Balloon Animal Persona - Draft

## Dr Chaddha

Age 45 (MBBS)

25 years of medical experience

From Mussorie

Practices in a Hospital and a Clinic

## Devices and Usage

Well off and uses the iPhone XS at the hospital but a more modest iPhone 8 plus at the clinic. Uses WhatsApp to keep in touch with some doctors. Generally, spends a lot of free time on WhatsApp forwards. Dr Chadda greatly cares about his reputation. He is extremely proud of the 28 patients he still has ever since he started his practice and many more who have consulted him since.

## Hospital and Clinic Infrastructure

* Wi-Fi Connection
* Cell Reception
* Landline
* Clinic has no computer, searches are often on the phone
* Hospital practice provides computer and applications that allow search of medicines.

## What motivates his medicinal recommendations

* Experience with a certain brand and medicines that the he prescribes is tried and tested.
* Peer validation or pressure to use a certain medicine from medical teams, or competing doctors and clinics.
* Feels branded medicines are easy to procure.
* Incentives from big brands, including funding of research, conference sponsorship or research donations from pharmaceutical companies acting through reps.
* Doctors want to ensure that their patients are satisfied, so medicines are often chosen so that they can create a consistent experience for patients that keep their reputation safe and allows word of mouth to spread their good work.
* Free samples from medical reps that can be given to economically challenged patients.
* The feeling that he has satisfied the patient, where economically challenged patients look for cheaper, and wealthier patients want to feel they get their money’s worth of medication.
* Seriousness and risk associated with illness may cause a doctor to choose medicines that are better tested. A wrong decision here affects his reputation.

## Pain-points and blind spots

* Some people don’t trust the doctor if the medicine cost is too low.
* Dr Chadda lacks the motivation to use or always promote Gen-meds alongside brand meds because of lack of information on the success of general medicine. This often limits him from prescribing them confidently.
* Inconsistent availability of generic medicine.
* Extra effort is required by the doctors to validate the effectiveness of a certain medicine.
* Limited knowledge of generic options because of the overall perception created. Composition options are also not always as vast.