL INCOME

16.128€

KEY MOTIVATION

Pay for the doctorate;
Be a successful
physiotherapist; Make a
difference in the lives of
his patients; Create his
own business.

QUOTE

*"Movement is
medicine."*

HOOBIES

Reading, running,

CORE NEEDS

- ▶ Professional experience;
- ▶ Rise the Paygrade;
- ▶ Help patients improve their quality of life and mobility;
- ▶ Stay up to date with the latest physical therapy research and techniques.

MAIN FRUSTRATIONS

- ▶ Professional experience;
- ▶ Lack of time to dedicate to each patient;
- ▶ Difficulty in keeping up with constant changes in the area of physiotherapy;
- ▶ Frustration with the healthcare system;
- ▶ Overtime hours;

TECHNOLOGY ADAPTABILITY

Very Bad

Very Good

PREFERRED COMMUNICATION CHANNELS

- ▶ SMS
- ▶ Whatsapp
- ▶ Voice Calls
- ▶ Facetime.

A DAY IN THE LIFE

Yuri Medeiros , joined Physiotherapy at IPC in 2017. He fell in love with what he claims to be "the science of movement". He started working at this clinic after

playing football

finishing his course, and decided to continue his studies, now wanting to progress to a PhD in order to increase his level of expertise.

In addition to seeing patients, Yuri also spends time scheduling appointments, managing paperwork, and keeping up-to-date with the latest research. He finds that these administrative tasks can be time-consuming and take away from the time he could be spending with patients.